**Marketing Mix: product**

**The product life cycle**

**Starter activity:**

|  |  |
| --- | --- |
| **Key terms** | **Definition** |
| Product life cycle |  |
| extension strategies |  |

**Development activity:**

**State the four stages of the product life cycle. Draw and annotate these stages in the form of a diagram using the example of product life cycle of a fashion clothing vs a hi-tech product.**

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**Support notes:**

**Graphical user interface

Description automatically generated with low confidence**

**Diagram

Description automatically generated**

**Practice Activity:**

Graphical user interface, text, application

Description automatically generated

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