KONSEP PRODUK

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WhAT IS A PrODUCT?

A **product** may be defined as everything, both favorable and unfavorable, that a person receives in an exchange

A marketing manager cannot determine a price, design a promotion strategy, or create a distribution channel until the firm has a product to sell.

Products can be classified as either business (industrial) or consumer, depending on the buyer's intentions.

- **Convenience Products** relatively inexpensive item that merits little shopping effort—that is, a consumer is unwilling to shop extensively for such an item.
- **Shopping Products** usually more expensive than a convenience product and is found in fewer stores. Consumers usually buy a shopping product only after comparing several brands or stores on style, practicality, price, and lifestyle compatibility

- **Specialty Products** particular item for which consumers search extensively and are very reluctant to accept substitutes

- **Unsought Products** product unknown to the potential buyer or a known product that the buyer does not actively seek

	Soups	Sauces	Frozen Entrées	Beverages	Biscuits
Width of the Product Mix →					
Depth of the Product Lines / DEPTH	Cream of Chicken	Cheddar Cheese	Macaroni and Cheese	Tomato Juice	Arnott's:
	Cream of Mushroom	Alfredo	Golden Chicken Fricassee	V-Fusion Juices	Water Cracker
	Vegetable Beef	Italian Tomato	Traditional Lasagna	V8 Splash	Butternut Snap
	Chicken Noodle	Hollandaise			Chocolate Ripple
	Tomato				Spicy Fruit Roll
	Bean with Bacon				Chocolate Wheaten
	Minestrone				
	Clam Chowder				
	French Onion				
	and more				

b r A n D I n G

A **brand** is a name, term, symbol, design, or combination thereof that identifies a seller's products and differentiates them from competitors' products

EXHIBIT 10.2	THE POWER OF BRAND EQUITY
Product Category	**Dominant Brand Name**
Children's Entertainment	Disney
Laundry Detergent	Tide
Tablet Computer	Apple
Toothpaste	Crest
Microprocessor	Intel
Soup	Campbell's
Bologna	Oscar Meyer
Ketchup	Heinz
Bleach	Clorox
Greeting Cards	Hallmark
Overnight Mail	FedEx
Copiers	Xerox
Gelatin	Jell-O
Hamburgers	McDonald's
Baby Lotion	Johnson & Johnson
Tissues	Kleenex
Acetaminophen	Tylenol
Coffee	Starbucks
Information Search	Google

Source: Data from Chris Moorman.

YOUR TASK !

Buat PAPER (WAJIB) maksimal 5 halaman dari materi yang sudah dijelaskan

THANK YOU!

ANY QUESTIONS?