

Product Strategies

Possible Product outcomes from analyzing your sales performance and current inventory data.

Expand the product line – ordering new products or related products to add depth to a line – ex. – add children's or college garments to your existing apparel

Reorder the same merchandise – continue selling basically a limited assortment of staple goods to the school population

Modify the product line – ordering new or related products as an alteration from existing products – ex. - try different flavors of cookies or muffins

Expand the product mix – establish a new product line not sold before – expand into apparel or add beverages

Delete a product offering – eliminate poor selling products

Lessons Provided By:

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