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LETING REVIEW Products are all things that can be off in the market to affect demand, consumption or consumption that can affect the needs of consumers. Products consist of a big, medium or small, short, brand name, pending sale, product line, product form, user experience (Suter, H., Suter, C. L., Brady, 2019). Usually there are 7 kinds of products, namely new brand/brand products, extended products, additional products and product products (Suter & Suter, 2008).

Fig 4 of products, a brand they value that several use such as fig 4 customer a g brand to buy soft products and 40% and/or competitors of setting a premium price and give price on customer need. Good perceived a g brand 20% with a brand positioning in customer mind and proved by its 1 (Suter, Suter & Suter, 2008). To achieve customer value an org should create about mark review and what and for providing appropriate production that can able to provide relevant products and services (S. Johnson, & Ross, 2008).