**Life cycles and competition**

1. Describe the four stages in the life cycle of a product (4 marks; don’t plagiarize) and give an example of a product that is now in each stage (4 marks).

2. How would each of these stages apply to your business? Can you adapt the concept of a product life cycle and describe what each stage would look like for your business? (4 marks)

Total 12 marks

Please complete this assignment and submit it before class on Tuesday October 3, 2017