

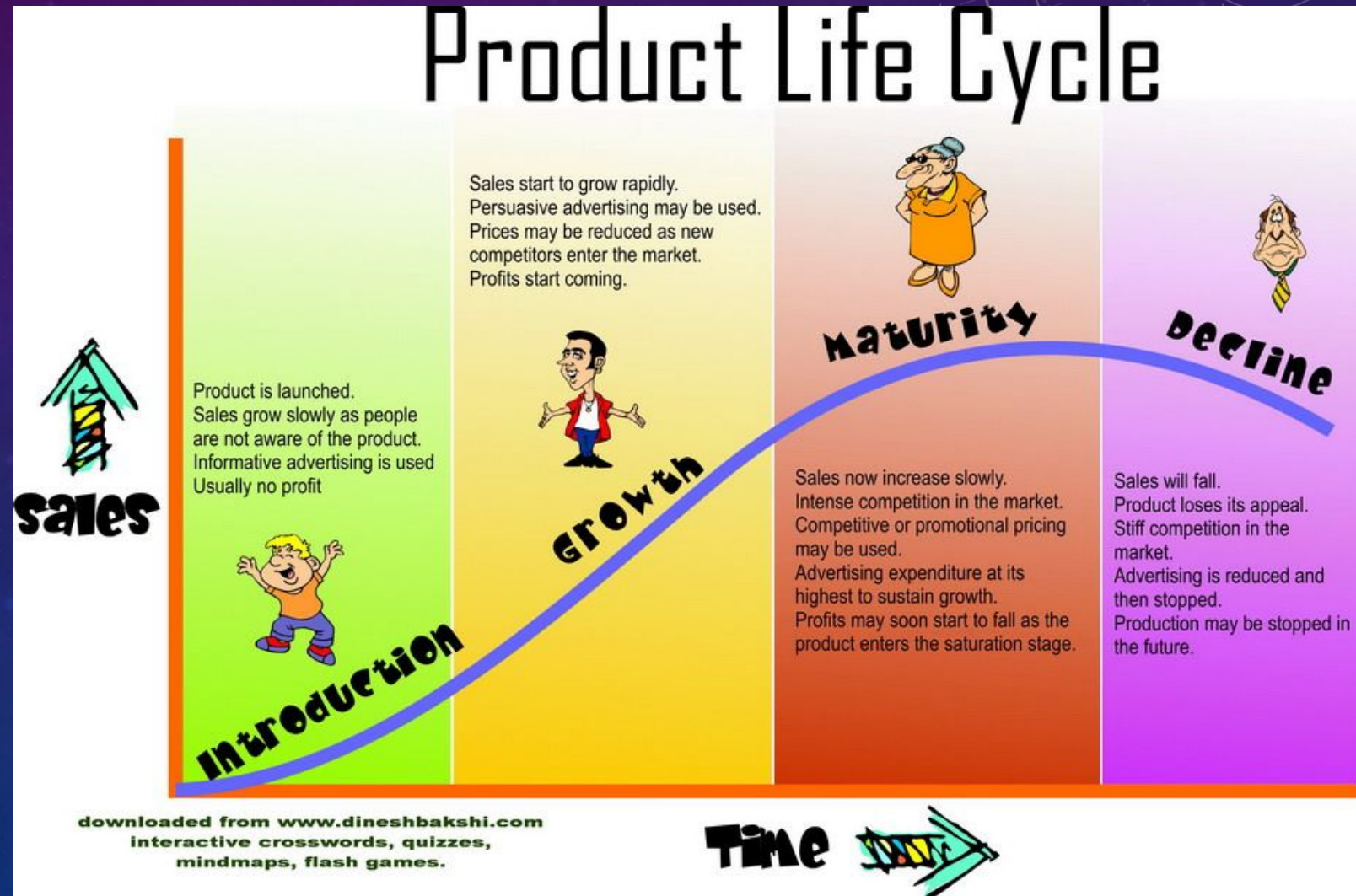
The background is a dark blue gradient with a subtle pattern of white dots. Overlaid on this are several white circular and semi-circular elements. A prominent feature is a large circular scale on the left side, with numerical markings from 140 to 260 in increments of 10. Other elements include smaller circles, some with dashed outlines, and curved arrows pointing in various directions, suggesting a cyclical or iterative process.

PRODUCT LIFE CYCLE

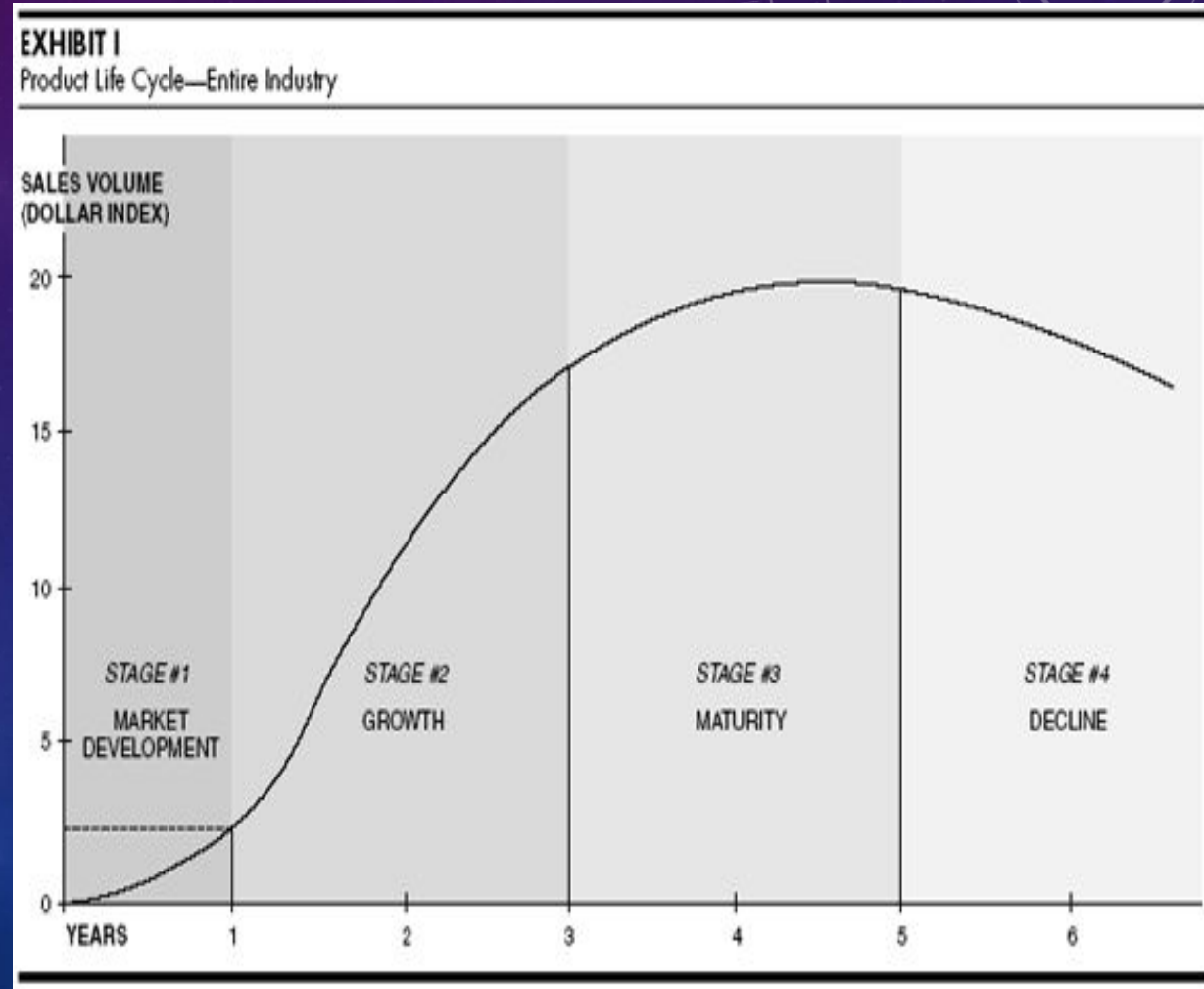
CREATED BY PESTOV NIKITA

STAGES OF PRODUCT LIFE CYCLE

- A product is introduced among consumers, and if consumers perceive it as meeting their needs and want, it experiences a period of growth. Subsequently, it reaches the stage of maturity and when it loses its appeal, its decline starts and eventually it may be taken off the market (demise). The classical product life cycle curves are depicted as “S” shaped and generally divided in four stages: Introduction, growth, maturity, and decline.



- **Introduction Stage** – This stage of the cycle could be the most expensive for a company launching a new product. The size of the market for the product is small, which means sales are low, although they will be increasing. On the other hand, the cost of things like research and development, consumer testing, and the marketing needed to launch the product can be very high, especially if it's a competitive sector.
- **Growth Stage** – The growth stage is typically characterized by a strong growth in sales and profits, and because the company can start to benefit from economies of scale in production, the profit margins, as well as the overall amount of profit, will increase. This makes it possible for businesses to invest more money in the promotional activity to maximize the potential of this growth stage.
- **Maturity Stage** – During the maturity stage, the product is established and the aim for the manufacturer is now to maintain the market share they have built up. This is probably the most competitive time for most products and businesses need to invest wisely in any marketing they undertake. They also need to consider any product modifications or improvements to the production process which might give them a competitive advantage.
- **Decline Stage** – Eventually, the market for a product will start to shrink, and this is what's known as the decline stage. This shrinkage could be due to the market becoming saturated (i.e. all the customers who will buy the product have already purchased it), or because the consumers are switching to a different type of product. While this decline may be inevitable, it may still be possible for companies to make some profit by switching to less-expensive production methods and cheaper market

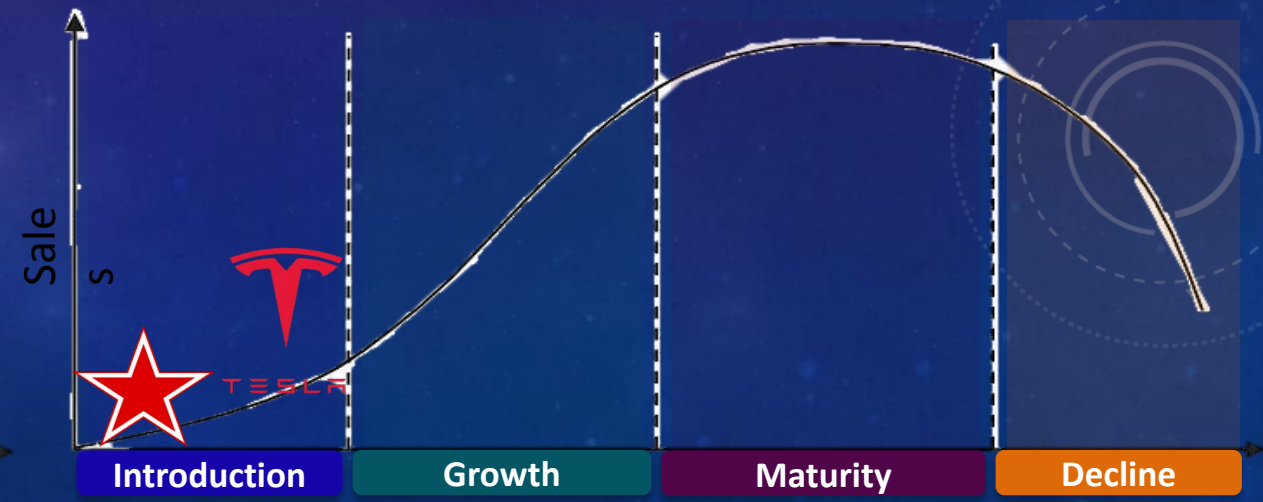
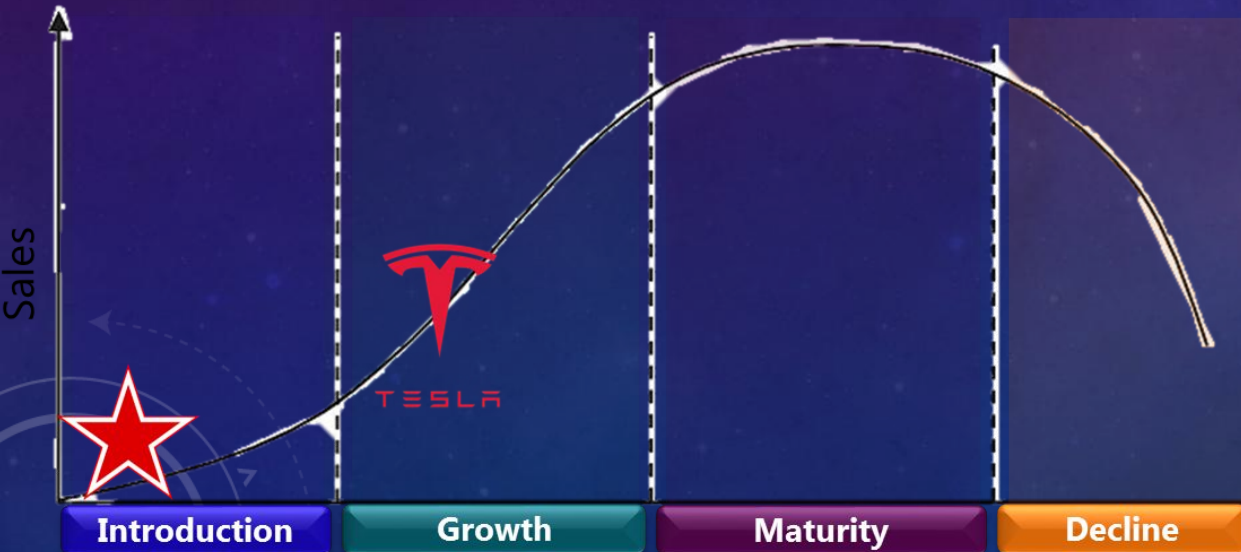


Global Market position

Audience	Early Adopters	Mainstream	Late adopters	Laggards
Market	Small	Growing	Large	Contracting
Sales	Low	High	Flattering	Moderate
Competition	Low	Moderate	High	Moderate
Business Focus	Awareness	Market Share	Customer Retention	Transition
Design Focus	Tuning	Scaling	Support	Transition

Russian Market position

Audience	Early Adopters	Mainstream	Late adopters	Laggards
Market	Small	Growing	Large	Contracting
Sales	Low	High	Flattering	Moderate
Competition	Low	Moderate	High	Moderate
Business Focus	Awareness	Market Share	Customer Retention	Transition
Design Focus	Tuning	Scaling	Support	Transition



SOURCES

1. [Harvard titles](#)
2. <http://waitbutwhy.com/2015/06/how-tesla-will-change-your-life.html>
3. <https://www.slideshare.net/kseniaudovitskaya/marketing-mix-54871306>
4. <https://hbr.org/1965/11/exploit-the-product-life-cycle>
5. <https://youtu.be/EeUeUNkI98s>