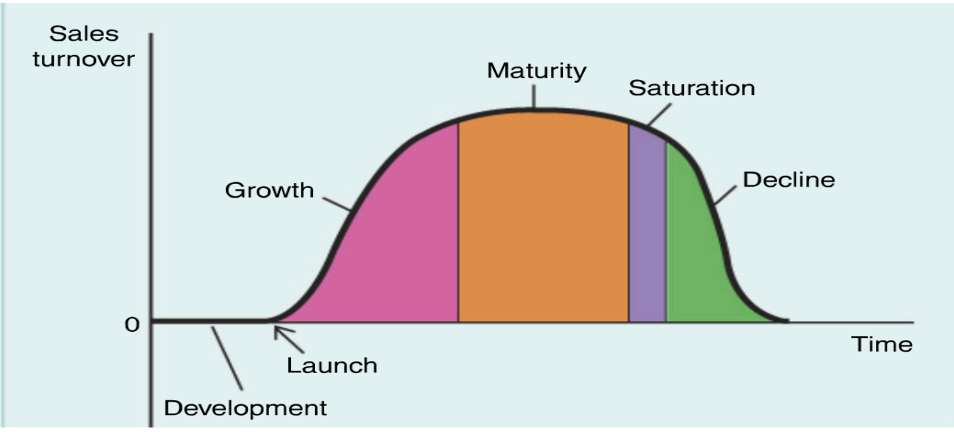
Product Life Cycle

At each stage of the product life cycle money will be coming in and going out of the business
Explain what you think might be happening and why

<u>Use phrases like:</u>
"There is a lot of money coming in because at this stage…"
"There is a lot of money going out because at this stage…"

<u>Higher level:</u>
The difference between money coming in and going out is called CASH FLOW
If money coming in is greater than money going out CASH FLOW is positive or negative?
If money coming in is less than money going out CASH FLOW is positive or negative?
<u>Use phrases like:</u>
"Cash flow is negative /positive because…"



At development stage	
At the growth stage	
At the maturity stage	
At saturation	
At decline	