Student I'd:

MGT 211: Introduction to Business

Assignment #: 1

**Statement 1:**

i. Coca-Cola with Coffee Mocha: A latest introduction by Coca-Cola in global market.

**Stage:**

It is in Introduction stage.

**Reason:**

It is introduced in January 2022 so it is in introduction stage and it is grabbing the market and customer intention by advertising and different marketing strategies. So, product is in good quality and high price.

**Statement 2:**

ii. Nike- A famous and global leader in footwear and athletic apparel brand.

**Stage:**

It is in Maturity stage.

**Reason:**

Now Nike is a brand and company have no need of advertisement because people are well aware about Nike product. Nike is famous brand in footwear and apparels. Company have no need to search a customer because customer remains itself search for the product of its interest. So, it is a maturity stage.

**Statement 3:**

iii. Suzuki Potohar- A brand from Pak Suzuki Motors which has not been manufactured anymore.

**Stage:**

It is in Decline Stage.

**Reason:**

Suzuki Potohar company has stopped its production dua to no market shares and less profit in products.

**Statement 4:**

iv. J. - A famous brand introduced by late Junaid Jamshed with expertise in men & women apparel and fragrances.

**Stage:**

It is in Growth Stage.

**Reason:**

Due to good quality old customers buying J. products and J. also earning new customers. J. earning good profit too that's why it is in growth stage because they also doing advertisements as well.

**Statement 5:**

v. Nestle' Pure life Water

**Stage:**

It is in maturity Stage.

**Reason:**

Nestle' Pure Life Water is a brand old customers buying their product and also company earning new customers due to good quality and heavy needs of human in daily life. Company also doing advertisements to gain more customers with high profit by changing their design and marketing strategies.