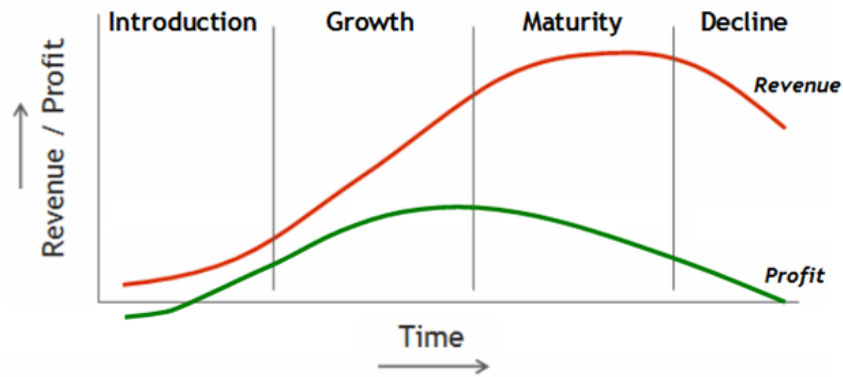


## Product Life Cycle



POSITION IN LIFE CYCLE AND WHY

TIME LEFT IN THIS STAGE OF CYCLE

ACTION DUE AT NEXT STAGE, CHANGES TO BE MADE