**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 PHASE  Products:  Marketing evidence: | GROWTH PHASE  Products:  Marketing evidence: |
| MATURITY PHASE  Products: Marketing evidence: | DECLINE PHASE  Products:  Marketing evidence: |