

BUSINESS &
ENTERPRISE
The City of Leicester College

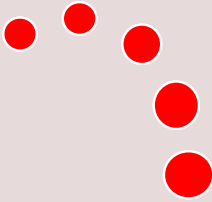
A-Level Business



Business

- A-Level Business
- Exam Board: Edexcel (Pearson)
- Course Code: 9BS0

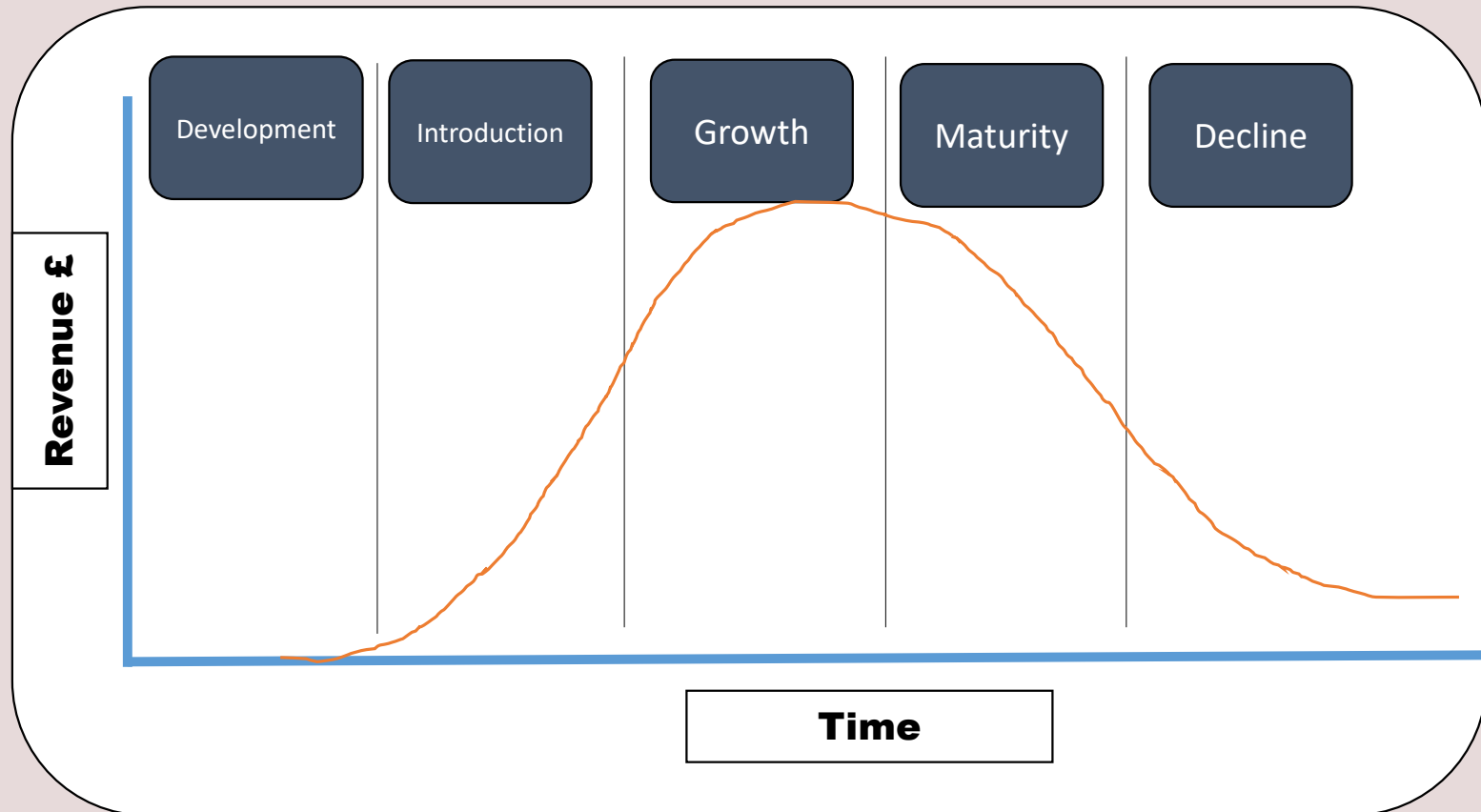
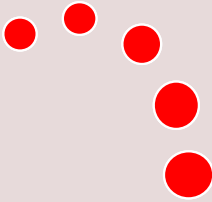
Big Question:



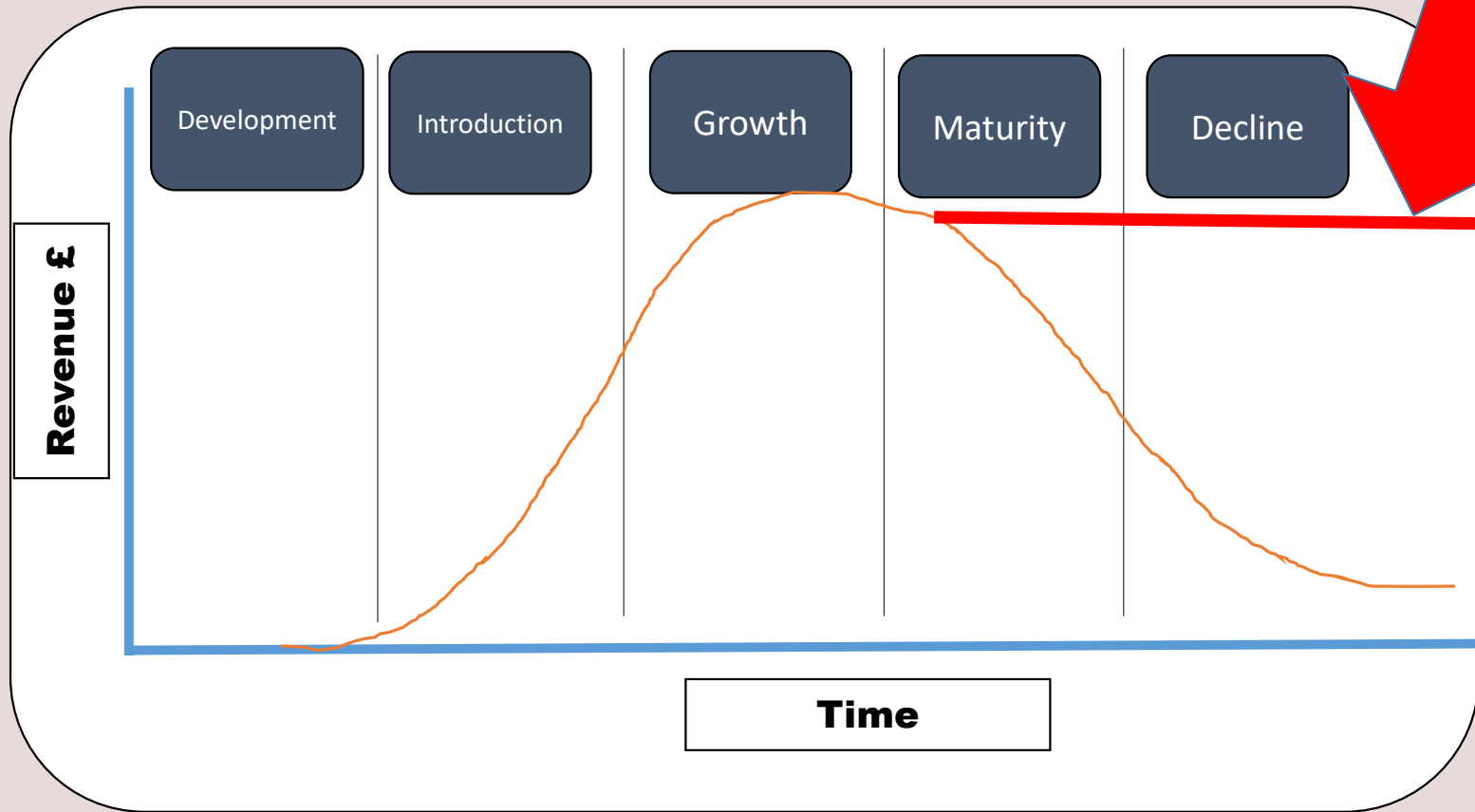
How can a business extend the life of its products?



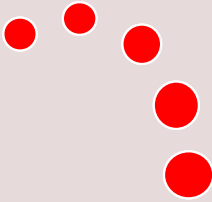
The Product Life Cycle



Product life cycle - extension



Your task



Scenario:

You work in Apple's Marketing Dept.

You have been tasked with recommending Tim Cook (CEO) with a plan to reignite sales of Apple's iPhone with extension strategies to take them back into the growth stage and to importantly avoid the decline stage.

What do you recommend and why?

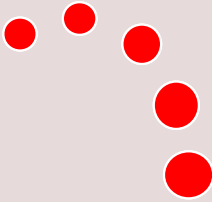


Some strategies they could use:

1. Update the packaging
2. Update software
3. Adding more or different features (Limited edition colours)
4. Advertising
5. Reduce the price

What would the impact be for each of these?





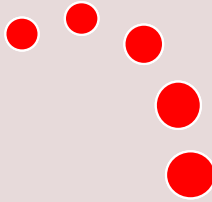
Show You Know

Answer these questions:

What are the different stages of the product life cycle?

At what stage would a business spend heavily on advertising?

How can a business extend the life of its products?



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