

## Grade 10

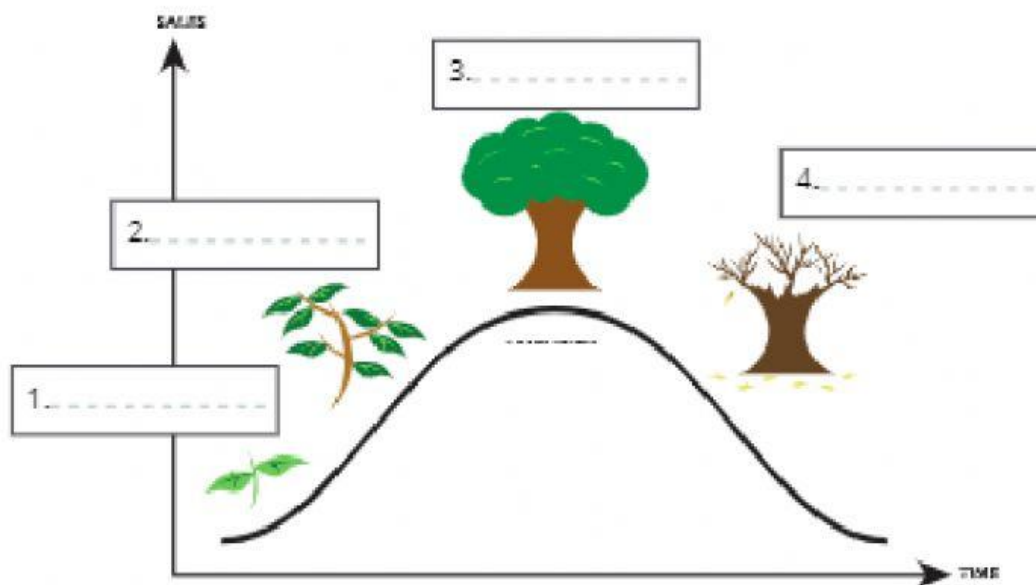
### The product life cycle

#### Activity 2.11

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



## 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)