

## Chapter 30 Product Planning

### Section 30.2 Sustaining Product Sales

#### Section Outline with Content and Academic Vocabulary

##### Section Outline

###### The Product Life Cycle

Managing in the Introduction Stage

Managing in the Growth Stage

Managing in the Maturity Stage

Managing in the Decline Stage

Sell or License the Product

Recommit to the Product Line

Discount the Product

Regionalize the Product

Update or Alter the Product

###### Product Positioning

Positioning by Price and Quality

Positioning by Features and Benefits

Positioning in Relation to the Competition

Positioning in Relation to Other Products in a Line

###### Category Management

##### Content Vocabulary

**product life cycle** The stages that a product goes through during its life. (p. 717)

**product positioning category management** A process that involves managing product categories as individual business units. (p. 723)

**planogram** A computer-developed diagram that shows retailers how and where products within a category should be displayed on a shelf at individual stores. (p. 721)

##### Academic Vocabulary

**awareness** Having knowledge of. (p. 717)

**guarantee** A pledge that something will happen or that something is true. (p. 719)