

# Service/product lifecycle

Giorgia Martino, Link Campus University

## Aim and objectives

The aim of this presentation is to explain the phases of a service lifecycle, highlighting the importance of the users in its duration on the market.

- At the end of this presentation, you will be able to:
  - Understand the lifecycle of a service/product
  - Understand the importance of the users in the service lifecycle
  - Knowing the fundamentals of every phase of a service lifecycle

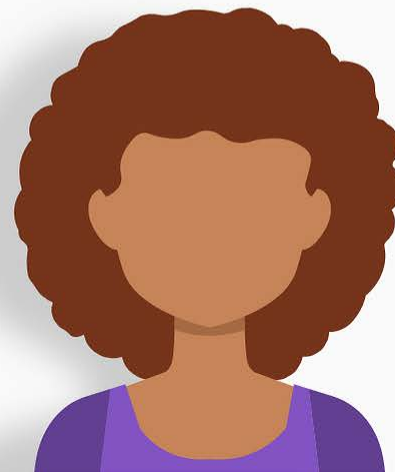
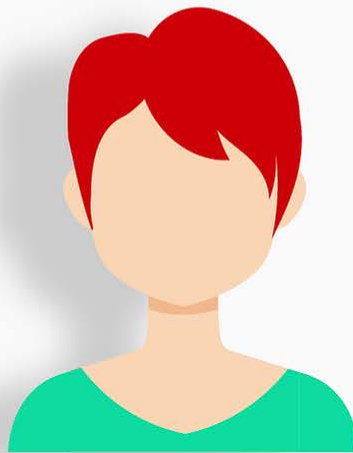
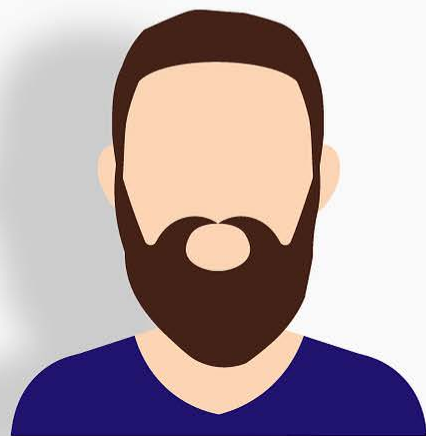
# Terms and keywords

- Service
- Service Lifecycle
- Marketing Strategy

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# Service lifecycle: the importance of users



"Avatar", coffeebeanworks - Pixabay

# Service Lifecycle: the importance of users

In the last presentation, you have learned that a service has to be user-centered.

Furthermore, **service is not eternal**, but has a lifecycle whose duration depends on the user needs and desires for whom it is designed!

In fact, once launched on the market, a service/product will face the competition of other similar services and, if it fails to change according to the user needs, it is destined to end soon.

Instead, if it can keep up with the times, it can have a longer lifecycle.

There are four stages in the product/service lifecycle:

- Introduction
- Growth
- Maturity
- Decline





# The stages of a service lifecycle

# Stage 1. Introduction

“Silhouette”, mohamed\_hassan, Pixabay



It is a phase in which the product or service is an **absolute novelty** on the market, there are no significant rivals thanks to the innovative characteristics or differentiation of the product/service, or to its delivery, distribution, etc.

The customer who approaches these products is really a “pioneer”.

In this phase the profits are negative and the production/distribution costs are high.

This is the phase in which advertising strategies are very important to push the service/product.

## Stage 2. Growth

The service grows up, other customers follow the first pioneers, but **other competitors** also come to the market.

These competitors often copy and improve the first product or service.

The number of competitors entering the market decreases product prices and profits begin to decline towards the end of the growth phase.

At this time in the cycle, it's important to establish and strengthen the position of the product in the market by promoting brand loyalty.



## Stage 3. Maturity

The **market has been saturated** by the various competitors who share a sector that has now reached the highest level. The price has fallen further.

Consequently, during the maturity phase, the weakest competitors are expelled from the market, while others tend to change their promotional and distribution efforts through direct advertising to consumers and direct promotions to distributors.

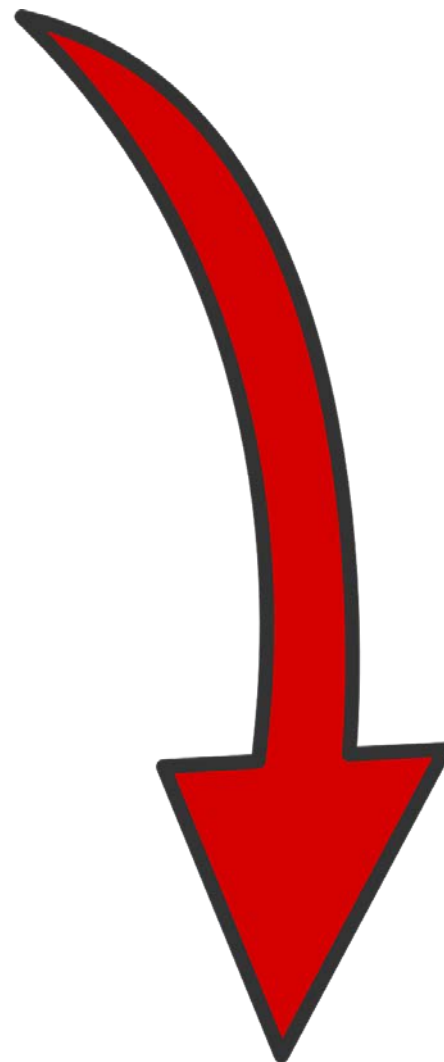


“Challenge”, gamerio - Pixabay

## Stage 4. Decline

Customer attention is now turning to other products and services, sales volumes are constantly decreasing, **the product or service is no longer able to generate profits.**

At this stage, it is to decide whether to get the most out of the product or service, innovate it or remove it from the market.



"Down", Ckier-Free-Vector-Images, Pixabay

- This presentation was about the service/product lifecycle, with the analysis of all its stages features
- Now that you finished watching it, you should be able to:
  - Understand the lifecycle of a service/product
  - Understand the importance of the users in the service lifecycle
  - Knowing the fundamentals of every phase of a service lifecycle

## List of references

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# Presenter's bio page



Dr. Giorgia Martino (LCU)  
g.martino@unilink.it

Giorgia Martino graduated in Communication Sciences at the "La Sapienza" University of Rome, then achieving the Master of Digital Marketing and Communication at the "Il Sole 24 ORE Business School" in Milan.

Subscribed to the journalists' order of Lazio, she has collaborated and collaborates with various online and printed magazines about health, wellness and environment, as well as with NGO press offices and healthcare communication agencies.

Currently, she is a research associated at Link Campus University in the project entitled "SDG (Sustainable Development Goals) as an element of aggregation and development. In institutional, corporate and social fields in Italy".

## Credits

Author: Drss. Giorgia Martino (LCU)

Narrator: Dr. Massimiliano Di Bitonto (LCU)

Technical Reviewers: Christos Pierrakeas &  
Panagiota Polymeropoulou (HOU)

Scientific reviewers: Paula Menino Homem &  
Filipe Correia, U. Porto



[www.project-musa.eu](http://www.project-musa.eu)



[musa@daissy.eap.gr](mailto:musa@daissy.eap.gr)



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