

PRODUCT DESIGN & MARKETING

The Product 1

THE LIFECYCLE OF A PRODUCT

1. Make a list of all the goods & services you have bought in the last week. Which ones were on the market (available for purchase) last year, five years ago, ten years ago & fifty years ago? Write at least two in each section below:

Last year: _____

Five years ago: _____

Ten years ago: _____

Fifty years ago: _____

2. Like everything else, products are born, they develop, they grow up, they change, they decline and finally they die. So we can talk about a product's LIFE CYCLE.

