







## Unit RO64: Enterprise and Marketing




### Learning Outcome 3: Understand product development

Use the faces to check and date your understanding of each section.

Section	Content			
3.1 The product lifecycle	Development			
	Introduction			
	Growth			
	Maturity			
	Decline			

Section	Content			
3.2 Extension strategies for products in the product lifecycle and the appropriateness of each	Advertising			
	Price changes			
	Adding value (e.g. improving the specification of an existing product)			
	Exploration of new markets (e.g. new geographic market, new target markets)			
	New packaging			

Section	Content			
3.3 How to create product differentiation	Establishing a strong brand image for goods or services			
	Design mix model - i.e. the variables that contribute to successful product design - function, cost and appearance			
	Identifying a clear unique selling point (USP)			
	Offering improved: - Location - Features - Functions - Design - Appearance - Selling price			

Section	Content			
3.4 The impact of external factors on product development	Technological developments (e.g. developments in technology that affect production capabilities and consumer preferences)			
	Economic issues (e.g. recession, boom and their effects)			
	Legal issues (e.g. copyright and patent, product safety standards)			