



MASARYKOVA UNIVERZITA

Product Chapter 11

Product

- ➔ The most important unit of marketing mix.

Product

- ❏ Everything what is possible to offer our customers, everything what they are able to buy.

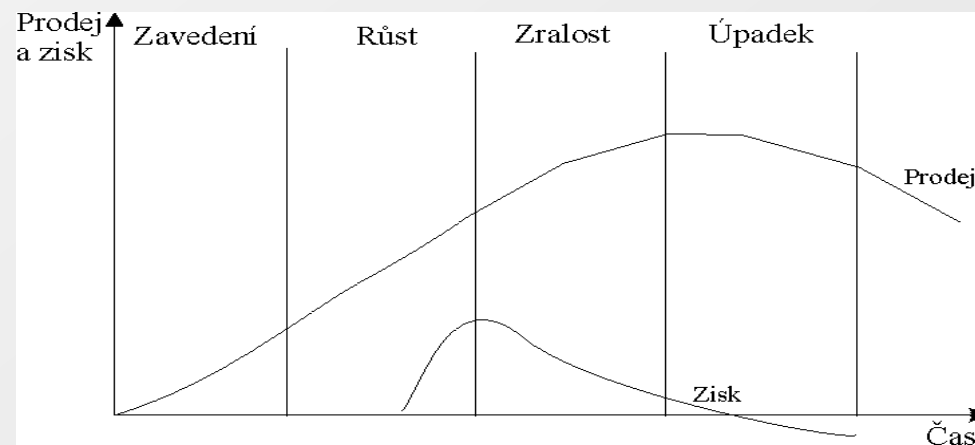
Three levels of product:

- *core, nucleus,*
- *real product,*
- *extended product.*

Real product:

- **quality,**
- **variants,**
- **design,**
- **package,**
- **brand.**

The Product Life Cycle - *introduction, growth, maturity, decline*



The Product Life Cycle or *PLC* is a tool used by marketing managers to gauge the progress of a product, especially relating to sales or revenue accrued over time.