

PRODUCT DESIGN & MARKETING

The Product 2

THE LIFECYCLE OF A PRODUCT PART 2 : How a Product Lives & Dies

1. A company decides to make plastic cowboy hats for children but.....



WHY DO PRODUCTS CHANGE & DIE?

FRIZBANG VOCABULARY

Check the following expressions in your vocabulary & write out their English meaning. If you cannot find it, take a guess:

- a) to cash in on _____
- b) a craze _____
- c) to wear off _____
- d) a price war _____
- e) to drop out _____
- f) to go out of business _____