



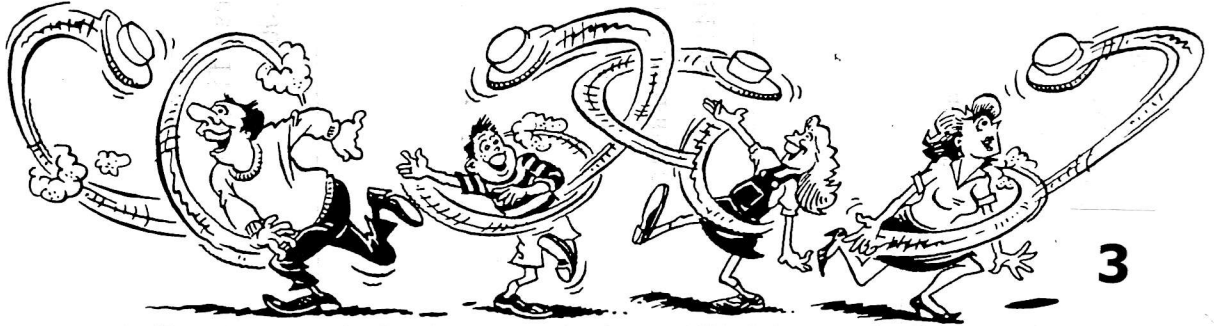
1

It was instantly successful and, in a few short months, there was a huge growth in sales.



2

At this point competition appeared. Other firms were quick to cash in on the success of the Frizbang and produce their own versions.

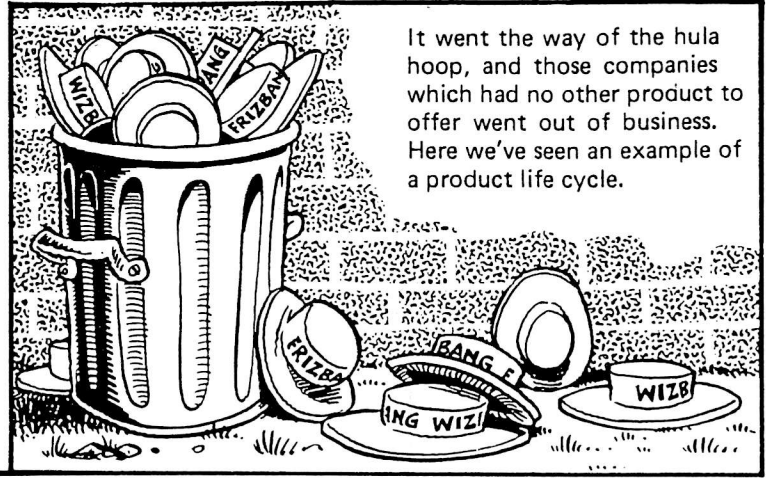


3

The product caught on. Nearly everyone was buying it, and it seemed that nearly everyone was selling it too. But after a while the craze began to wear off. The growth rate slowed. There were fewer customers and too many suppliers.

4

A price war started, and firms which were not prepared for this began to drop out. Finally the craze itself disappeared and, as the saying goes, the product became old hat.



5