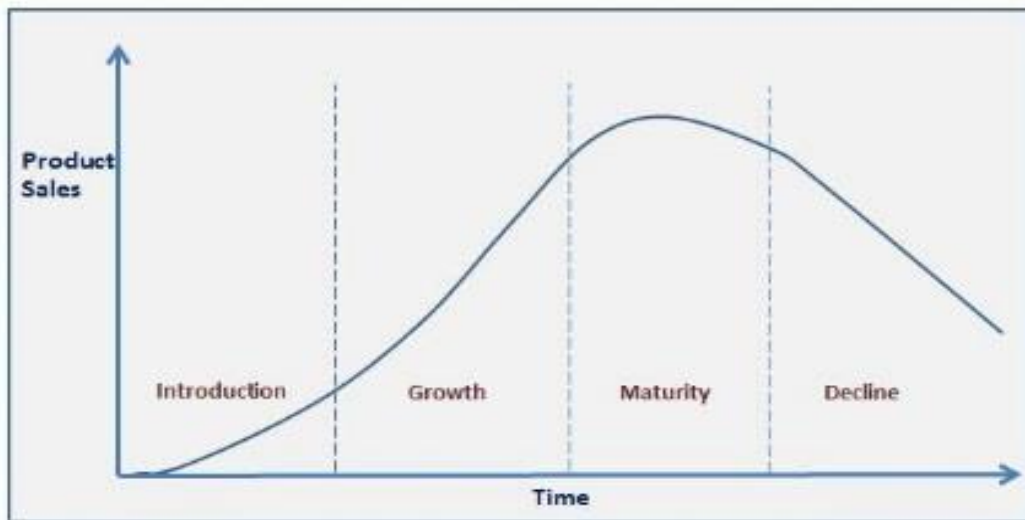


3.5.5 Product Life Cycle

The Product - Is what the customers buy. Points to consider about the product.

- Does the performance match what is promised in the advert?
- Does the product represent value for money?
- IS the design appealing?
- Does the product have a USP?
- Can you differentiate the product amongst its competitors?

Product Life Cycle



- Cutting the price to make products better value for money.
- Spend more on advertising
- Update the packaging
- Adding new features
- Find new customers

Extension Strategies – to avoid decline

Introduction

Launching the product into the market.

Growth

When sales are increasing at their fastest rate.

Maturity

Sales are near their highest, but the rate of growth is slowing down, e.g. new competitors in market or saturation.

Decline

Final stage of the cycle, when sales begin to fall.