**Product Lifecycle Analysis Worksheet**

Use this worksheet to perform your hands-on Lab Product Lifecycle Analysis.

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| Product | Product Lifecycle Placement | Support Recommendations |
| Facebook/Meta | Maturity Stage  Facebook has been in the market for many years with a large user base, but user growth has slowed and competition is fierce (TikTok, Snapchat), typical signs of the maturity stage. | 1. Diversify product offerings to retain existing users.  2. Expand into emerging markets where penetration is lower.  3. Enhance privacy and security features to rebuild trust.  4. Invest in virtual reality and metaverse initiatives.  5. Implement loyalty programs or rewards for active users. |
| Coca Cola | Maturity Stage  Coca-Cola is a century-old mature brand with maximum penetration worldwide; sales are stable but growth is slow. | 1. Innovate with healthier drink options to match consumer trends.  2. Expand marketing efforts focusing on sustainability.  3. Introduce new packaging to attract younger audiences.  4. Develop limited-time flavors to create market excitement.  5. Strengthen partnerships with sports and entertainment events. |
| Purity Woods | Introduction Stage  Purity Woods is a newly introduced organic skincare brand, still building brand recognition, typical of the introduction stage. | 1. Invest heavily in brand awareness campaigns.  2. Leverage influencers and testimonials to build credibility.  3. Offer free samples or trial promotions.  4. Focus marketing on unique selling points like organic certification.  5. Gather customer feedback rapidly to iterate the product. |