Primary Research about Lifecycle of a Product (An Automobile)

1. Research and Product Development:

Research and development begins with a designer who proposes an idea. This idea is then developed into an overall concept design. Next, the concept is introduced to a design team who suggests the target audience. For example, what age range is being targeted? Will the product be in everyday use? Is the product easy to service and maintain? After these questions have been answered the overall design is developed. In this case, the team would introduce the concept model to the public in an auto show to see how the public reacts to the model. If the public reacts positively, then the concept design would be introduced to the market.

2. Marketing:

Depending on the audience targeted during the product development phase, the company will market the product in a way which is appealing to public. The company will use marketing strategies such as commercials, sponsors, and promotions to capture the attention of the consumers. For example, the Kia Soul is an automobile aimed at younger customers so the advertisements include modern music, and comedy.

3. Manufacturing:

Cars are mass-produced at a production plant. Raw materials and recycled are harvested and brought to the plant where they're formed to create the product.

4. Sales, Distribution, Transportation:

The new products are distributed around the country to designated dealerships via car haulers. The product is put on display at the dealership and it is sold to consumers that are interested.

5. Consumer Use

The car is driven throughout its lifecycle. This includes fuel consumption, maintenance, servicing, repairs, selling to used dealers, and buying. Once the car is no longer useable, it is taken to the scrapyard, or sold to manufacturer for disposal.

6. Final Disposition:

The parts of the car that can be reused are stripped and sold to manufacturers and consumers. The remainder of the car is crushed and melted down leaving valuable metals that are used in new car products.

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