**THE PRODUCT LIFE CYCLE**

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| **T- Inventor solves a problem** |

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| **A- Draws a sketch/makes plans** |

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| **C- Decides what substance to use** |

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| **R- Learn how item is used & how to better it** |

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| **I- Fine tune the design. Shape, size, cost can change, a cycle of getting better.** |

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| **P- Full-scale version, built & tested** |

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| **M- Determine how many can sell at what price** |

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| **P- Follow laws, get factory, hire staff, train workers, ready for mass production** |

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| **P- Make items** |

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| **A- Tell the public, inform possible customers, posters, ads, commercials, demonstrations** |

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| **D- Ship product to stores for sale** |

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| **B- Buyers check it out & decide if they want it at that price.** |

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| **E- Consumers done with item. Dispose of it. –Landfill or recycle or repurpose it.** |