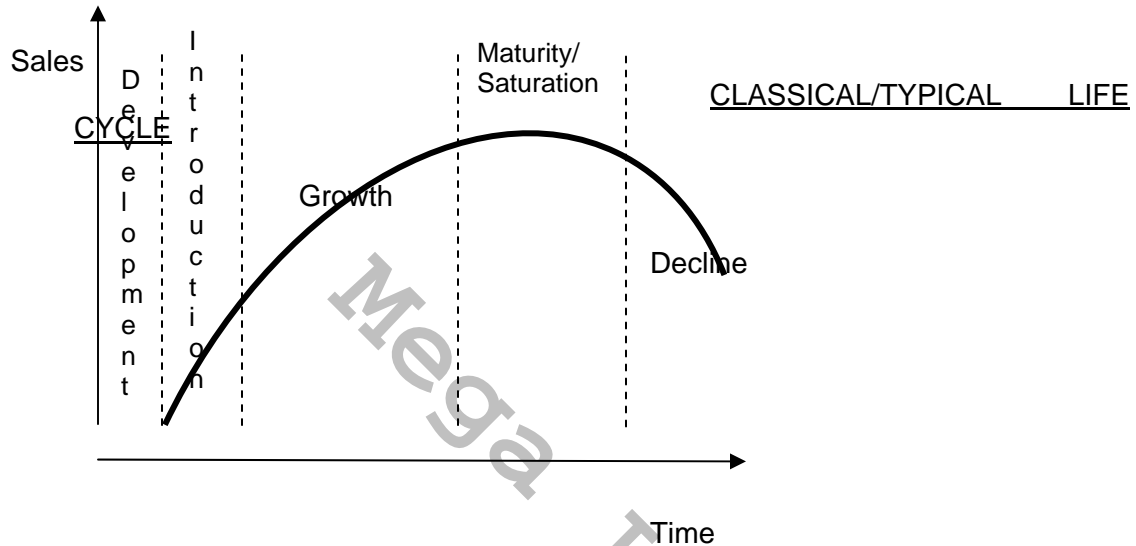


Product life cycle

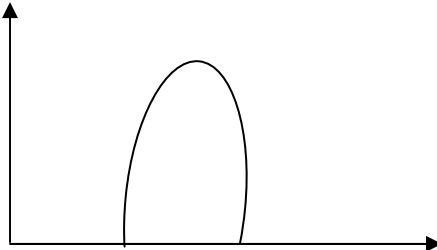
The product lifecycle shows the different stages that the product passes through and the sales that can be expected at each stage.

Most products pass through the following five stages:

1. Development
2. Introduction
3. Growth
4. Maturity / Saturation
5. Decline



Technological products e.g. mobile phones when sales increase suddenly and fall suddenly as well in fashion as well.



Few products' sales, like Pepsi & Molty Foam, always increase. It may be due to continuous introduction of extension strategies (see below under "product" heading).

