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My_Creations

My_Creations

Professional

Organisational

Product_Strategy

Corporate_Strategy

My_Creations

my matrix one

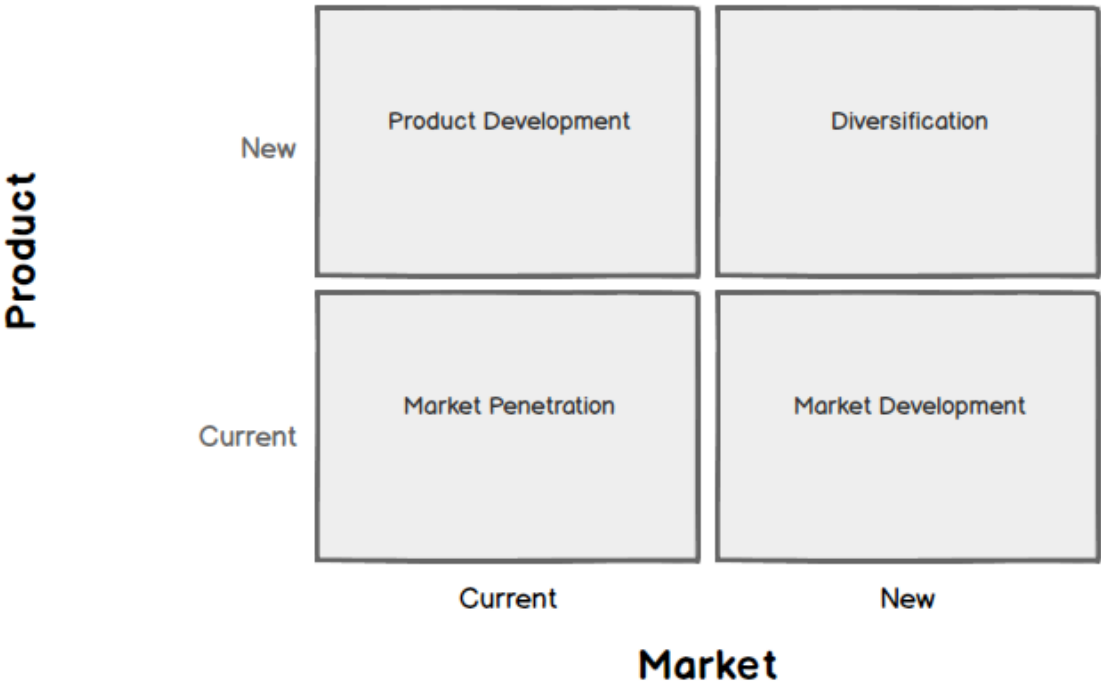
my matrix two

my matrix three

my matrix four

The Product - Market Matrix

AKA The Ansoff Matrix



Matrix Overview

Product Development: Developing new products for existing markets. This strategy involves investing in research and development to create new products that meet the needs of current customers. It is a high-risk, high-reward strategy that can lead to significant growth and competitive advantage.

Diversification: Expanding into new products and new markets. This strategy involves entering new markets or developing new products that are unrelated to the company's current business. It is a high-risk strategy that can lead to significant growth and competitive advantage, but it also carries the risk of failure.

Market Penetration: Increasing market share in existing markets. This strategy involves focusing on increasing sales of existing products in current markets. It is a low-risk strategy that can lead to significant growth and competitive advantage, but it also carries the risk of failure.

Market Development: Expanding into new markets with existing products. This strategy involves entering new markets or developing new products that are related to the company's current business. It is a low-risk strategy that can lead to significant growth and competitive advantage, but it also carries the risk of failure.

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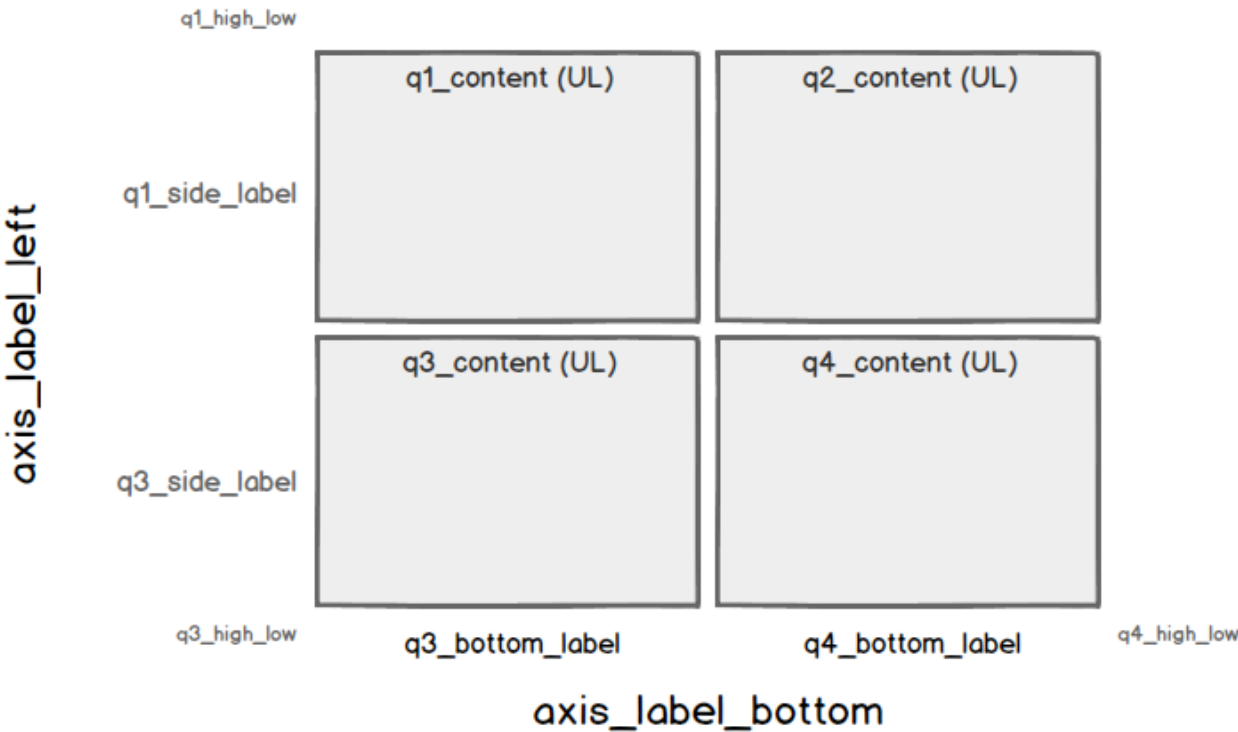
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View Your Matrices

- my matrix one
- my matrix two
- my matrix three
- my matrix four

My_Matrix_Two (name)



My Matrix Notes

A paragraph of text (unordered list)



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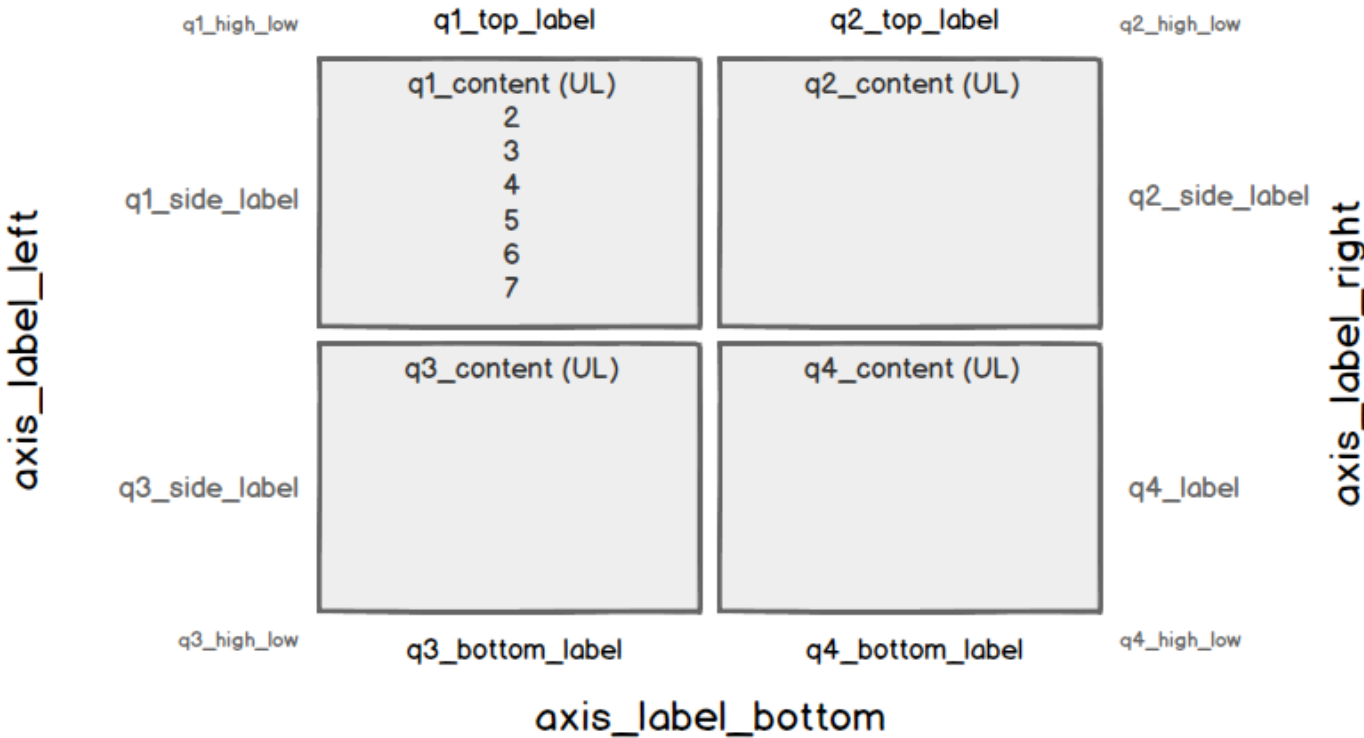
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My Matrix Notes

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