

3 Life cycle and segments – Part 2

Name: _____ Class: _____ Date: _____

Vocabulary 词汇

Write each word three times. 把每个单词抄写三遍。

English	中文	Write it 3 times (English)
introduction	引入期	_____
growth	成长期	_____
maturity	成熟期	_____
decline	衰退期	_____
Market segmenta- tion	市场细分	_____

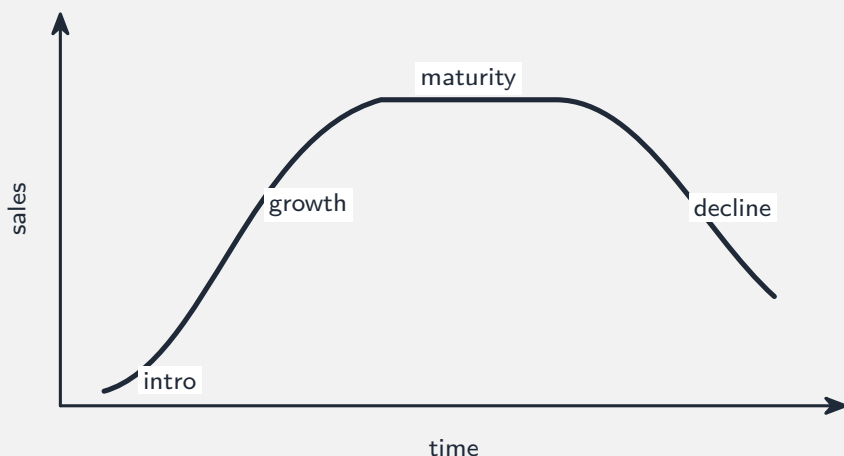
Recall

A product passes through stages over time, and a market can be split into groups.

New ideas

Read these first, then do the Practice.

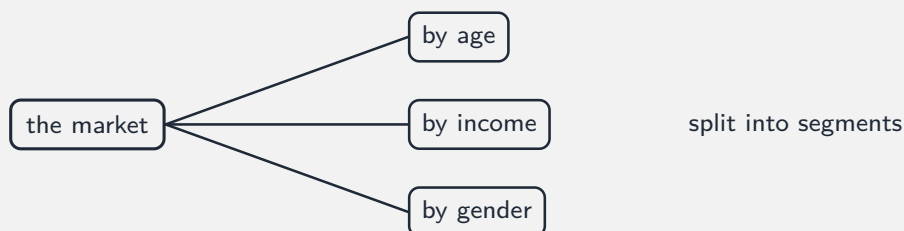
■ 1 The product life cycle



- **introduction** 引入期—the product launches; sales are low;
- **growth** 成长期—sales rise fast;
- **maturity** 成熟期—sales level off;
- **decline** 衰退期—sales fall.

■ 2 Market segments

Market segmentation 市场细分 splits customers into groups (e.g. by age or income), so a business can target them:



Watch out: the product life cycle runs **introduction** → **growth** → **maturity** → **decline** —sales are low, then rise fast, level off, then fall. **Market segmentation** splits customers into groups (by age, income…) so they can be targeted.

Practice

Try these in order.

3.6 Name the four stages of the product life cycle.

[2]

3.7 In which stage do sales rise the fastest? [1]

3.8 What happens to sales in the decline stage? [1]

3.9 What is *market segmentation*? [1]

3.10 Give one way a market can be segmented. [1]

3.11 Challenge. A product's sales have levelled off and started to fall. Name the two life-cycle stages this describes, and suggest one thing the business could do to boost sales. [3]