

Simplified Text from course book

Read the Below texts and underline the listed words in the paragraph

The product life cycle

The product life cycle describes the stages of sales a product goes through

Stages of the product life cycle

Stages of the product life cycle		
	Stage	Characteristics
1	Introduction	• Sales grow slowly • Lots of advertising to inform customers
2	Growth	• Sales grow quickly • Use advertising to build customer loyalty
3	Maturity	• Sales grow slowly • Use advertising to stay competitive
4	Decline	• Sales decline • Advertising is reduced as the product becomes outdated



Circle/give the correct answer

1. In which stage sales grows slowly?

- a. Maturity
- b. Decline
- c. Growth

2. Products become outdated

- a. Maturity
- b. Decline
- c. Growth

3. What is product **life cycle**?

4. Explain the stage '**Introduction**'?

