**DEVELOPING INTERNATIONAL MARKETS**

**LEARNING OUTCOME 1: ACTIVITY 4**

**Group Activity**

## **Product life cycle**

In small groups (2-3 people) select a product that would demonstrate Vernon’s product life cycle.

Once you have agreed on a product, produce a presentation of the product life cycle and explain the four stages that the product went through/is going through.

You will be asked to present your work to the class.