**THE PRODUCT LIFE CYCLE**

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| **THE IDEA** |

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| **A MODEL** |

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| **CHOOSING MATERIALS** |

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| **RESEARCH** |

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| **IMPROVING THE DESIGN** |

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| **PROTOTYPE** |

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| **MARKET RESEARCH** |

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| **PREPARING FOR PRODUCTION** |

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| **PRODUCTION** |

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| **ADVERTISING** |

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| **DISTRIBUTION** |

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| **BUYING DECISION** |

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| **END** |