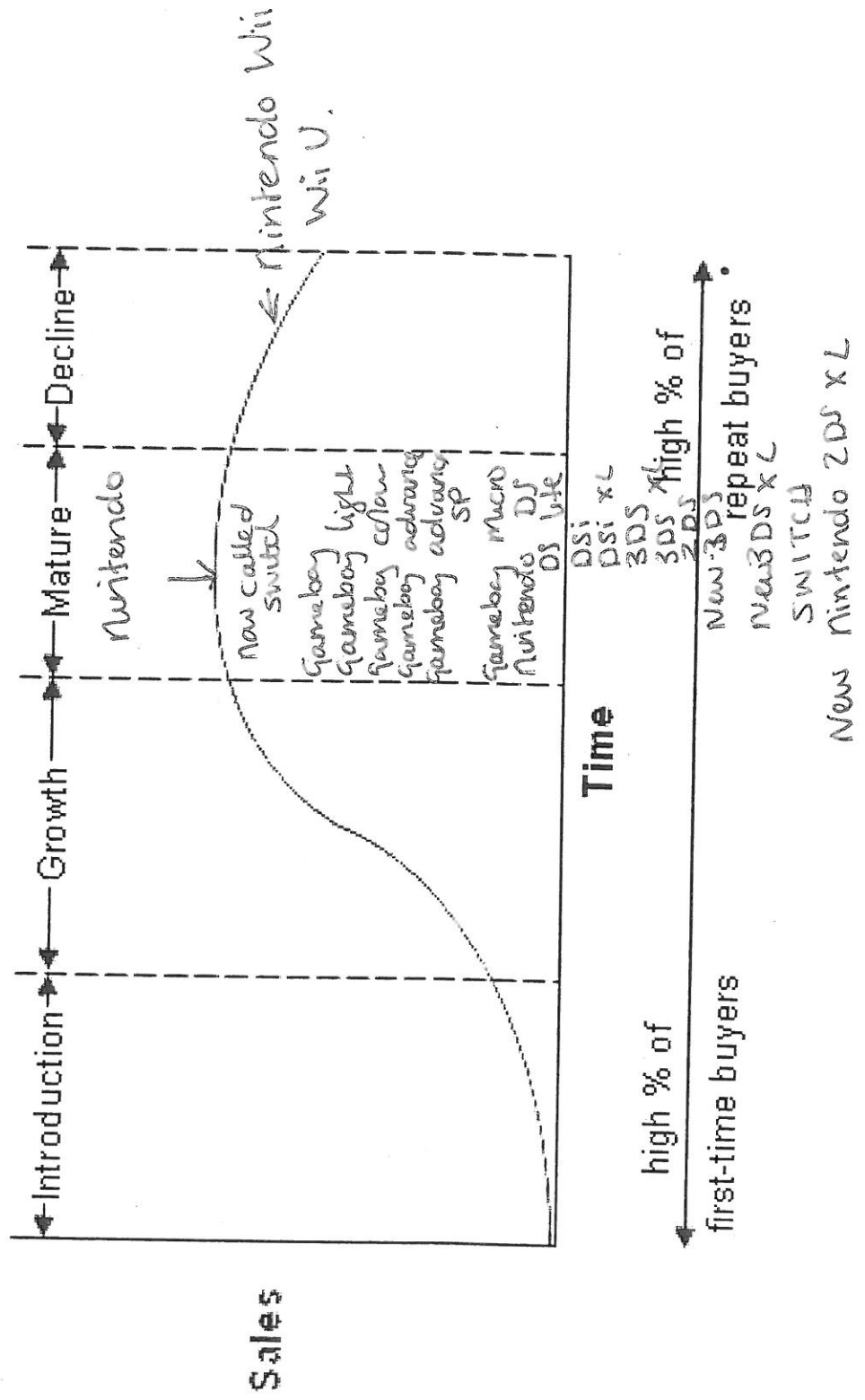


The Product Life Cycle (PLC)

Some products have a very short life cycle: Fashions



Where do you think the following products are in their Product Life Cycle?

consider iPhones.
where is the

Each handset
goes through
the process repeatedly.

4
5
6
7

Mature - go through the process regularly.

• Mobile telephones

Mature

• Baked Beans

Mature

• Digital Television

Mature

• Cigarettes

Decline

• Carbon Paper

• Mortgages

Mature

• Pens and pencils

Mature - go through the process regularly.

• Car alarms

Mature

• Organic fruit and

vegetables