**MANAGE THE PRODUCT MIX**

***Directions: Complete the table below providing examples for each of the methods available for changing a product mix. Assignment is worth 60 points.***

|  |  |
| --- | --- |
| Managing Product Mix | Example |
| Product Modifications |  |
| Line Extensions |  |
| Product Deletion |  |
| Imitations |  |
| Adaptations |  |
| Innovations |  |