

Grade 10

The product life cycle

Activity 2.11

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

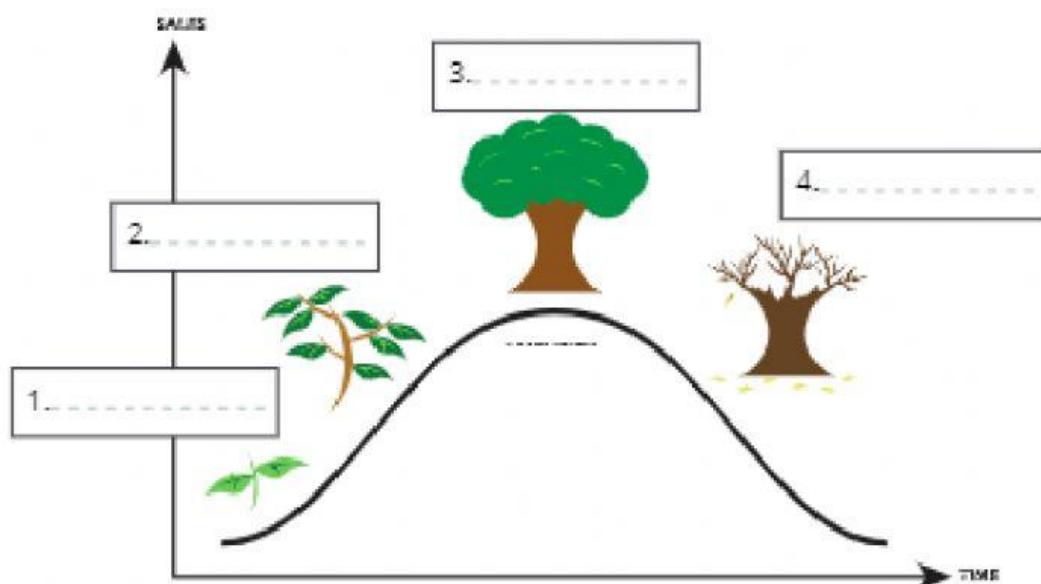
decline

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 _____

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

Gr _____

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

Ma _____

is when a new product is launched in the market

De _____

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