

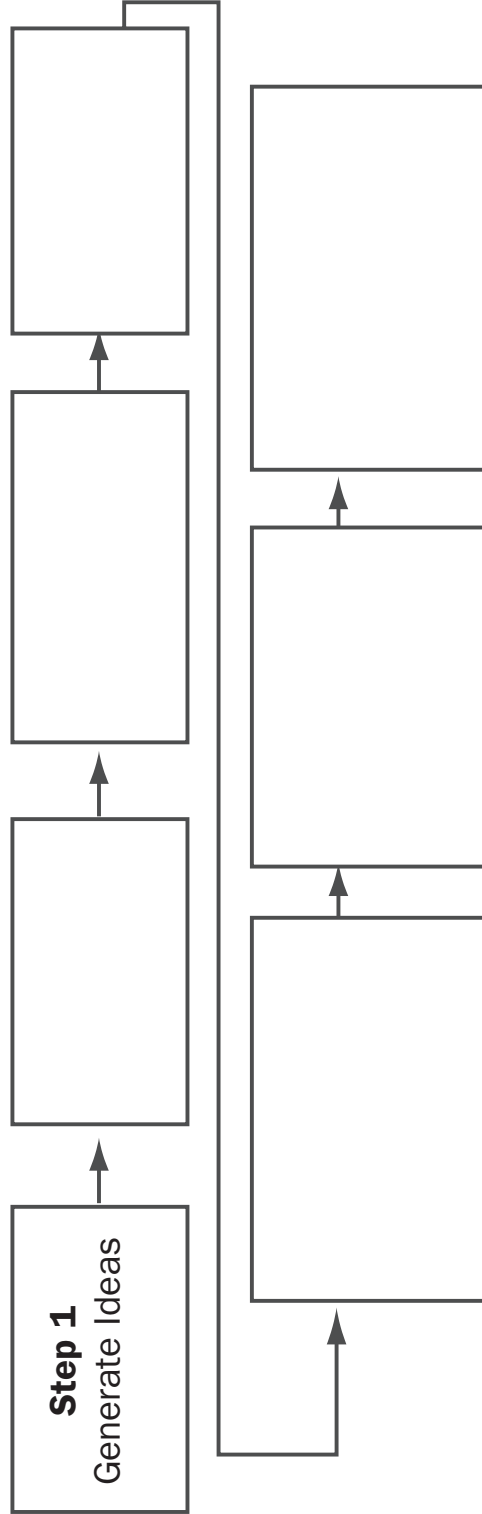
Graphic Organizer Section 30.1

PRODUCT PLANNING, MIX, AND DEVELOPMENT

Graphic Organizer

Directions: Draw this chart to write in the seven key steps in product development.

New Product Development



Student

Date

Class

Teacher

Graphic Organizer Section 30.2

Copyright © by The McGraw-Hill Companies, Inc. All rights reserved.

SUSTAINING PRODUCT SALES

Graphic Organizer

Directions: Draw this chart to record each stage in the product life cycle and to list sales characteristics and marketing strategies.

Stages	Sales Characteristics	Marketing Strategies
Introduction		