



ansoff matrix

	EXISTING PRODUCTS	NEW PRODUCTS
EXISTING MARKETS	<div>e-commerce</div> <div>home furnishing products</div> <div>interactive product book</div>	<div>technology implementation</div> <div>extension of new line of products</div>
NEW MARKETS	<div>improve e-commerce to increase profit margin</div> <div>targetting home staging companies</div>	<div>diversification of products</div> <div>targeting a wider audience</div>