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Consumer Products

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Service Mix

Your business can offer services that are either tangible or intangible. Some business offer only pure service products, for example insurance. Other businesses sell a tangible product, for example a Café. A business can also offer a combination service where you sell paint and you also have a team that painters.

(Nieuwenhuizen 2011:122)

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*Factors affecting
the optional
product/service mix*