

# Wiki – Living Textbook Sample Group 1

Edited by on 8/29/2012 at 7:41 PM, MST.

Tags: None([Edit](#))

[Life Cycle of a Product.](#)

- Product value and life are usually expected to follow the [product life cycle](#) (PLC), wherein products are expected to move from an investment toward a profitable mature peak that ends when the product is phased out.



- Typical [life cycle of a product](#) consists of four main phases:

- **product launch/introduction**, which follows the successful development of a new product and its national launch.

- **product growth phase**, where the product gains market acceptance and sales grow rapidly as the product reaches the mass market.

- **product maturity**: where sales are largely limited to repeat purchase by existing customers, since the majority of potential customers have already made their first purchase.

- **product decline**: where sales begin to decline as consumers' tastes change or superior products are launched

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### [Wiki Rubric](#)

Made by [Kandice Mickelsen](#) on 9/4/2012 at 8:35 AM, MST.

Content/Sources - Score = 4; Organization - Score = 3

Content - I like your variety of sources especially the library sources - make sure you only have one original http:// as these links are not working because there are 2 - example: http://http:// - this will not work. Take 1 minute to ensure all links work before posting. Organization - Even though each group member researches their own specific area, there needs to be a big picture - to be blunt, how is one thing related to the other as I move through your "living textbook" page? Work on flow of information.

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