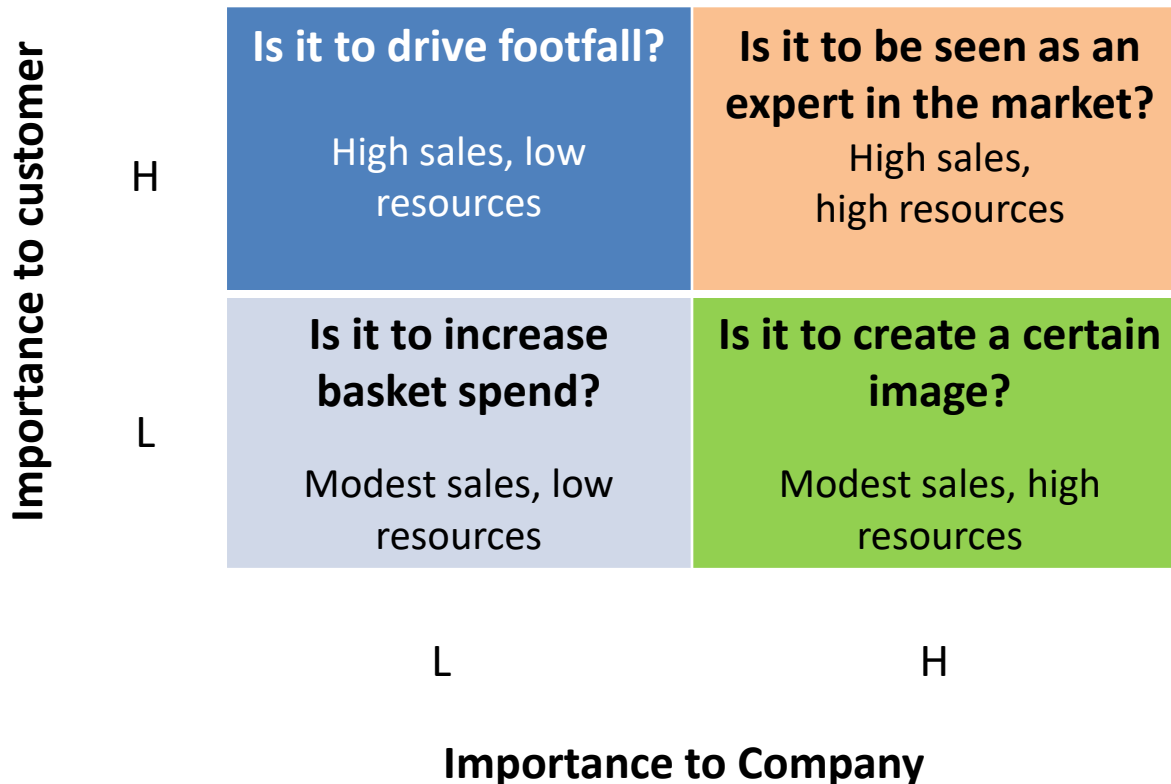


What type of products does the company have? Each product in the range will have a different role and it is important to clarify this role. Are the products there to attract customers? Increase spend? Create an image or to ensure there is a comprehensive range?



Knowing the role of your products, helps to ensure you make the right decisions for customers and the company

Figure 1: The product role matrix