

PRODUCT LIFE CYCLE

Product- Meaning

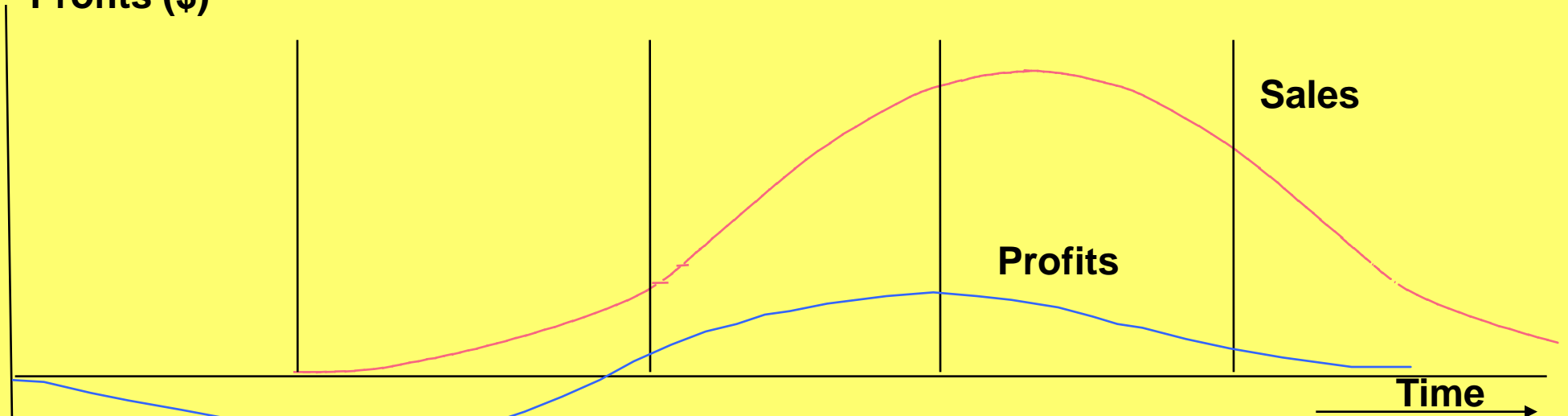
- **The products represents a bundle of expectations of the consumers.**
- **Products satisfies the needs of society.**
- **Example: when one person buys toothpaste, he buys in the hope of getting whiter teeth, avoiding bad odour.**

Product Life Cycle

- **Products, like human being have length of life.**
- **This has been described as life cycle in human beings and when applied to products, is called as product life cycle.**
- **Products life cycle is generally termed as market.**

Product Life Cycle

Sales and
Profits (\$)



Sales

Profits

Time

Product
Develop-
ment

Introduction

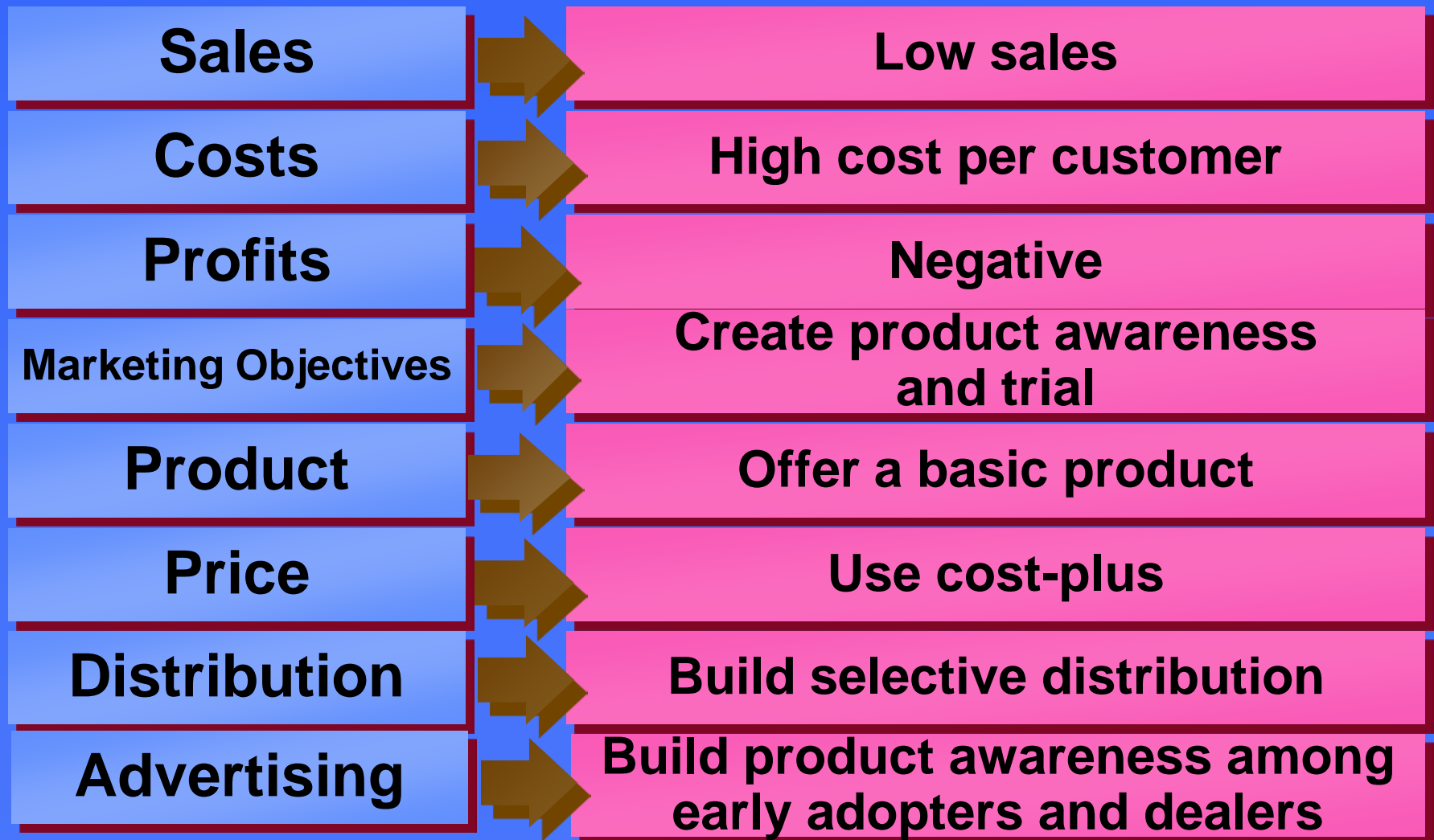
Growth

Maturity

Decline

Losses/
Invesments (\$)

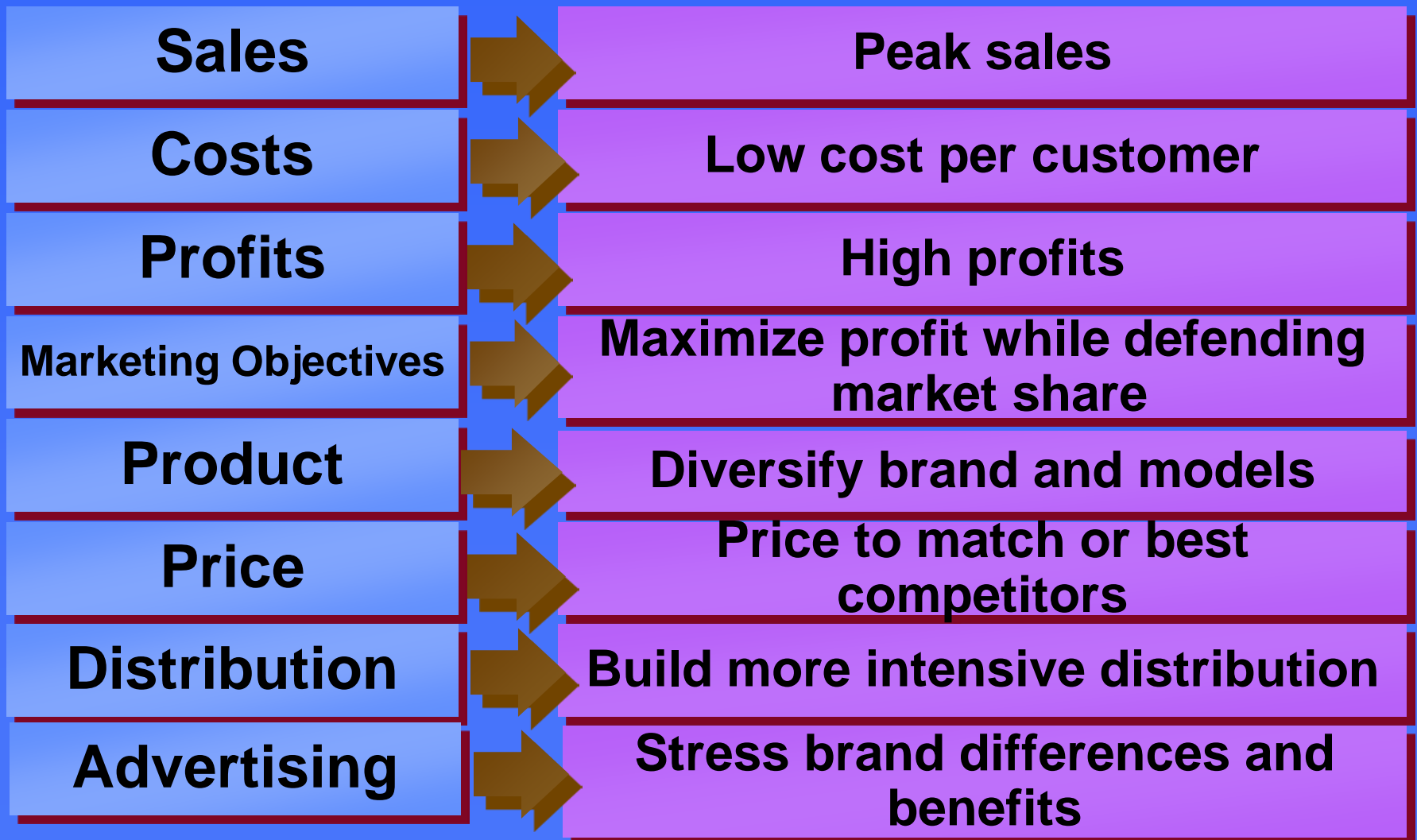
Introduction Stage of the PLC



Growth Stage of the PLC

Sales	Rapidly rising sales
Costs	Average cost per customer
Profits	Rising profits
Marketing Objectives	Maximize market share
Product	Offer product extensions, service, warranty
Price	Price to penetrate market
Distribution	Build intensive distribution
Advertising	Build awareness and interest in the mass market

Maturity Stage of the PLC



Decline Stage of the PLC



Thank you