***Product Line Assortment, Depth and Width***

*Notebook Questions*

1. Dark and Stormy Night is a book store that specializes in mystery fiction. It carries classic mysteries, such as Sherlock Holmes collections, and modern mysteries by such authors as Sue Grafton and James Patterson. Mystery fans love the store for its atmosphere, its pleasant and knowledgeable staff, but mostly for its enormous selection of mystery novels. They can always find what they are looking for here, and sometimes find titles that surprise them.

Describe each of the following, in a sentence or two, for this store:

1. Assortment
2. Line depth
3. Line width
4. Number of SKU’s
5. Classify the following as durable or non-durable goods:
   1. A car
   2. A bag of potato chips
   3. A soft drink
   4. A wedding ring
   5. An umbrella
   6. A fridge
   7. A chocolate bar
6. Give two reasons why it is important for retailers to distinguish between durable and non-durable goods.