CURRENT STATE

Product/Service Life Cycle Curve

Peter Drucker suggests a company assign every product an obsolescence date, a date when the company no longer will produce the product, Having an obsolescence date will create a sense of urgency to create the next generation of the product.

Where are each of your current revenue sources on the curve and what are your strategic plans for each?

INNOVATIONS

(A meaningful difference worth paying for)

Growing sales & profit margin EASY to hold price

ON THE BUBBLE

(Nearing or near transition point)

Solid sales & profit margin today GETTING HARDER to hold price

COMMODITIES

(A difference not worth paying for)

Declining sales & profit margin HARD to hold price

NAME OF REVENUE SOURCE	REINVENT MILK OR KILL	NAME OF REVENUE SOURCE	REINVENT MILK OR KILL	NAME OF REVENUE SOURCE	REINVENT MILK OR KILL