

Ansoff Matrix Analysis Worksheet

Product on the Ansoff Matrix.

Existing Product in an Existing Market Strategy: Market Penetration No	New Product in an Existing Market Strategy: Product Development Yes
New Product in an Existing Market Strategy: Market Development No	New Product in a New Market Strategy: Diversification No

Rationale for selection

This project is a classic **Product Development** strategy. We are introducing a significantly **new product**, featuring advanced solar collectors and a management app, to our **existing market** of residential and commercial customers. The strategic goal is to increase our current market share by 20% within this familiar territory. The other strategies are not applicable because we are not entering a new market (Market Development/Diversification) nor are we selling an existing product (Market Penetration).