Product options offer your <u>customers</u> greater variability in choosing the right <u>product</u>, it's a choosable part of an offered product or even choosable part of a user's order. The system allows you to organize the options by dividing them into categories of the following types:

- **Attribute** (e.g*., Color of clothing*)
- **Products** (e.g., *Portable PC accessories*, *Configurable PC – Operating system*)
- **Text** (e.g., *Book – Inscription*)

For example, your on-line store sells books (products) and your customers can optionally buy the books with inscriptions (product options). Or perhaps your store sells T-shirts and allows your customers to buy the T-shirts (products) in multiple colors (product options).

Another use of product options consists in offering them as **special additions to the products**. For example, your store sells portable computers (products), and your customers can optionally order the computers with portable printers (product options).

Besides, you can offer product options as **components of products** they constitute. For example, hardware components (product options) of a configurable computer system (product).

You can also offer **combinations of product options** from multiple product option categories **as product variants of the product**. For example, the T-shirts (products) that you offer in your on-line store are available in different sizes and colors (product options from two different product option categories). Each combination of size and color for a given T-shirt (product variant) behaves in the system as a separate product. This means that each variant has its own SKU (product number), price, and stock records. Learn more about <u>product variants</u>.

> ℹ️ Currently, the system doesn't support <u>volume discounts</u> for product options.

> ✅ You can manage product options in the Kentico E-commerce Solution from three places:
>
> - In the **Product options** application, in which you can find all product options. There you can connect products to product options.
> - In the **Products** application, in which you can find all products. There you can connect product options to products.
> - In the **Pages** application on the **SKU -> Options** tab on pages connected to products. There you can also connect product options to products.

Learn more about: