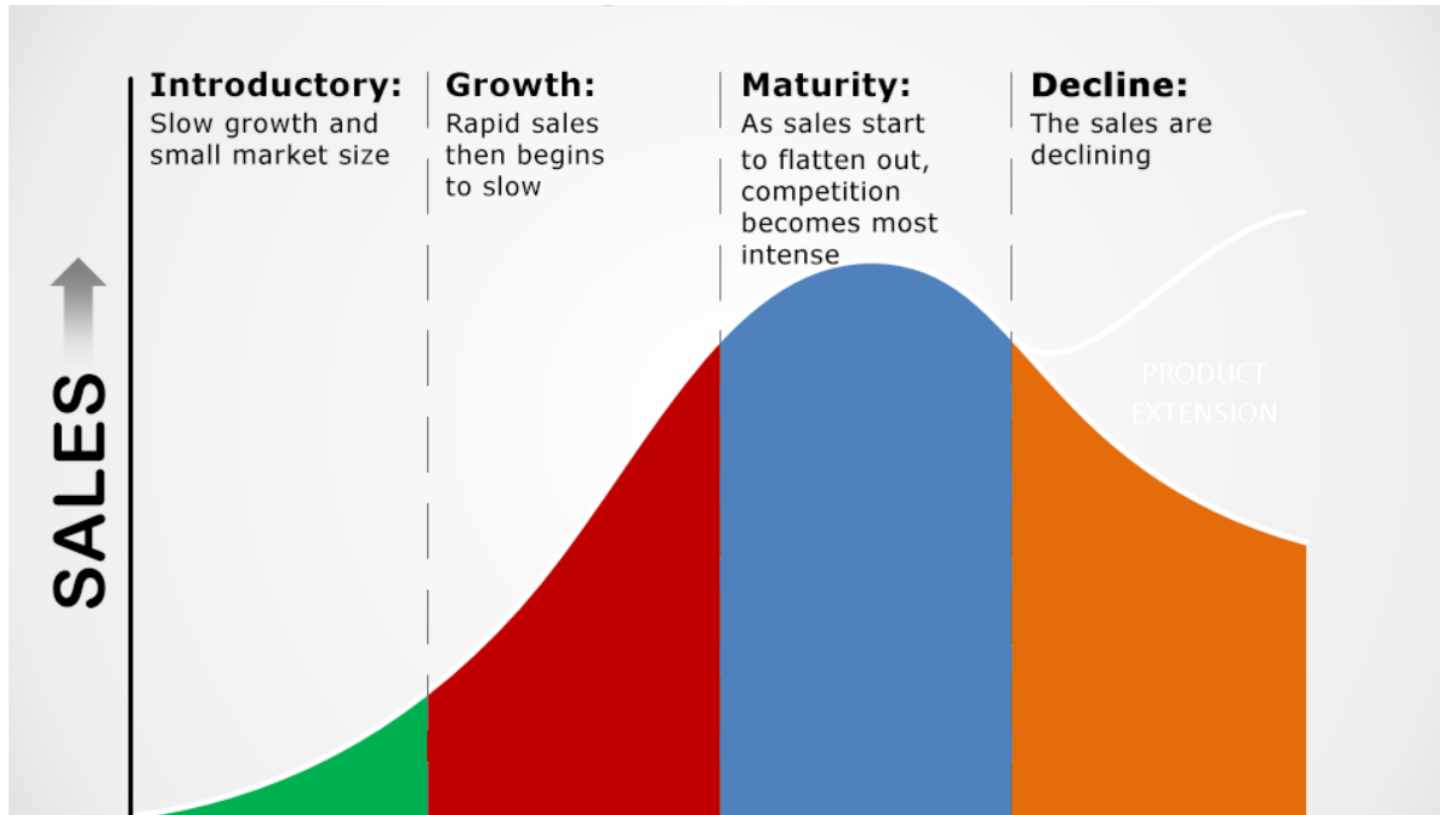


PRODUCT LIFE CYCLE



When a product launches into a market (i.e. Introduction phase), it may grow rather slowly and only capture a small part of the total possible market. During the initial part of the growth stage the sales can be rapid as the product captures more and more of the potential total market. Towards the end of this latter stage, sales begin to slow as the product enters the maturity phase in which sales begin to flatten out and as competition is the most intense. In the decline stage, the sales are declining in the market and the company may look to either relaunch the product with additional attributes in the same or different segment of the market or launch the product into a totally different country market.