

TARGET MARKET

Who the target market is for each chocolate bar. Record and justify your answer.



1



2



3



4



5



6



7

Explain in detail and give an example of what a target market is.

LESSON OBJECTIVE

NAME

DATE

TARGET GRADE	GRADE	The main assessment of your learning will take place after the lesson. Cross off the criteria as you complete it.
A		Can describe in detail all 4 stages of a products lifestyle Can produce a detailed analysis of a graph using keywords. Can relate the product life cycle to their chosen design context
B		Can sort and place information from text in the correct order. Can define product life cycle keyword headings Can explain why the product life cycle is important.
C		Can explain what a product life cycle is. Can explain what target market is. Can complete a graph & make a simple analysis

Using the keyword headings record the definitions for each heading.

DECLINE _____

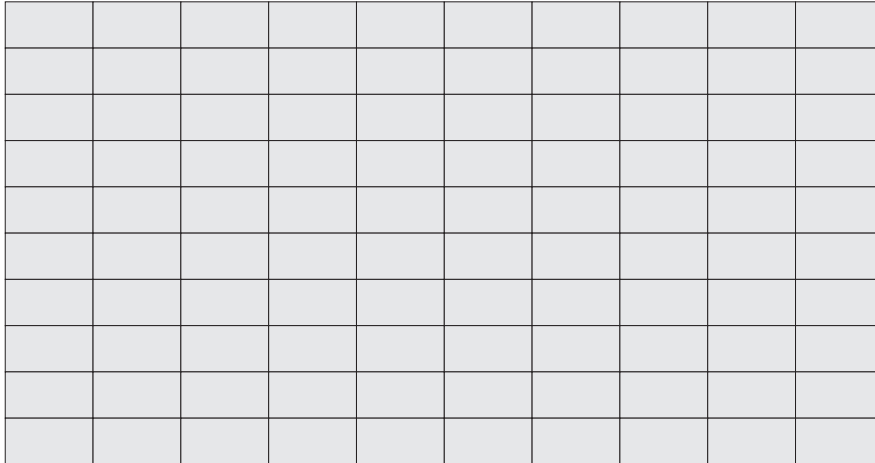
INTRODUCTION _____

SALE _____

GROWTH _____

TIME _____

MATURITY _____



Complete the graph above, by adding the data and keywords to show a typical product life cycle. Explain in detail, giving an example, what the graph above is showing.

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PLENARY

When a product is released on sale it goes through several stages. These stages are called the product life cycle. Explain in detail what the product life cycle is.

Why is it important to know where a product is in its life cycle?

When do most products make most of their money?

Explain how "Product Life Cycle" relates to your design context.
