

TABLE 4.1: Product Life Cycle Stages

STAGE	KEY FEATURES	EXAMPLES
Introductory	<p>Marketing aspects: Demand is low and sporadic; emphasis is on generating awareness and developing a market for the product.</p> <p>Operational and supply chain aspects: Frequent changes in the product's design occur; the focus is on flexibility and quality; product's distribution is through a few select outlets.</p>	3-D televisions, iris-based personal identity cards, and holographic projection devices
Growth	<p>Marketing aspects: Demand growth is strong; competition intensifies; the focus is on increasing the product's market share.</p> <p>Operational and supply chain aspects: More product features are added; improving the product's quality and reducing its cost becomes more important; the product is distributed through a greater number and variety of outlets to make it more accessible.</p>	Organic foods, smart cards, and tablet PCs
Maturity	<p>Marketing aspects: Demand for the product levels off; the emphasis is on preserving market share and maximizing the profits from the product.</p> <p>Operational and supply chain aspects: The product is increasingly standardized; the emphasis is on the cost and availability of the product; a mass-market distribution strategy using all channels is typically used.</p>	DVD players, credit cards, and laptops
Decline	<p>Marketing aspects: Demand for the product declines; options include finding new uses or a new market for the product, lowering its costs, or discontinuing the product.</p> <p>Operational and supply chain aspects: An increasing emphasis is placed on cost reduction; supply chain relationships are critical to getting retail shelf space to continue to market the product.</p>	Videocassette recorders, checkbooks, and hair curlers