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2) Product is established and promotion expenditures are less
3) Little growth potential for the product
4) Penetration pricing, and lower profit margins
5) The major focus is towards extending the life cycle and maintaining market share
6) Converting customers product to your own is a major challenge in maturity stage

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3-7 New Product Design Process New Product Design Process (Figure 3.2)(Figure 3.2) Pilot production/testing Final process design Preliminary process design Concept development Product design 8. 3-8 New Product Design Process New Product Design Process • To be ISO 9000 certified, an organization must define and follow a new product design process.

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