

Service Life Cycle. Match each stage with the correct description of the activities or focus that typically happens during that stage.

Service Life Cycle Stages:

1. **Introduction Stage**
 2. **Growth Stage**
 3. **Maturity Stage**
 4. **Decline Stage**
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Descriptions:

- A. The service is being widely adopted, sales increase rapidly, and competition may begin to increase as the service gains market acceptance.
- B. The service is first launched, with focus on awareness, attracting early adopters, and establishing the service's place in the market.
- C. The service experiences a steady or slow reduction in demand, with some companies exiting the market or discontinuing the service due to declining profitability.
- D. The service has reached widespread market adoption, and competition is fierce. Efforts are focused on differentiation, maintaining market share, and ensuring customer loyalty.
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Answer:

1. **Introduction Stage** → B. The service is first launched, with focus on awareness, attracting early adopters, and establishing the service's place in the market.
2. **Growth Stage** → A. The service is being widely adopted, sales increase rapidly, and competition may begin to increase as the service gains market acceptance.
3. **Maturity Stage** → D. The service has reached widespread market adoption, and competition is fierce. Efforts are focused on differentiation, maintaining market share, and ensuring customer loyalty.

4. **Decline Stage** → C. The service experiences a steady or slow reduction in demand, with some companies exiting the market or discontinuing the service due to declining profitability.