U2.13 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

Why should marketing strategies change across the product lifecycle?

Because sales, customer demand and competition change as a product moves through development, growth, saturation and decline.

CARD 2

What is the main marketing focus during Development?

Build awareness, encourage trial and create a strong first impression for the new product.

CARD 3

Which marketing strategies are common during Development?

Clear positioning, strong branding, skim or penetration pricing, selective distribution, launch promotion, staff training and smooth processes.

CARD 4

What is the main marketing focus during Growth?

Expand demand, strengthen recognition and increase market share as sales rise.

CARD 5

Which marketing strategies are common during Growth?

Improve features, expand distribution, increase promotion, adjust price as demand strengthens and improve processes for higher volumes.

CARD 6

What is the main marketing focus during Saturation?

Protect market share, maintain customer interest and stay competitive in a crowded market.

CARD 7

Which marketing strategies are common during Saturation?

Refresh features or packaging, use bundles or psychological pricing, maintain wide distribution, strengthen loyalty and control costs.

CARD 8

Which marketing strategies are common during Decline?

Simplify the range, reduce prices or promotion, narrow distribution, streamline processes and decide whether to discontinue the product.