

Four BCG matrices

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Abstract

In this paper, I describe four BCG matrices.
The paper ends with "The End"

Introduction

A **BCG matrix** is management tool that's a set of four points, each represented across the two dimensions of **market share** on the X-axis and **growth rate** on the Y-axis.

The point with **high market share** and **high growth rate** is the **Star**.

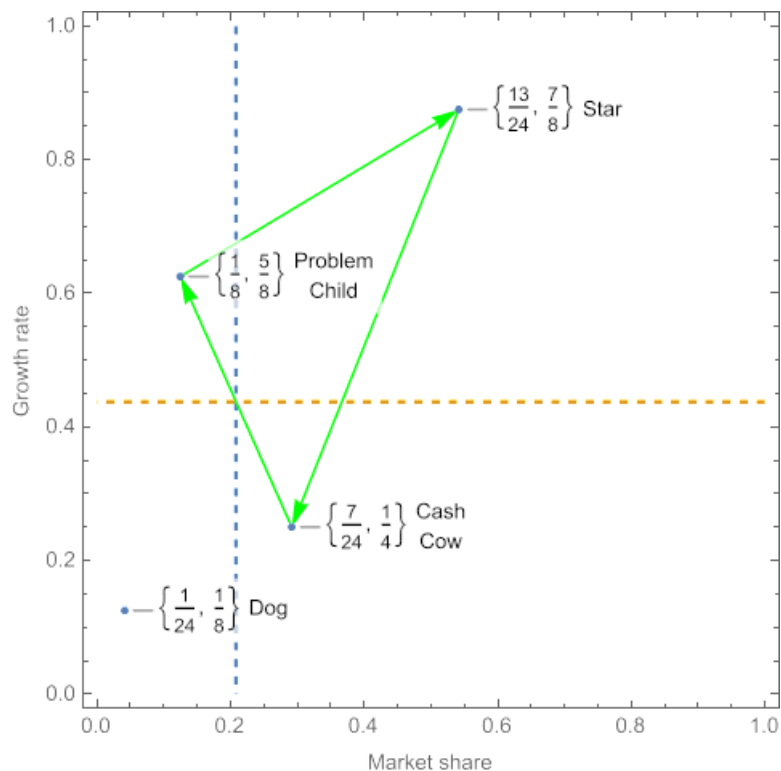
The point with **high market share** and **low growth rate** is the **Cash Cow**.

The point with **low market share** and **high growth rate** is the **Problem Child**.

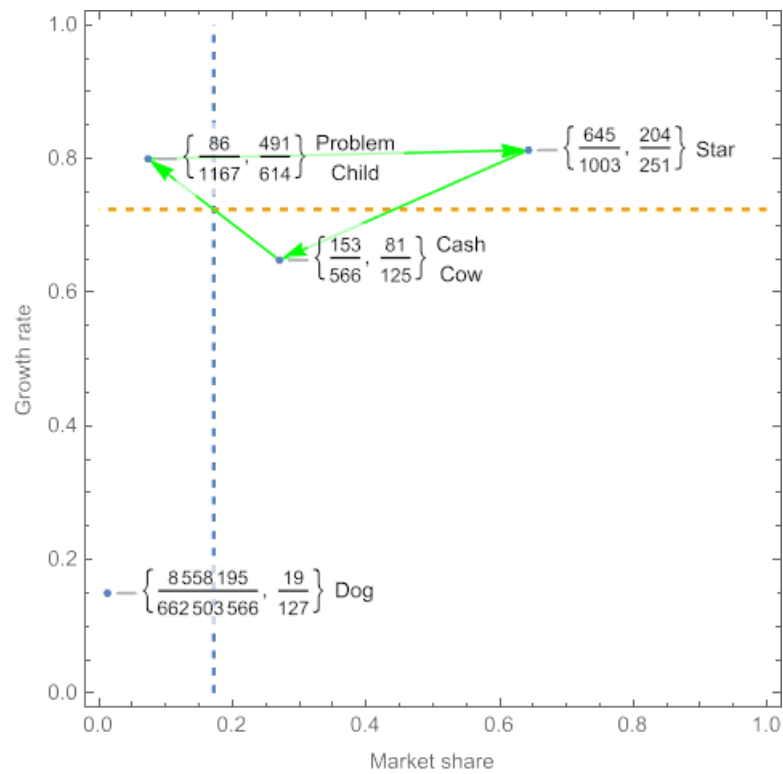
The point with **low market share** and **low growth rate** is the **Dog**.

In this paper, I describe four BCG matrices.

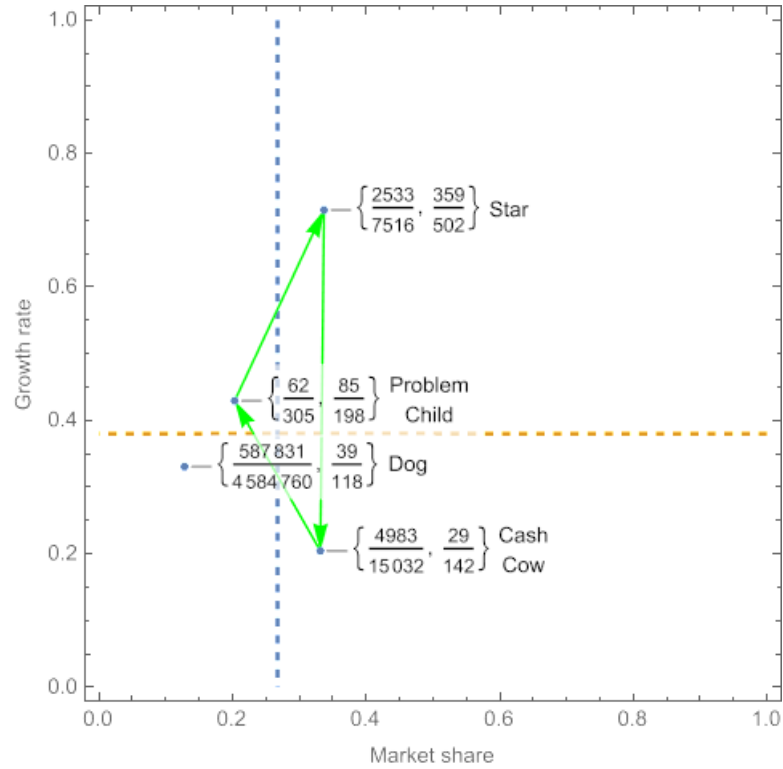
The first BCG matrix



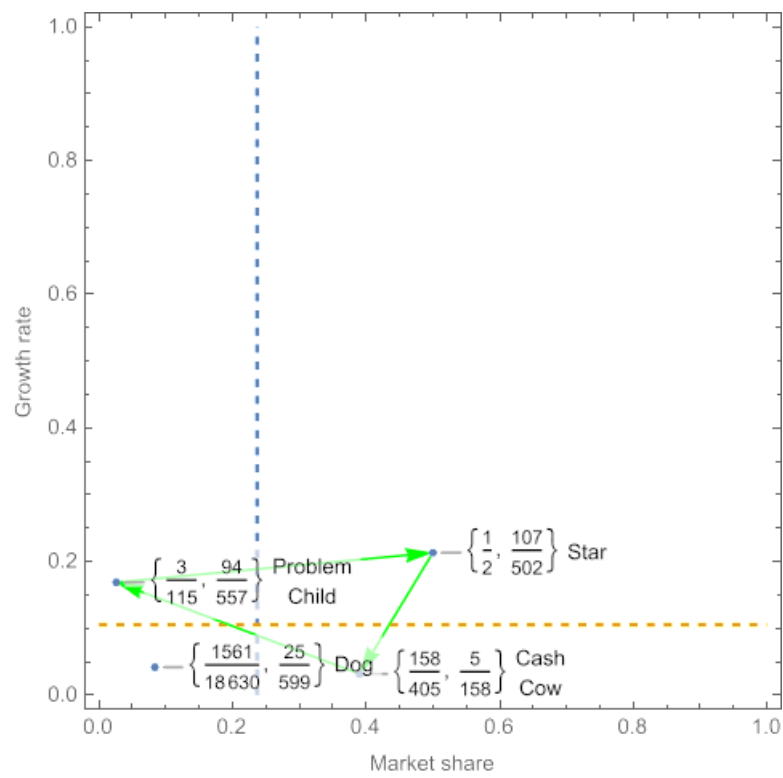
The second BCG matrix



The third BCG matrix



The fourth BCG matrix



The End