3 Life cycle and segments – Part 2 — Answers

Answers

Work through these after trying the questions yourself.

3.6 Introduction, growth, maturity, decline.
3.7 Growth.
3.8 They fall.
3.9 Splitting customers into groups that have similar needs.
3.10 By age, income, gender, location or interests (any one).

3.11 The product is moving from **maturity** (sales levelled off) into **decline** (sales falling). To boost sales it could use an **extension strategy** — e.g. new advertising, new packaging, a price cut, or adding a new feature.