$$S_2 = \int_{a_1}^{a_2} \left(\sum_{i=0}^{n_2} d_i \cdot t^i \right) dt \qquad (2)$$

$$S_3 = \int_{a_2}^{a_3} V_3 \, dt = V_3 (a_3 - a_2) \qquad (3)$$

$$S_4 = \int_{a_3}^{a_4} \left(\sum_{i=0}^{n_4} e_i \cdot t^i \right) dt \qquad (4)$$

$i-$, $t -$, e_i , m_i , j_i , c_i -

, n_i - , V_0 , V_3 -

,

(S),

:

$$S = \sum_{j=1}^{4} S_j = S_1 + S_2 + S_3 + S_4 , \qquad (5)$$

,

: $S = \sum_{j=1}^{4} S_j = S_1 + S_2 + S_3 + S_4$.

,

Offered to use the mathematical method for calculation of the volume of marketed product and profit on each stage of goods lifecycle and of its all cycle. Such calculation required for decision making about turning the enterprise on issue of the new type to product.

$(1-4)$

(S_i)

:

$$\sum_{i=0}^{N} k_i \cdot t_i = k_0 + k_1 \cdot t^1 + k_2 \cdot t^2 + k_3 t^3 + \ldots + k_N \cdot t^N ,$$

$k_0 , k_1 , k_2 , \ldots , k_n$ - .

$$S_1 = \int_{0}^{a_1} \left[\left(\sum_{i=0}^{n_1} c_i \cdot t^i \right) - V_0 \right] dt \qquad (1)$$

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