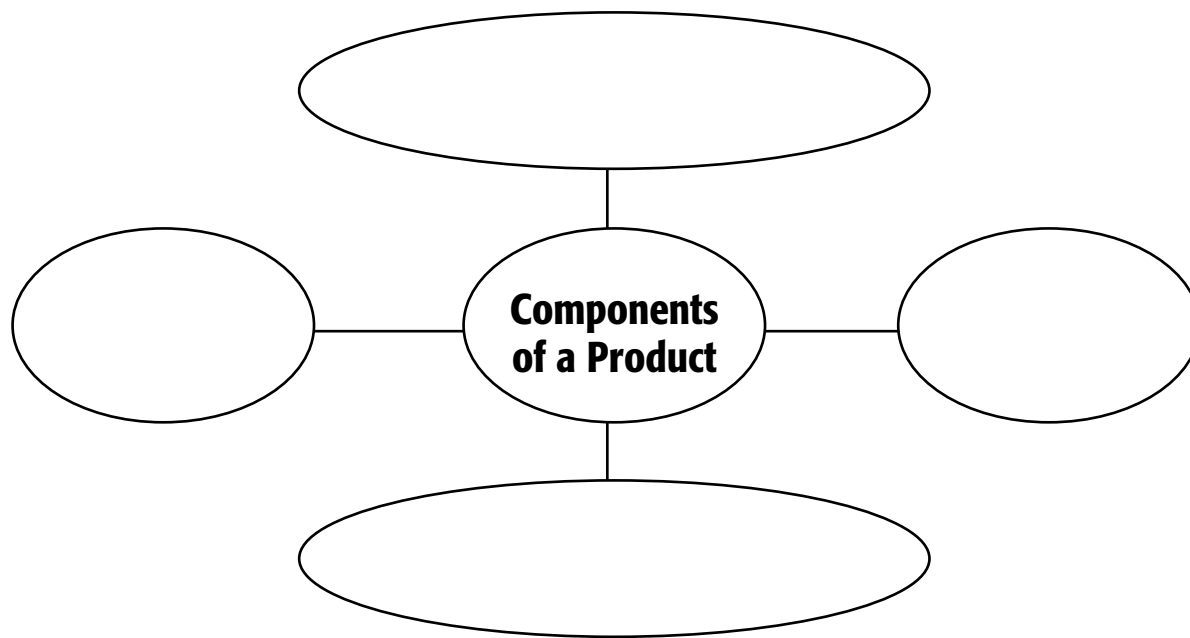


Chapter 30 Product Planning

Components of a Product

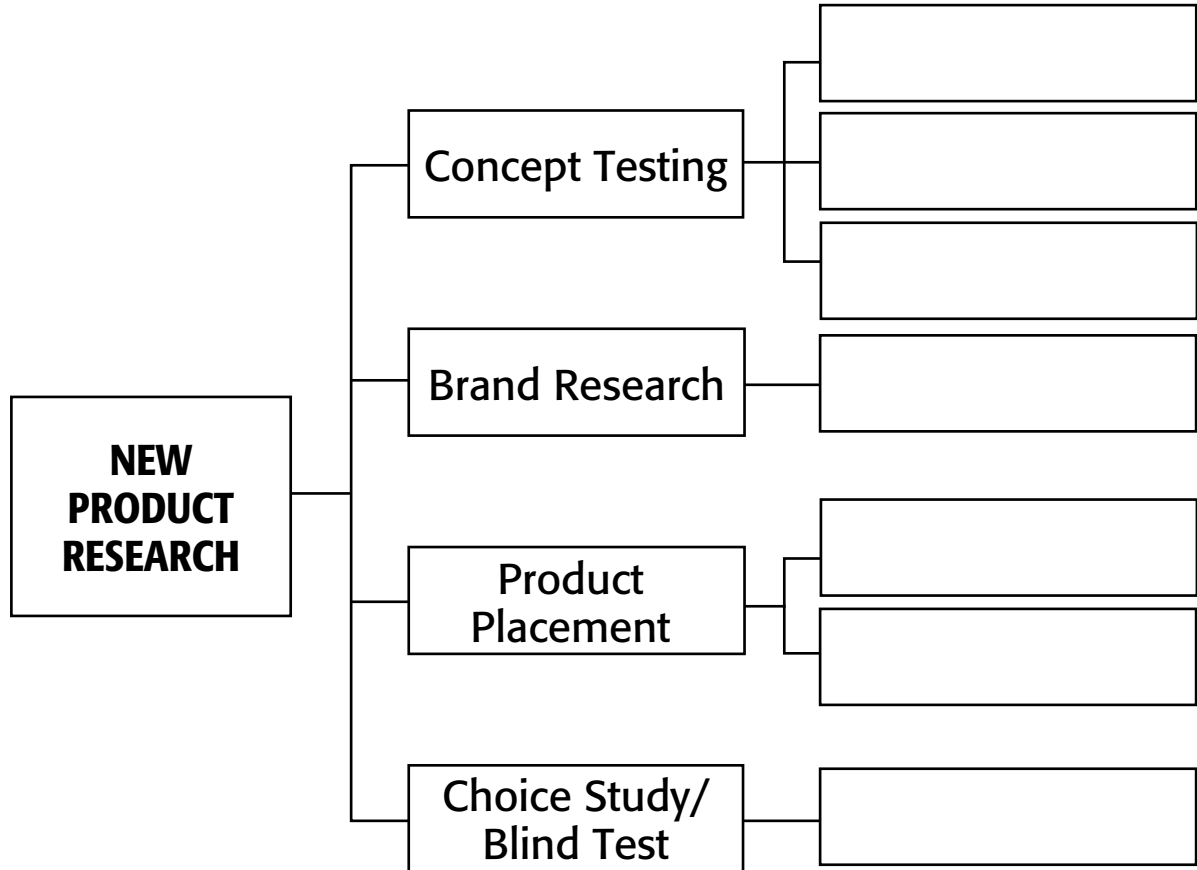
Directions Use this graphic organizer to discuss why every product is much more than its physical features.



Chapter 30 Product Planning

New Product Research

Directions Use this graphic organizer to review components of new product research.



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Chapter 30 Product Planning

Business Proposal

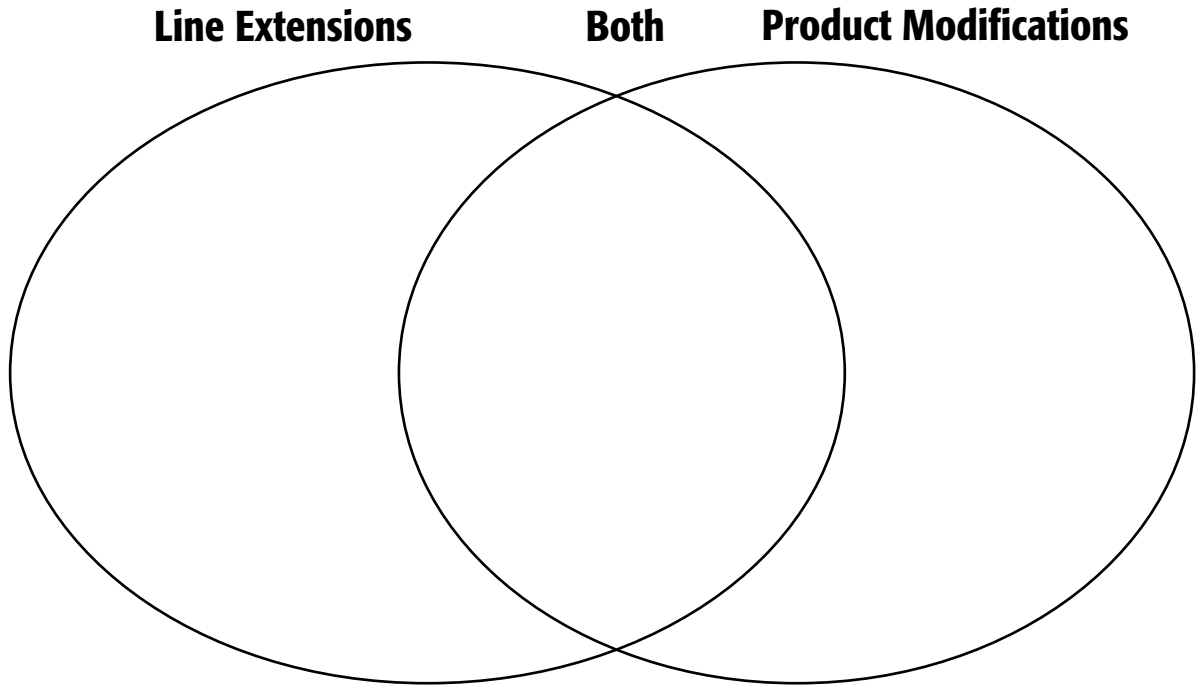
Directions Use this graphic organizer to list information that must be included in a business proposal.

<u>Business Proposal</u>	
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Chapter 30 Product Planning

Line Extensions and Product Modifications

Directions Use this graphic organizer to compare line extensions and product modifications.



Chapter 30 Product Planning

Discontinuing a Product

Directions Use this graphic organizer to list reasons a product might be discontinued.

Chapter 30 Product Planning

Managing Products in Decline

Directions Use this graphic organizer to discuss strategies for managing products in the decline stage.

Managing Products in Decline

Chapter 30 Product Planning

Positioning Strategies

Directions Use this graphic organizer to discuss different product positioning strategies.

