



Product Planning Lesson Introduction

Product Width

Refers to the specific number of product lines a business stocks and sells.

- In Apparel
 - Short sleeve and long sleeve Ts
 - Crew and hooded sweats
 - Childrens
 - Jackets and Fleece

Product Depth

Refers to the number of product items a business offers and sells within a product line.

- 8 varieties of Otis Brand Cookies plus reduced fat varieties
- 5 varieties of Crewneck Sweatshirts – printed and embroidered
- 5 varieties of Coffee Blends in Regular and Decaf
- 20+ varieties of Mars Candy bars

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National Brands

A name or term that identifies a product and differentiates it from competitive products.

- Under Armour, JanSport, Nike, Hanes, Gear for Sports
- Snickers, Kit Kat, Twix, Skittles
- Doritos, Fritos, Cheetos, Sun Chips
- Corvette, Camaro, Camray, Civic

Staple Goods

Frequently purchased goods a business keeps on hand continuously because consumer demand for the item is constant.

- Water
- Cookies
- Popular Candy - M & Ms, Starburst, Snickers, Breath Savers
- Athletic Shirts and Shorts

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