Product Life Cycle Analysis



Joe Tidd and John Bessant http://www.innovation-portal.info/ John Wiley and Sons Ltd

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What is it?

PLC analysis is a tool to help identify where and when changes to product or process might be needed. It plots the stages in the life cycle of a product from initial development through early launch and market development to maturity and decline.

Why used?

To help identify opportunities for new product development or product improvement

