

Activity: Analyze the Product Life Cycle of an Electric Vehicle Car

Purpose: Research and gather information about the electric vehicle car market, and to analyze the product life cycle stage of a specific electric vehicle car model. The objective is to determine the stage of the product life cycle based on factors such as market share, consumer demand, competition, and technological advancements, and provide recommendations for the future of the product.

Instructions:

1. Research and gather information about the current state of the electric vehicle car market.
2. Identify a specific electric vehicle car model and analyze its product life cycle stage (introduction, growth, maturity, decline).
3. Consider factors such as market share, consumer demand, competition, and technological advancements.
4. Write a report summarizing your findings and analysis, including: a. A description of the electric vehicle car model you chose b. The stage of the product life cycle it is currently in c. An explanation of the factors you used to determine its stage d. Recommendations for the future of the product based on your analysis

One of the possible solution can be downloaded from the resources section of this lecture.

Resources for this lecture

- PLC Exercise_Solution.docx