

## COMPLEMENTARY PRODUCT STRATEGY FOR INDUSTRIAL CONSUMABLE PRODUCTS

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### **ABSTRACT**

*There are multiple products which are always sold along with each other and even used long with each other and those products are known as the complimentary products, some of the commonly known examples can be lead pencil and eraser, fountain pen and ink, container and lid or in electrical consumable domain it can be contactor and relay, capacitor and contactor, meters and current transformer or voltage transformer etc.*

**KEYWORDS:** *Industrial Consumable, Complimentary Products*