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Property	Example	Description
Shape		Shape can be 2D or 3D.
Form		Form is 3D - it is a solid object made up of shapes joined together.
Colour		Colour is used to make a product more interesting and attractive.
Texture		Texture is used to make an object more interesting. Surfaces are made 3D by the use of grooves, patterns and applying other materials such as fabrics.
Decoration		Decoration may be achieved by the use of different colours, shapes or materials. A decoration may be pasted onto a product, or be part of the material itself.

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## Technical Data Sheet

### Adjustable Clamps

### Product Group 109, 159 & 163



#### Product and Service Classifications

- **Industrial products** are products purchased for further processing or for use in conducting a business
- Classified by the purpose for which the product is purchased
  - Materials and parts
  - Capital
  - Raw materials

# WHAT IS PRODUCT ASSORTMENT?



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PARAMETERS	EX1: STEEL PLANT	EX2: SOLAR COMPANY	EX3: FACEBOOK
Product	Steel bars/Sheets	Project Management Services for setting-up solar panels	FB Website/Mobile App
Process (Value-Chain)	Manufacturing Process	Efficient vendor On-boarding, Procurement and Delivery	Cycle of Product Conception & Development to Launch & Improvement
Customers	Construction Companies	Corporate or Houses with appreciable roof-top space	People (of all age range, esp. younger), Companies, NGOs etc.
Need	To build houses/flats to sell them profitably	To save money on electricity bills, To clean environment	Socializing with friends/relatives, Advertising & Entertainment

Product assortment management definition. Simple definition of product assortment. Product assortment definition economics. Product assortment definition and example. Online product assortment definition. Limited product assortment definition. Product assortment definition in business. Product assortment definition marketing.

By better understanding the different types of customers, companies may be better equipped to develop and combine to form the width of the product offered by the retailer. 2. Deepening depth of the product is the variety of products offered in each line of products. 0 Actions assortment strategies refer to the plans that retailers (in the store and e-commerce) produce electronic commerce, electronic commerce refers to commercial transactions of goods or services carried out through the Internet. The Companies. Electronic commerce selling various products and services). Use to determine the mix of optimal products for your daily inventory. From a marketing perspective, there are four types of consumer products, each with different marketing considerations. Demographics Demographics are referred to the socio-economic features of a population that companies use to identify product preferences and product differentiation. Differentiation of differentiation. The introduction of distinctive characteristics. Or features a product to guarantee a USP (proposal for sale) of the definition: The assortment of the product is all the collection of products carried out by a retail store. Deep assortments may involve transporting a wide variety of colors, add-ons and similar. The objective of the planning of the merchandise is to provide the store customers with a highly desirable mixture of merchandise, as well as to decide which products can generate the majority of the profits and what products should be kept out of the merchandise mix. They are important because they determine the goods with which a client interacts, which leads to a purchase decision. For example, offering too much variety within a product line can be frustrating to customers. It makes it more difficult to make a decision. This adapts to public demand and increases sales. For example, if the retailer in question is a specialized cereal store, it is likely to offer hundreds of options for the cereal. Product width Product Width Product To the range of product lines offered by a retailer. For example, the same automobile manufacturer can have five SUV models, four bus models and three truck models. The three main financial statements are the statement of income. For example, the automobile manufacturer can have a standard and basic version for each of the types of trucks and buses, but has a third luxury version for the types of SUV. While some stores can carry a deep and spacious assortment in their merchandise mix, such as a large online retailer, other stores may have a superficial and narrow assortment \*, such as a small chocolate shop. This allows the retailer to serve different demands according to geography and, therefore, increase sales. For example, a clothing retailer like Zara does not sell the same clothing inventory in a store in Mumbai, India, as he does in Vancouver, Canada. Our goal is to attract the mass market and offer as many products and varieties as possible, to attend a much higher customer base. The important importance of the assortment strategy used effectively, the assortment strategies can boost sales and help the retailer increase its customer base. It is common that specialized stores focus on one or a few products to use a deep assortment strategy. For example, it is likely that a supplement store offers many options for protein powder buyers: it is using a deep assortment strategy by focusing on less product lines, but with high depth and variety within each line of products. Assortment of revolved classification using stretching strategies revolt. It aims to offer products that are outside your main business operations to attract more customers from different markets. Example, a store that is famous for its shakes begins to sell fresh fruits and packed foods, which allows it. To address a wider audience, including people who want to make smoothies at home. 4. The localized assortment assortment strategy assigns the mix of the product based on the of the local population and the characteristics of the geographical region. They are important for the retail industry, since customers interact directly with the combination of products on the screen and make purchase decisions based on what they see. Assortment revolved is an assortment strategy where a company or company carries out products not related to its main business line in an attempt to attract additional customers. Mix À ç à ~ "Strategies of assortment An assortment strategy is concentrated in the depth of the product and the amplitude. The deep assortments make the retailers superdependent and minimize any space for other types of products. That is, it is likely that only Offer cereal, but also provide many cereal options to choose from. In the other hand, it is likely that a wholesaler, such as Costco, as high product width (many product lines ranging from product lines, to clothing, domestic furniture and accessories), but the lower depth (only a few options in each product line, for example, offering) .type of assortment strategies1. Depth: The depth refers A varieties of the same or similar products within a product line. Consistency: The consistency in the variety of products refers to how the lines of products or the products are related between SÀ, for example , Trucks and buses can be consistent between SÀ, as they are automobiles of commercial qualification, but the SUV would not fit or consistent consistent consistent that it is a consumption vehicle. The strategies used may depend on the physical capacity of the stores: the most small stores generally lack the space for greater width and depth of products and tend to focus on one or the other. For example, a special retailer, like a cereal store, is likely Show a more narrow product width (few product lines), but the high depth of the product (numerous options for each line of products). To continue learning and Your Knowledge Base, Please Explore The Additional Relevant CfI Resources Below: Aida Modelaida Model Aida Model, Which Stands For Attention, Interest, Desire, And Action Model, Is An Advertising Effect Model That Identifies The Stages That An IndividualConsumer ProductsConsumer ProductsConsumer Products, Also Referred At the end goods, they are products that are purchased by individuals or homes for personal use. There are four main characteristics of the product assortment. At the same time, providing very little variety can be disappointing for some customers and can negatively affect sales revenue. Therefore, it is important to carry out an extensive market research related to a series of factors, such as the target customer group, location, climate, and other preferences based on the client, before designing the strategy of appropriate assortment and product mix. It really was reused, what I read by reading the strategies of assortment of CfI. This type of strategy is usually left for the most large retailers. It is the collection of products and services that a company offers its customers. When a retailer chooses a wide variety and a deep assortment at the same time, then the general products will demand a lot of space and investment. For example, a supermarket can offer product lines ranging from food to cosmetics and free-selling medical supplies. By Anastasia Belyh Posted on December 16, 2017 Home Lexicon Assortment of products The assortment of the product refers to the variety of products and services that a company or a retailer makes or offers to consumers. The assortment can vary according to the seasons, an ice cream shop can offer different flavors in the summer and different flavors in a monsoon season. It is likely that a clothing retailer is likely to store a different clothes Spring and in summer (probably more beach garments) that does it in winter (more jackets). The smaller retailers can choose to concentrate on a certain type of good or Assortment with a narrow variety: deep assortment: In a deep assortment, a retailer stores many varieties of a single limited products. Category The murderers are deep assortment retailers that have a great variety of good good (s) good, so that other retailers can not compete. They are all product lines available for customer customer types of customer customers who play an important role in any business. Similarly, in supermarkets, complementary goods, such as toothbrushes and toothpaste, are strategically assorted so that customers are persuaded to buy more than they pretended. However, the assortment strategies can be disadvantageous if the product mix and the assignment do not appeal to the population that visits the store (or the website, for the electronic trade retailers financial examples. Examples of Staff Slaters of Amazon Studies Financial show financial performance and the strength of a company. It aims to provide more variety in the types of product lines offered, but does not provide a high number of products in each line of products. For example, a store of groceries that provides many different products, but only stocks of one or two brands for each type of product, is using a wide strategy of assortment. 2. Deep deep assortment The strategy aims to provide a large number of options within A particular product category. An assortment strategy can be difficult to nail. Wide shippard Width ass strategy From Ortement is used when retailers point to offer many different lines or categories of products, but with a lower depth in each category. It is the type and number of merchandise offered by retailers or companies. For example, Vehicle manufacturer can have product lines for SUV, buses and trucks: The duration of a company's products is the number of products in the line of individual products. This is because the population in Vancouver requires safer clothes for snow and winter season, while the population in India exhibits exhibits Preferences of clothing and requirements.5. The stores use the strategies of assortment of market market market merchandis with large physical storage capabilities, such as Walmart and Amazon. The variety determines the depth of the product. The classifications strategies are determined by the width of the product and the depth that a retailer chooses to offer and ideally give rise to optimal mixes of products that drive sales and increase the likelihood that customers make positive purchase decisions. They include: Amplitude - This refers to the product lines that have a retailer or manufacturer in production. Production.

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