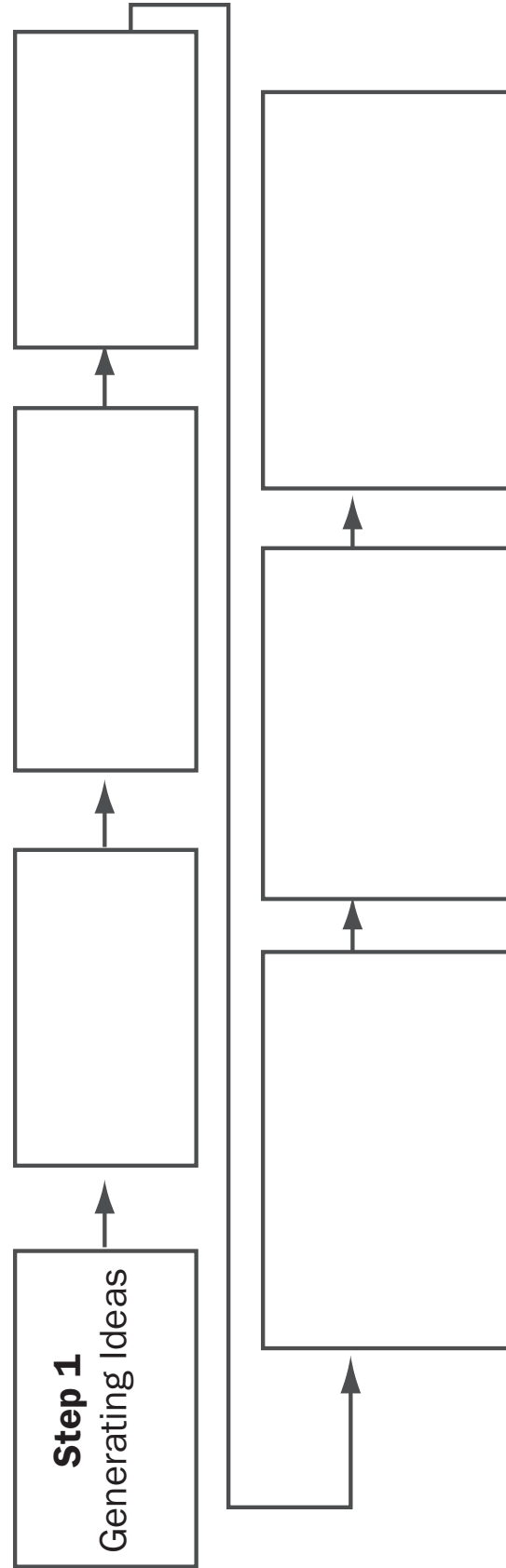


# PRODUCT PLANNING, MIX, AND DEVELOPMENT

## Study Organizer

**Directions:** With a flow chart like the one below, represent the seven key steps in product development.



## SUSTAINING PRODUCT SALES

### Study Organizer

**Directions:** Create a chart like the one below to record each stage in the product life cycle. List each stage's sales characteristics and marketing strategies.

Stages	Sales Characteristics	Marketing Strategies
Introduction		