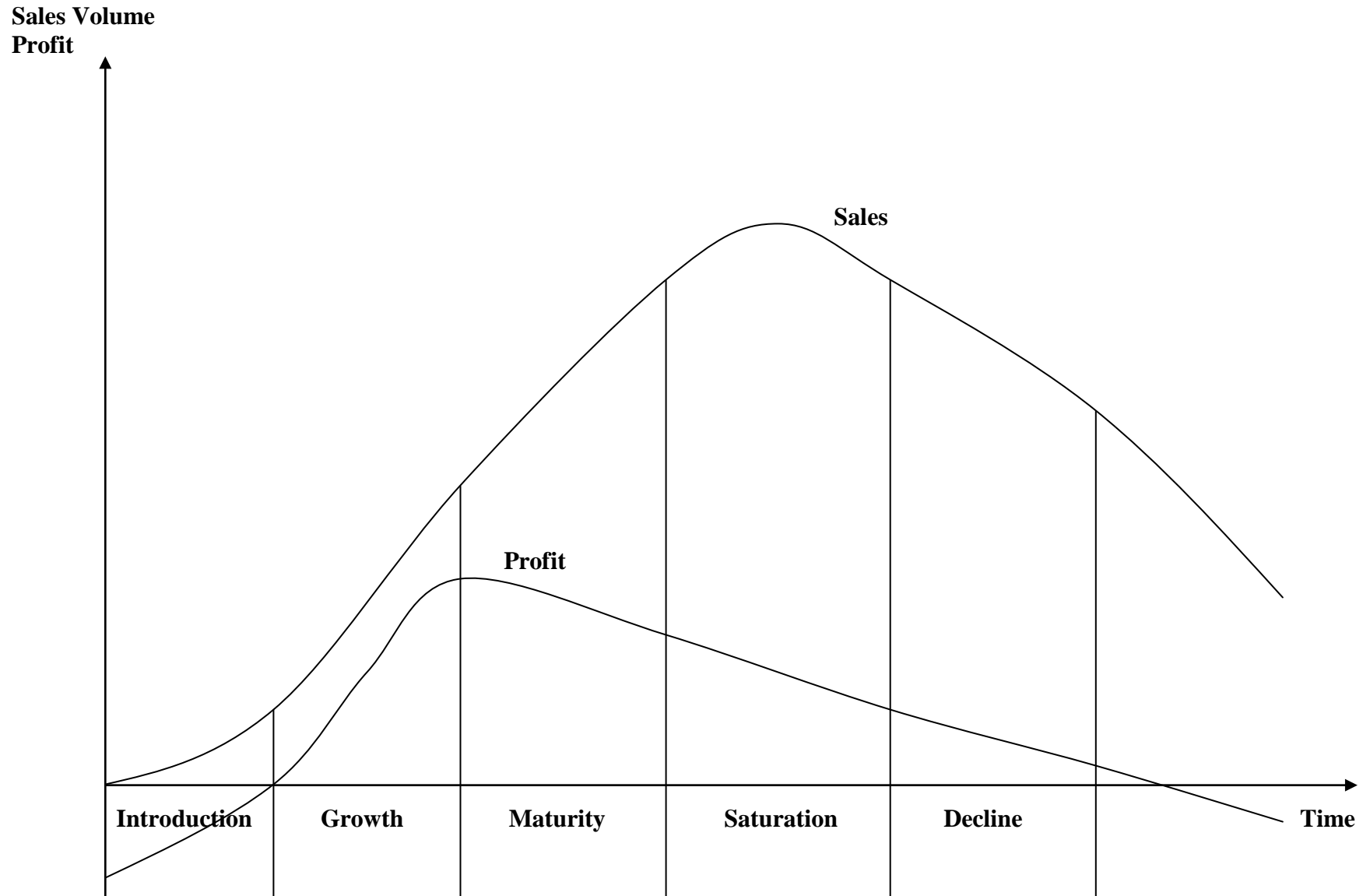


# The product life cycle



<b>phase</b>	<b>introduction</b>	<b>growth</b>	<b>maturity</b>	<b>saturation</b>	<b>decline</b>
<b>sales</b>					
<b>profits</b>					
<b>demand</b>					
<b>competition</b>					
<b>need for promotion</b>					
<b>price</b>					
<b>costs per unit</b>					