

### 4.04

#### Employ product-mix strategies to meet customer expectations.

**Part I:** Choose one of the following companies.

Johnson & Johnson  
 Black & Decker  
 Proctor & Gamble  
 SC Johnson & Sons  
 Coca-Cola  
 PepsiCo

LG  
 Elmer's  
 Kellogg's  
 Kraft Foods  
 General Mills  
 Ralph Lauren

ConAgra Foods  
 Kimberly Clark  
 Heintz  
 Nike

**Part II:** Your assignment is to determine the product mix for the business by answering the 10 questions below.

1. What is the name of the business you chose?
2. Give a brief description/history of the business.
3. List 5 **major product items** that are sold by this business.
4. What are the major **product lines** (brands) offered by the business?
5. Who is this business's target market?
6. How does the product mix help this business to compete with other companies?
7. Do you think the business can survive the next 5 or 10 years with its current products? Why?
8. What changes could be made to the business's product mix to improve the business?

*Create a Tree Map using illustrations (pictures of the product items you chose).*

Company Logo			
<b>Product Line</b>	<b>Product Line</b>	<b>Product Line</b>	<b>Product Line</b>
<i>Product Item</i>	<i>Product Item</i>	<i>Product Item</i>	<i>Product Item</i>
<i>Product Item</i>	<i>Product Item</i>	<i>Product Item</i>	<i>Product Item</i>
<i>Product Item</i>	<i>Product Item</i>	<i>Product Item</i>	<i>Product Item</i>
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