



# Boots the Business

## Student Worksheet

### Module 2 - NEW PRODUCT DEVELOPMENT

#### The developmental process additional questions

1. What is the product development process?

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2. All products have a target audience. Who or what is a target audience?

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3. Why is it important for a business to clearly identify a target audience?

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4. When developing a new product a business has to conduct market research. What is market research?

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5. Explain the value of customer feedback to product development.

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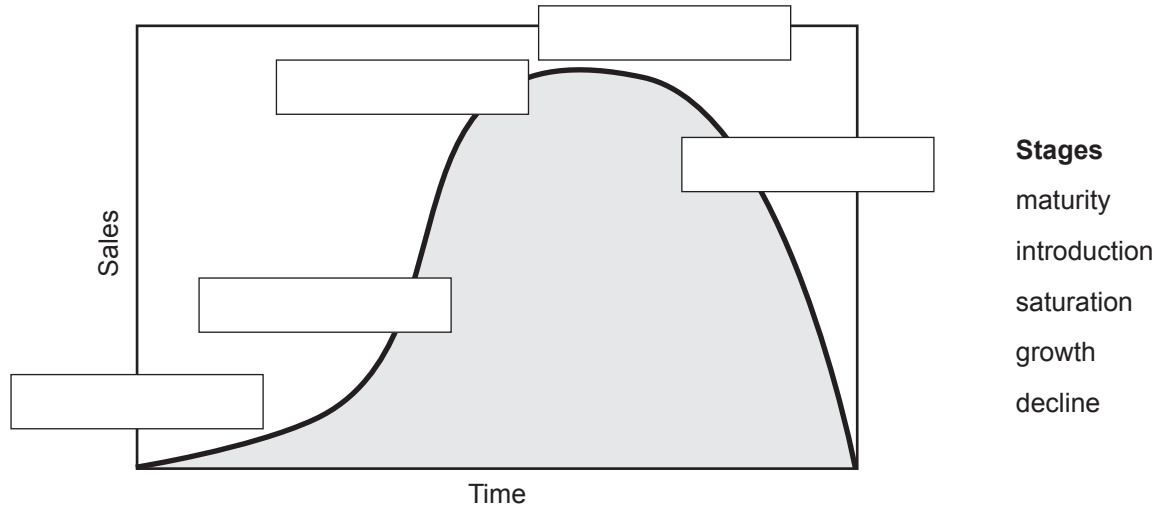
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### Module 2 - NEW PRODUCT DEVELOPMENT

#### Product Life Cycle

Complete the diagram below to show the stages of a typical product life cycle.



#### Product Life Cycle - Learning points

1. The product life cycle is

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2. The introductory stage is

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3. The growth stage is

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### Module 2 - NEW PRODUCT DEVELOPMENT

#### Product Life Cycle - Learning points (Continued)

4. The maturity stage is

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5. The saturation stage is

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6. The decline stage is

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7. What can a business do to prevent a product heading into the decline stage?

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