Abstract

The product is an need requirement of the consumer. Based on the nature of its production, the product will experience a life cycle that is where the product will pass the period of goods withdrawal and new product launch. So the company must have a strategy for the products they launch will remain in the market In this final project will be rearranged a single product Life Cycle model where the company can take the right decision to take the product marketing strategy to avoid the company from insolvent. Finding a solution by means of compares the results which used generate random markov chain with the result using generate random .

Keywords : Product, Life Cycle, Markov Chain