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| **Product life cycle**  **stages explained** | **Introduction**  Product ------------ onto market, first sales ------ consumers start to recognise ---------- costs company to --------little profit. | **Growth**  ---------------- takes effect, -------------, company make ----------, competitors may introduce own brand | **Maturity**  Sales level off, market ---------- with competitor’s designs (may be better) Major companies --------& have new products ready. | **Decline**  Sales -----------companies decide ---------------- Stop making? Launch new one?) | **Obsolescence**  Stop making-------- ---------may push this for example --------------------------- |

**What does planned obsolescence mean?**

Some companies plan ----------------------------------------------------------------------------------------------------------------------------------------------------