**Chapter 15 Project: Product Life Cycle**

Consumer product companies usually sell more than one product. The variety of products that a company sells is called its *product mix*. A company often starts with one successful product, then adds others over the years.

**Choose a Company**

* Select **one** of the large consumer products companies listed below that has at least **eight products** in its **product mix**. Companies include *Binney & Smith (Crayola Crayons), Campbell Soup, Coca-Cola, Colgate-Palmolive, ConAgra, General Miss, Heinz, Kellogg’s, Kraft, MasterFoods, Nestle, PepsiCo, Procter & Gamble, Sara Lee, Unilever, and Wrigley*.

Product Stages

* Create slide with a Picture/Graphic of the Product Life Cycle from Introduction stage to Decline Stage, see example from reading materials, Sec 15.3 in portfolio pg. 297
* Create a slide in your PowerPoint with the definitions of each stage of the Product Life Cycle (1) definition per slide, see pgs. 296 – 297 of reading materials in portfolio, Sec 15.3
* Introduction
* Growth
* Maturity
* Decline