3.1 – Product Lifecycle

Do It now Task

Complete the lifecycle of the different stages you will go through in your life.



Write a definition for **product lifecycle.**

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Using the diagram provided, can you work out the different phases of the product lifecycle using the terms below.

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| --- | --- | --- | --- | --- |
| Development | Growth | Introduction | Decline | Maturity |



Activity 2

What is happening to the sales and profit at each stage of the product life cycle?

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| --- | --- | --- | --- |
| Stage | Number of Sales | Amount of Profit | Product |
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