



# Product Planning Lesson Introduction

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## Product Lines

Groups of closely related products offered by a store.

- Otis Cookies
- Breeze Freeze Frozen Drinks
- Under Armour Tech Apparel
- JanSport Backpacks

## Product Item

A specific model, brand, size, or flavor of a product within a product line.

- Otis Chocolate Chip Cookies
- Champion Reverse Weave Crewneck Sweatshirt
- San Disk USB Removable Drive
- Nature Valley Honey 'n Oats Granola Bar

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## Product Mix

An assortment of product lines and individual offerings available from a retail business.

For a school store, the total merchandise and service offerings available for sale, including product lines and individual items. Look at . . . .

- Various Departments  
Apparel, Beverages, Candy, Gifts, Snacks, etc.
- Categories within a Department (containing similar product lines)  
Jackets, Hooded Sweats, Sweatpants, Polos, etc.
- Along with individual items assigned to a dept/category.  
A “Central HS Tigers Lanyard Blue”

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