Solution

# Product Lifecycle

The new product must launch in month 14 for the combined sales to be above $300,000. Therefore, the project must start in month 5. If the development project was delayed by one month, the sales in months 17 and 18 would drop to $260,000

If the new product starts in month 5 and launches in month 14, the profit drops to only $7,600 in month 16.

See the table below for the illustration.

 