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| Name: |  | Target Stage: |

3.2 - Extension Strategies

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| **Progress Indicators** |
| **Good** - Describe how each extension strategy helps extend the life of a product. | **Excellent** - Evaluate when it is appropriate to use each extension strategy. |

Do it now Task

At what phase would a business implement an extension strategy?

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What is an extension strategy?

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Extension Strategies

How would developing a new product impact on a business?

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How would withdrawing a product effect a business?

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Why would a business want to extend the life of a product rather than withdraw it?

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How could a business extend the life of a product?

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| Extension Strategy | How will it help the product? | Example? | Appropriateness (when, why would a business use it?) |
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| Extension Strategy | How will it help the product? | Example? | Appropriateness (when, why would a business use it?) |
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