



Consulting and Training | Reach New Heights

**Course Name**

# Product Life Cycle Management

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**Sector Name**

Sales, Marketing and Customer Service

**Document Type**

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## Product Life Cycle Management

### Course Introduction

Understanding and managing the Product Life Cycle (PLC) is essential for maximizing product value, profitability, and long-term competitiveness.

This course equips professionals with the knowledge and frameworks to manage products effectively from ideation and launch through growth, maturity, and decline. Participants will learn how strategic decisions, market dynamics, and customer behavior influence each stage of the life cycle, enabling better planning, resource allocation, and performance optimization across the product journey.

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## Product Life Cycle Management

### Target Audience

- ✓ Product Managers and Product Owners
- ✓ Product Development and Innovation Teams
- ✓ Marketing and Brand Managers

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## Product Life Cycle Management

### Learning Objectives

- ✓ Explain the stages of the Product Life Cycle and their strategic implications.
- ✓ Align product strategies, investments, and decisions with each life cycle stage.
- ✓ Analyze market, customer, and performance data across the product life cycle.
- ✓ Identify risks, opportunities, and transition triggers between life cycle stages.
- ✓ Manage product performance, profitability, and sustainability over time.
- ✓ Support informed decision-making related to product enhancement, extension, or retirement.

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## Product Life Cycle Management

### Course Outline

#### ✓ DAY 01

##### **Introduction to Product Life Cycle Concepts**

- ✓ Overview of Product Life Cycle theory
- ✓ Stages of the Product Life Cycle: introduction, growth, maturity, decline
- ✓ Strategic importance of life cycle thinking
- ✓ Internal and external factors influencing the Product Life Cycle
- ✓ Common misconceptions and limitations of the PLC model

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## Product Life Cycle Management

### Course Outline

#### ✓ Day 02

##### **Product Strategy in the Introduction and Growth Stages**

- ✓ Product planning and development considerations
- ✓ Go-to-market strategies and early adoption dynamics
- ✓ Pricing, positioning, and customer acquisition strategies
- ✓ Managing risks and uncertainty in early life cycle stages
- ✓ Performance indicators for introduction and growth

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## Product Life Cycle Management

### Course Outline

#### ✓ Day 03

##### **Managing Products in the Maturity Stage**

- ✓ Market saturation and competitive pressure
- ✓ Product differentiation and feature optimization
- ✓ Cost management and operational efficiency
- ✓ Customer retention and loyalty strategies
- ✓ Metrics for monitoring product maturity and profitability

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## Product Life Cycle Management

### Course Outline

#### ✓ Day 04

##### **Decline, Extension, and Portfolio Decisions**

- ✓ Identifying signals of product decline
- ✓ Product life cycle extension strategies
- ✓ Repositioning, redesign, and market expansion
- ✓ Portfolio management and resource reallocation
- ✓ Decision frameworks for product continuation or retirement

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## Product Life Cycle Management

### Course Outline

#### ✓ Day 05

##### **Product Life Cycle Governance and Performance Management**

- ✓ Aligning Product Life Cycle decisions with business strategy
- ✓ Lifecycle-based forecasting and planning
- ✓ Cross-functional roles in Product Life Cycle management
- ✓ Risk management and compliance across the life cycle
- ✓ Building a structured Product Life Cycle management approach

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## Product Life Cycle Management

### Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 7, 2026	June 11, 2026	5 days	2150.00 \$	Virtual , Online
Oct. 11, 2026	Oct. 15, 2026	5 days	4250.00 \$	KSA , Riyadh

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