**PRODUCT LIFECYCLE TEMPLATE**

For your business idea, complete the template below noting what other offerings there are in each phase of the product lifecycle already in your market, and what you are taking as evidence to support this understanding.

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| INTRODUCTORY PHASEProducts:Marketing evidence: | GROWTH PHASEProducts:Marketing evidence: |
| MATURITY PHASEProducts:Marketing evidence: | DECLINE PHASEProducts:Marketing evidence: |