

The product life cycle

ASOS.com is the UK's market leader in online fashion retailing. It offers own-label, branded fashion and designer goods.

The product life cycle for an ASOS.com own-brand dress typically follows a distinct sequence.

Task: Please fill in the following words into the table below: development, introduction, growth, maturity, saturation, decline.

At this stage, ASOS.com will remind people about the product online, through for example, trend features on the website and in its newsletter. It may order more stock to ensure supply. For example, one dress from the summer 2008 collection is still selling well and has regular repeat orders.	maturity
At this point, ASOS.com may decide to reduce the price to clear remaining stock. Sales provide an opportunity to make space in the warehouse for new products.	saturation
People become tired of the item or it is replaced by a new product. Fashion and trends have moved on.	decline
The dress is made available to customers on the website. Fashion leaders adopt the new item. ASOS.com initially gives a lot of prominence to newly launched products on its website, for example, by having links directly to these items from the homepage and weekly newsletters.	introduction
ASOS.com needs to ensure adequate stocks so as not to disappoint customers. Once the item moves into the growth stage it tends to promote itself as customers see the item in newspapers and magazines.	growth
In this phase, the ASOS.com buying team choose materials, styles and colours to produce a dress design. Suppliers then produce and distribute the goods to ASOS.com's warehouse in the UK ready for introduction to the market.	development