ANSOFF MATRIX FOR SRU

Products/ Market Condition	Existing Products	New Products
Existing Markets	**Market Penetration:** Focus on selling more of the existing product to the current customer base. Example: Enhance marketing efforts to increase sales of SRU's current solar water heating systems within existing regions.	**Product Development:** Introduce new features or enhancements to existing products for the current market. Example: Improve SRU's solar water heating systems' efficiency or introduce bifacial solar panels.
New Markets	**Market Development:** Sell existing products to new markets or customer segments. Example: Expand SRU's product offerings to regions with emerging solar energy demand or target new customer segments like commercial buyers.	**Diversification:** Launch new products in new markets, a higher-risk strategy. Example: SRU developing new solar-powered heating systems for large commercial buildings and entering new geographic or commercial markets.

Market Penetration: This strategy focuses on increasing SRU's share of the existing market by 20%. Tactics could include:

- · Aggressive marketing
- · Improving product features (like reduced installation times)
- · Offering financial incentives (like lower upfront costs) to attract price-sensitive customers.

Market Development: SRU could expand its geographical reach, especially in regions where government incentives and demand for renewable energy are growing. Entering these new markets would require partnerships with local distributors and a tailored marketing approach.

Product Development: SRU should continue improving its current products, particularly by enhancing efficiency by 25%. Innovations such as bifacial solar panels (which capture sunlight from both sides) could differentiate SRU's offering from competitors.

Diversification: SRU may explore creating new solar-powered systems for large commercial buildings, which have different requirements than residential systems. This diversification could help the company tap into new revenue streams.