

## Chapter 30 Section 2

### Product Life Cycle

**Create a PowerPoint presentation with the following slides:  
(5 points per slide; 30 points total)**

Slide 1: Define Product Life Cycle and list the 4 stages

Slide 2: Introduction Stage

- List several characteristics of the stage.
- Give an example of a product that is currently in this stage.
- Include an image.

Slide 3: Growth Stage

- List several characteristics of the stage.
- Give an example of a product that is currently in this stage.
- Include an image.

Slide 4: Maturity Stage

- List several characteristics of the stage.
- Give an example of a product that is currently in this stage.
- Include an image.

Slide 5: Decline Stage

- List several characteristics of the stage.
- Give an example of a product that is currently in this stage.
- Include an image.

Slide 6: Product Mix Strategies for Declining Products

- List several strategies that can be used to try to gain further sales for a declining product.
- Attempt to identify a product that used one of these strategies.
- Include an image.

\*Title your presentation *Product Life Cycle* and include your name. Save as a **PDF** and **SHARE** with me on Dropbox (katonmic@gmail.com)