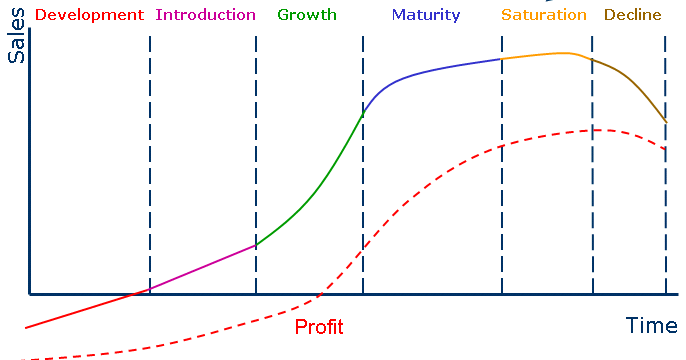
**Product life cycle: Activity**

Explain each stage of the life cycle. Ensure you discuss the level of revenue, the amount of costs, profit, amount of promotion required and level of competition. For each stage think of some real product examples that you feel are at this stage in their life cycle.

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