

Grade 10

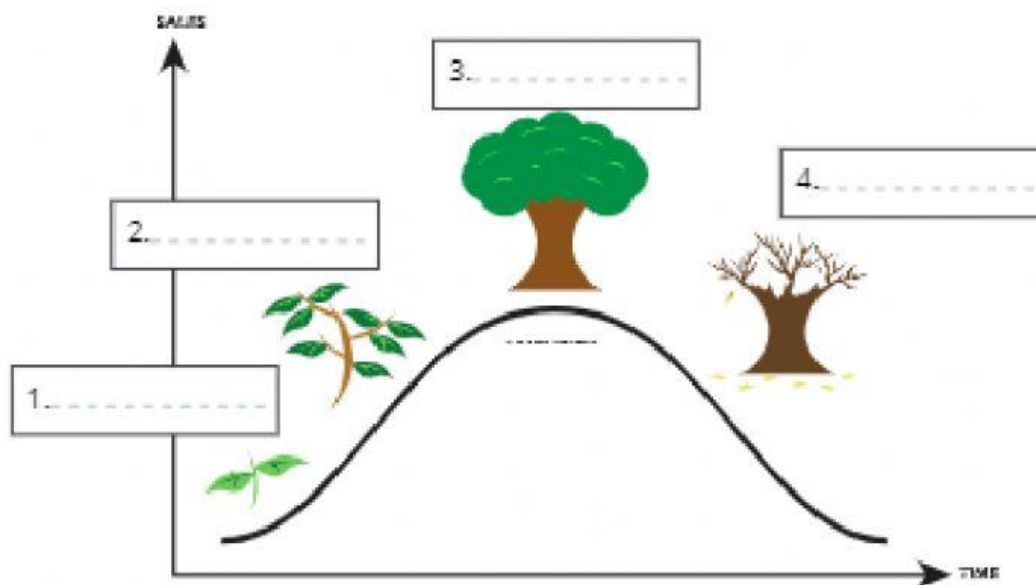
The product life cycle

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)