

## **Little Remedies Product Line Strategy**

The product line for the Little Remedies® Products from Vetco, Inc., shown, is nonprescription medicines for infants and children 6 years old and younger. An important benefit of having a broad product line like that for Little Remedies is it enables both consumers and retailers to simplify their buying decisions. For example, if a family has a good experience with its four-year-old's sore throat with Little Colds® Saf-T-Pops® from Little Remedies, the family might consider its Little Noses® decongestant Nose Drops if the child's cold causes a stuffed nose.

Also, Vetco can obtain distribution in retail chains like Babies " " Us and Wal-Mart because its extensive product line enables these chains to contract with a single supplier and avoid having to deal with several different suppliers, often an expensive and time-consuming process.



Companies can learn from this example, to create an extensive product line that can benefit both consumers and retailers.

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