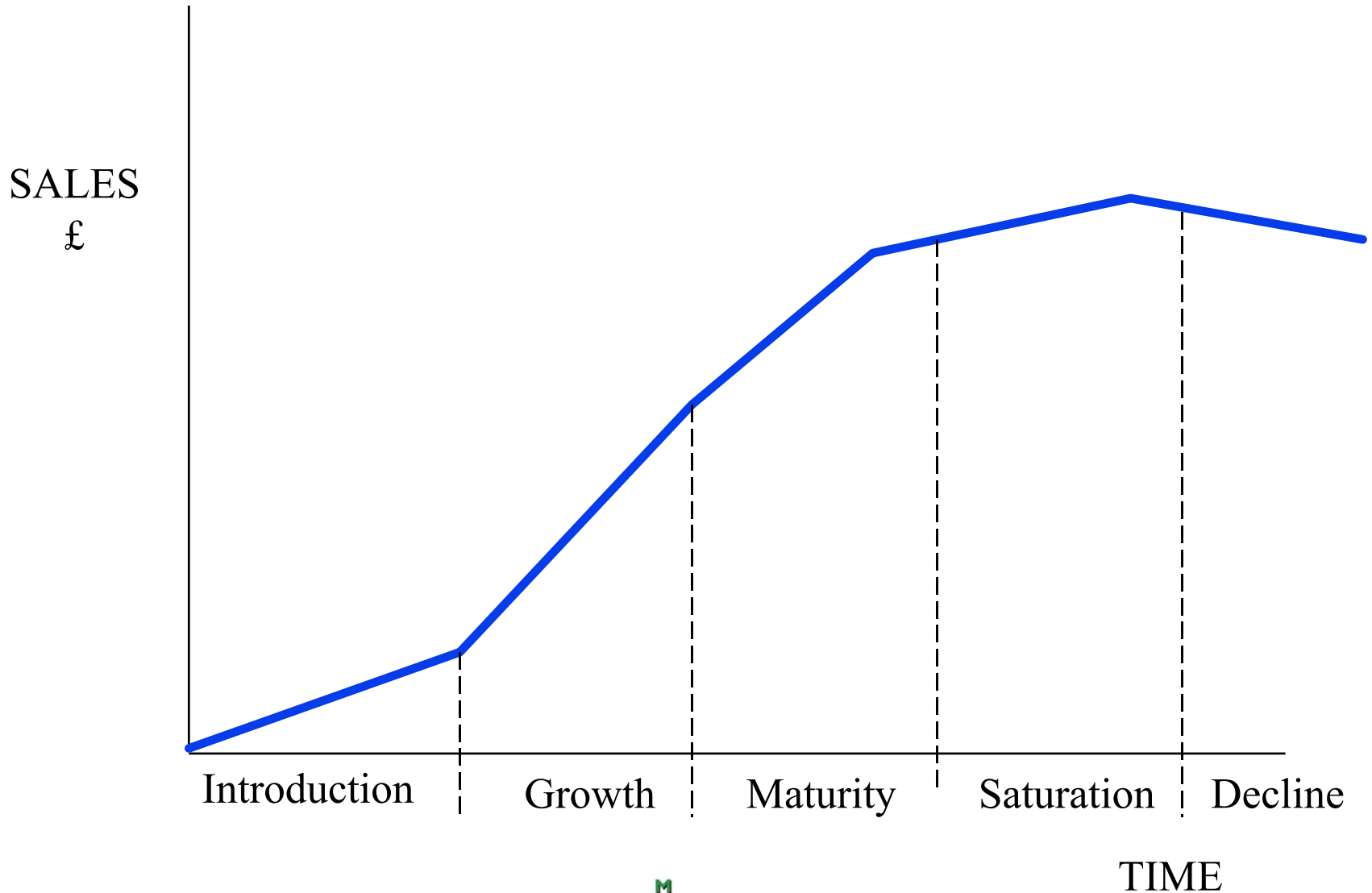

MarketAbility Tools

The Product-Market Life Cycle



The Product-Market Life Cycle

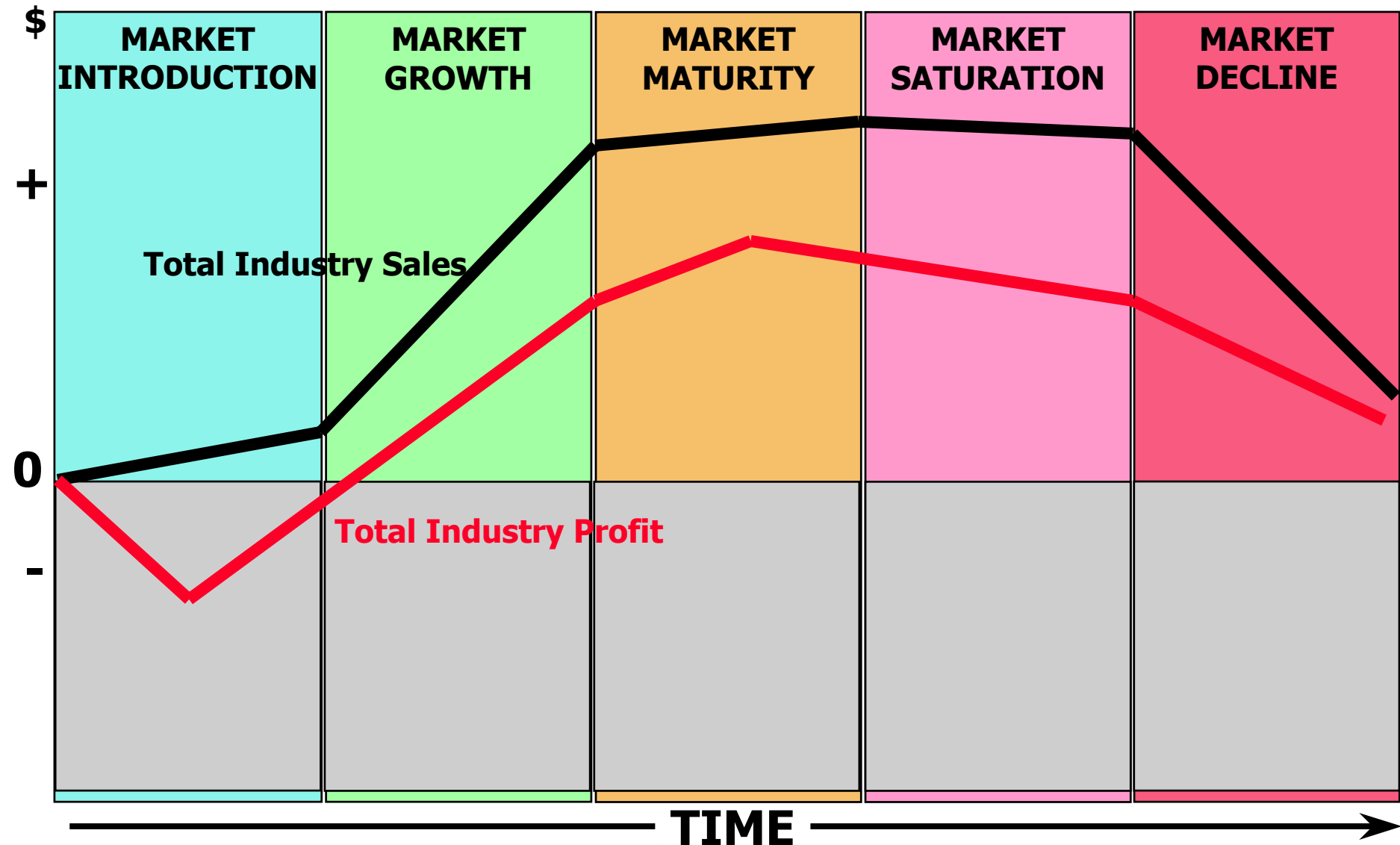


Product-Market Life Cycle

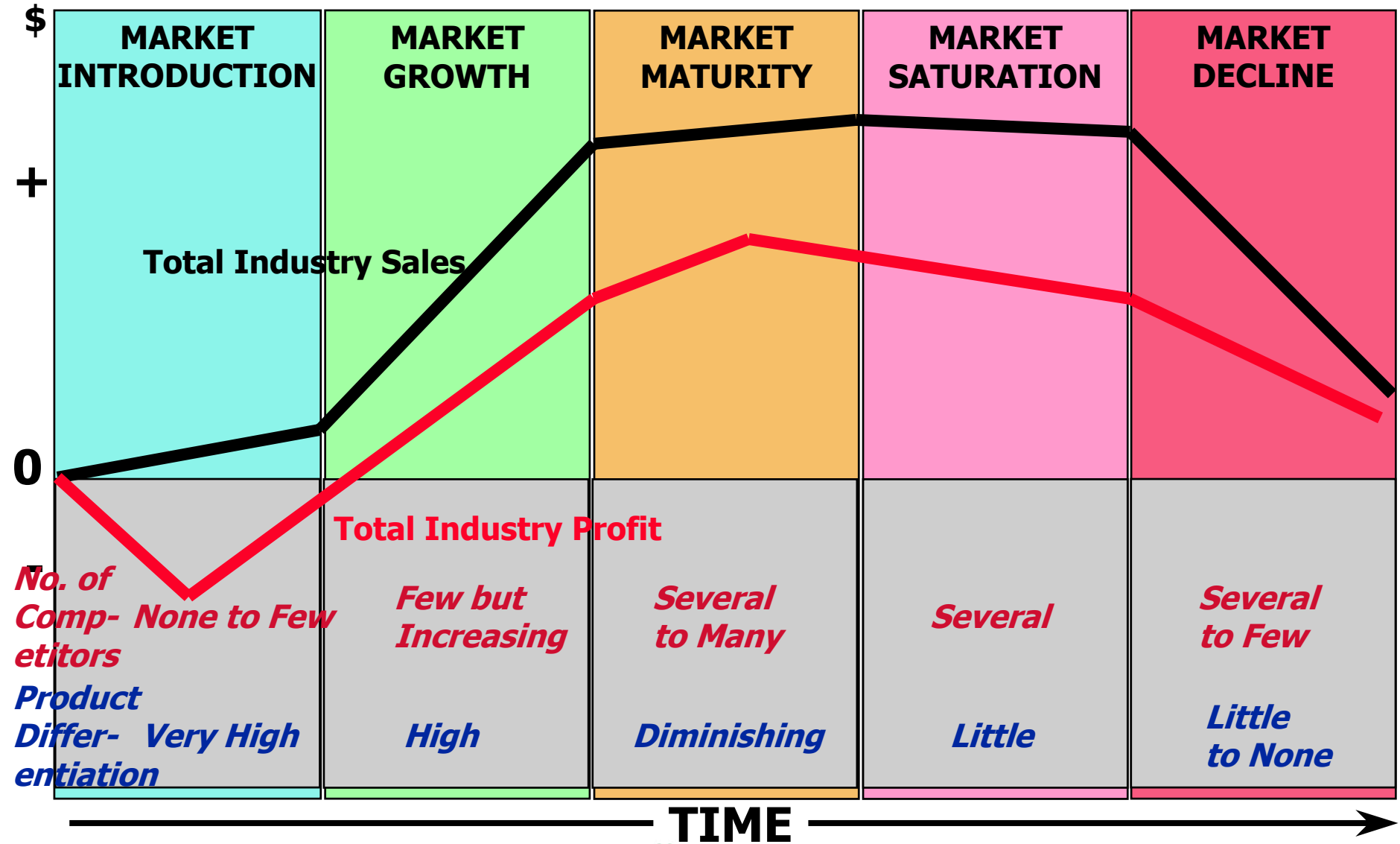
- »»» The “classic” product-market life cycle curve is a good reflection of what happens to product-markets
- »»» The key to this model is knowing where you are and adopting the appropriate strategy
 - »»» Define the product-market at a meaningful level (at least: product in application, better: offering to fulfil needs of a segment)
 - »»» Use data to gain an objective view of current position
 - »»» Develop appropriate strategy for the situation
- »»» A common fallacy is to believe that you can change the course of the curve



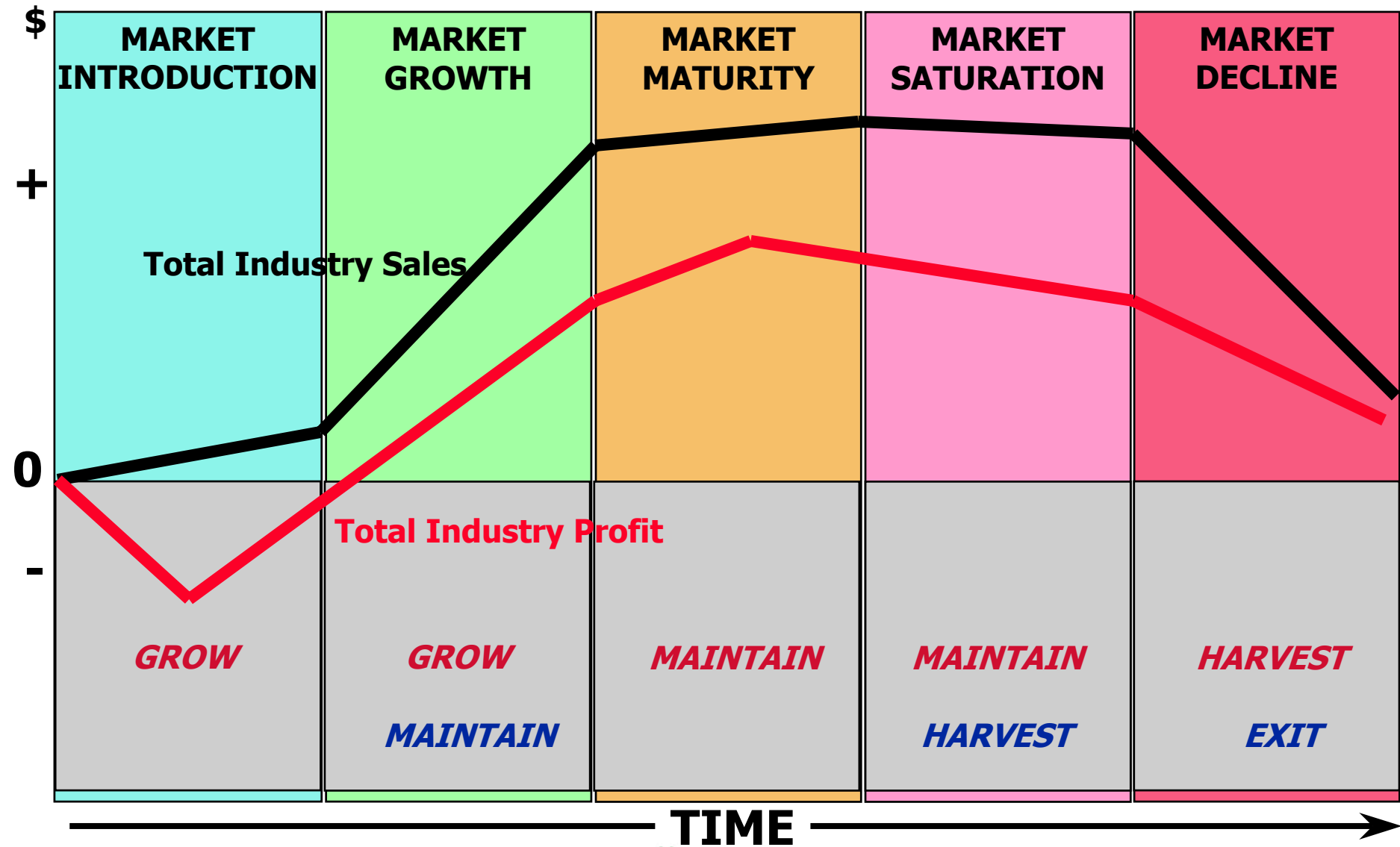
Market Life Cycle



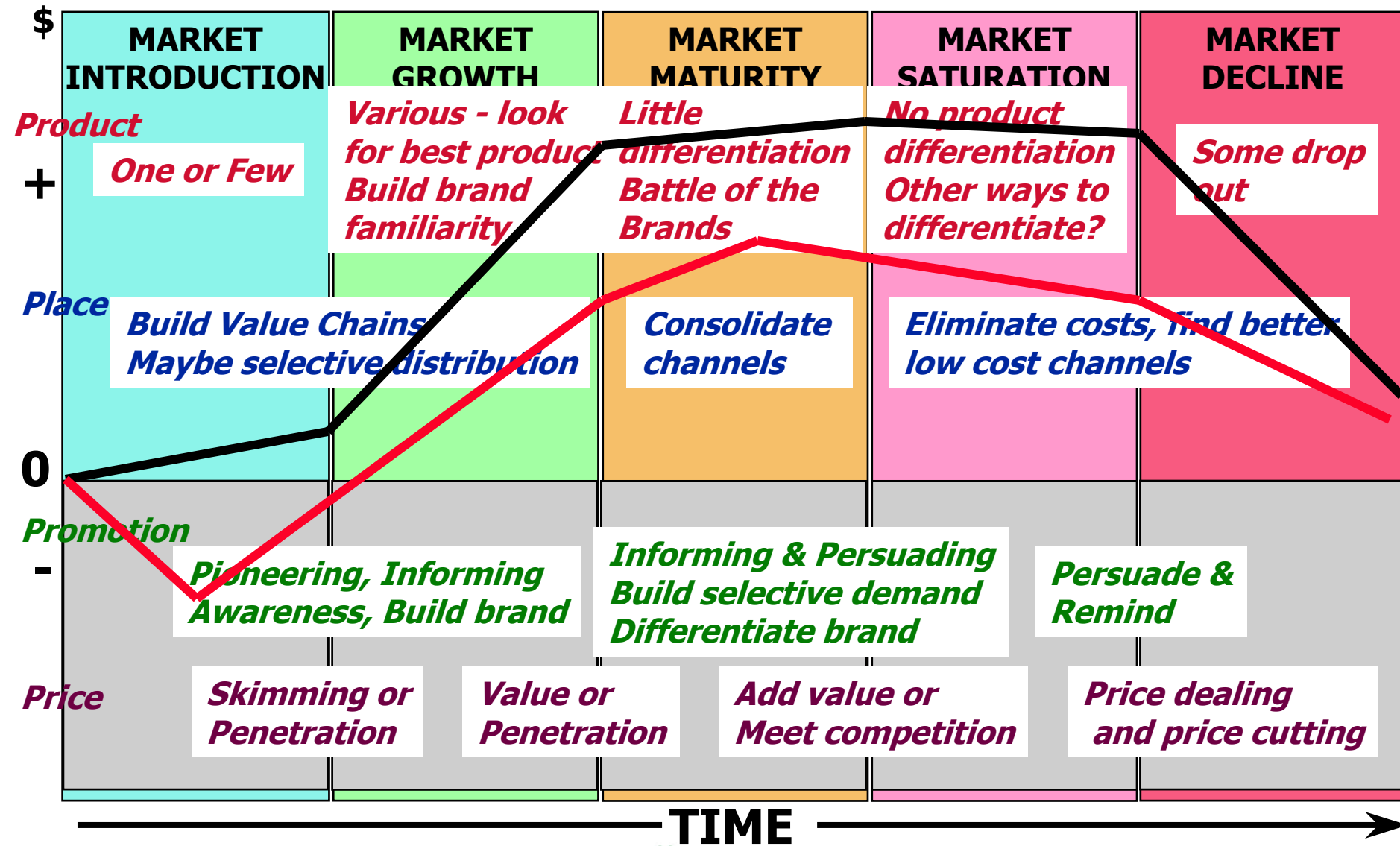
Market Life Cycle: How I know where I am



Market Life Cycle: Strategic Options



Market Life Cycle: 4P Choices



A Product-Market Life Cycle Strategy

