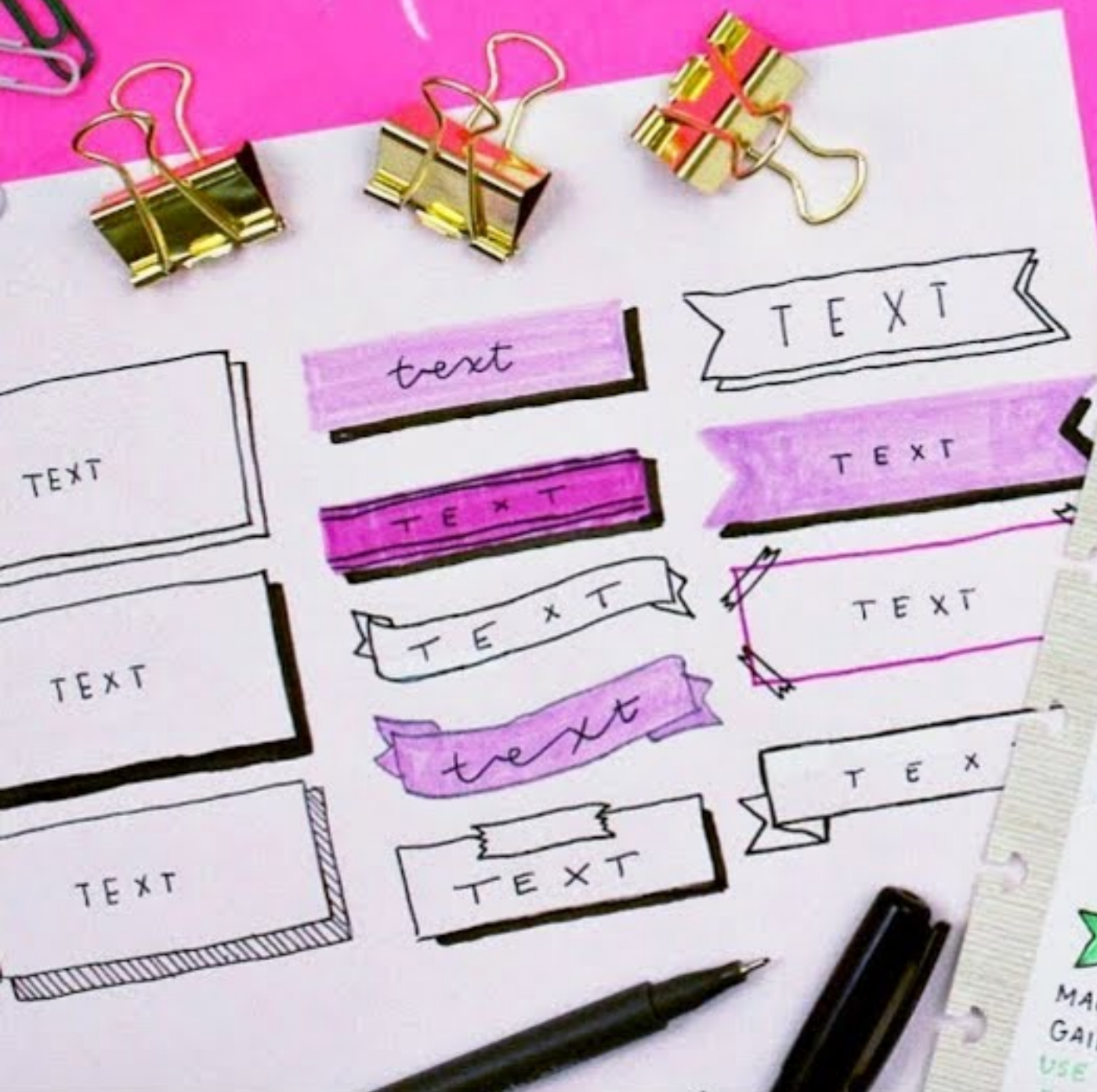


aesthetic notes



PRODUCT Branding

Complexity & TYPES OF PRODUCTS

TYPES OF PRODUCTS

- CONSUMER USED FOR PERSONAL USE
- SPECIALTY STRONG PREFERENCE, SPEND > ALTERNATIVES
- SHOPPING COMPARE
- UNSOUGHT DONT NORMALLY THINK ABOUT BUYING
- CONVENIENCE NOT WILLING TO EVALUATE

the magic of **macy's**
MACYS USES PREDICTIVE ANALYSIS TO GAIN MORE INSIGHT INTO THE USE OF PRODUCTS

THE CENTER IS THE CORE CUSTOMER VALUE WHICH DEFINES THE MAIN BENEFITS THEY ARE SEEKING.



COMPLETE SET OF ALL PRODUCTS AND SERVICES OFFERED BY A FIRM IS THE PRODUCT MIX
BREADTH IS THE NUMBER OF PRODUCTS OR SERVICES OFFERED BY THE FIRM.
DEPTH IS THE NUMBER OF PRODUCTS WITHIN A PRODUCT MIX

CH 11