

Grade 10

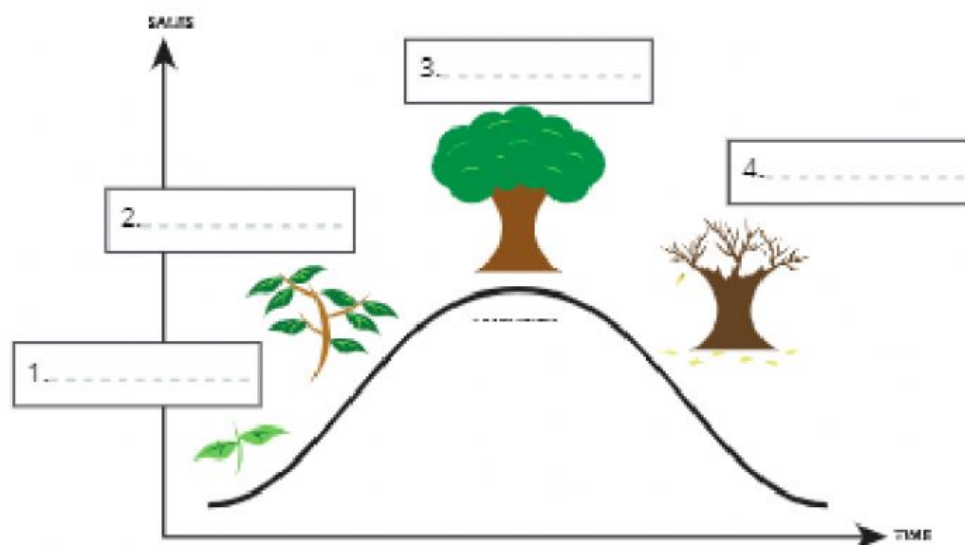
The product life cycle

Activity 2.11

1) Complete the graph of the product life cycle with the correct stages.

decline **introduction** **growth** **maturity**

PRODUCT LIFE CYCLE



2) Match the stages of the product life cycle with their correct definitions and fill in the blanks to complete the names of the stages.

Intro_____

Gr_____

Ma_____

De_____

is when a new product has been launched and has been successful (sales are growing)

is where the product starts to decline (sales are declining)

is when a new product is launched in the market

Is when a product has been on the market for some time (maximum sales profits)