



10 STRATEGIC FRAMEWORKS



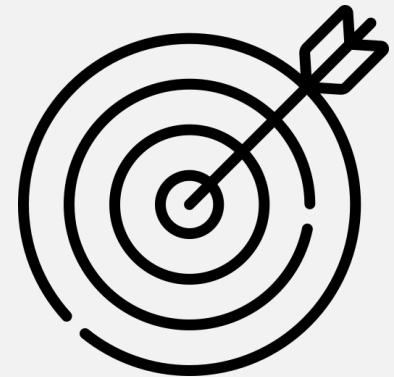
Part 7 of Strategy Series, a 10-part series



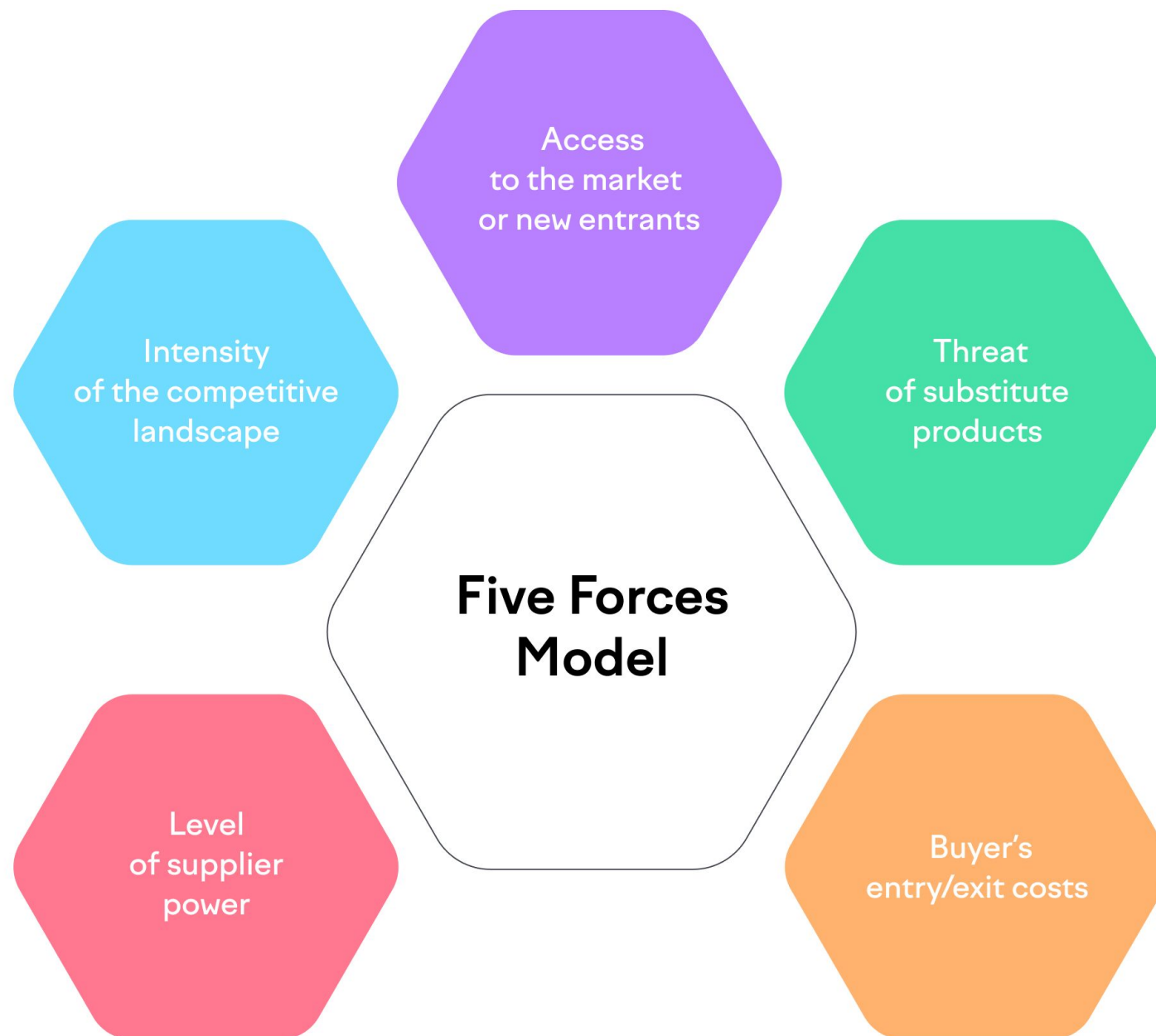
Content: **Shyvee Shi**

Infographic: **VisualPortfolios.com**

Porter's 5 Forces

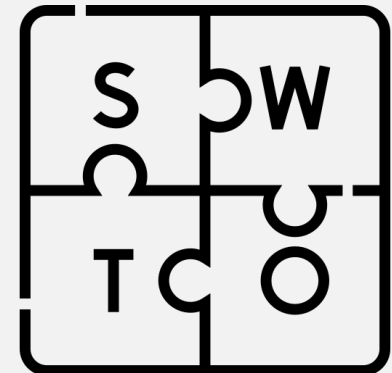


A classic framework to analyze an industry by understanding its competitors, the relative buyer power, supplier power, threats of indirect competitors (substitutes) and new entrants.





The 4P's Marketing Mix



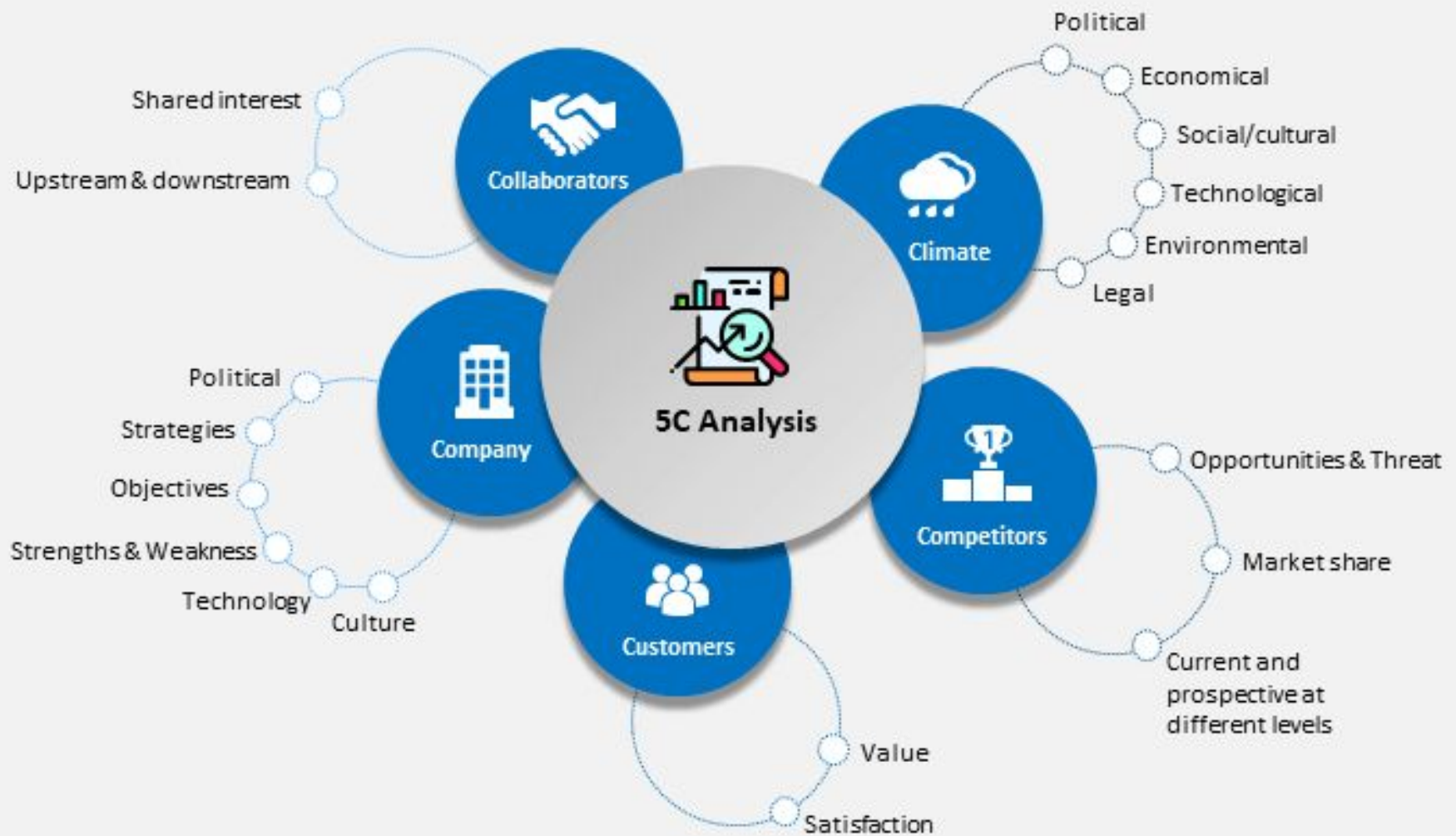
A marketing classic to understand different aspects of a product's approach to marketing: the product itself, how it's priced, how it's promoted, and the distribution strategy ("place").



The 5C's Situational Analysis



An overview of the environment of a product or decision: all aspects of a company, competition, customers, collaborators, and context or climate.

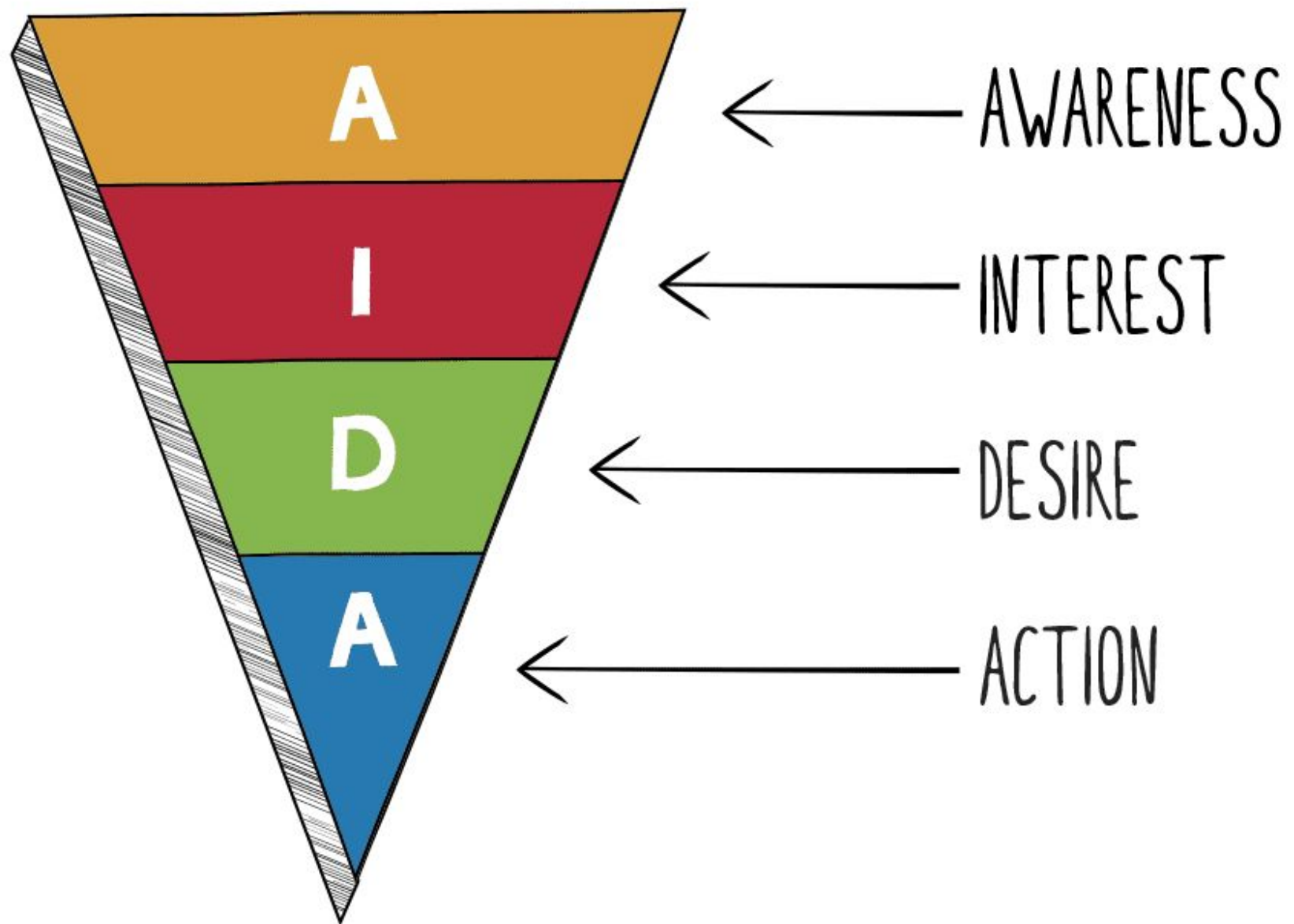


The AIDA Model

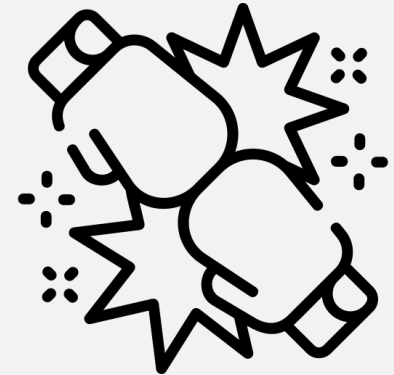


The Customer Decision Making Process. This shows how customers make decisions:

Attention (what is it?) → Interest
(I like it.) → Desire (I want it.)
→ Action (I'm getting it.)



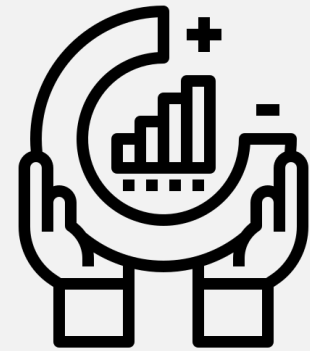
The SWOT Analysis



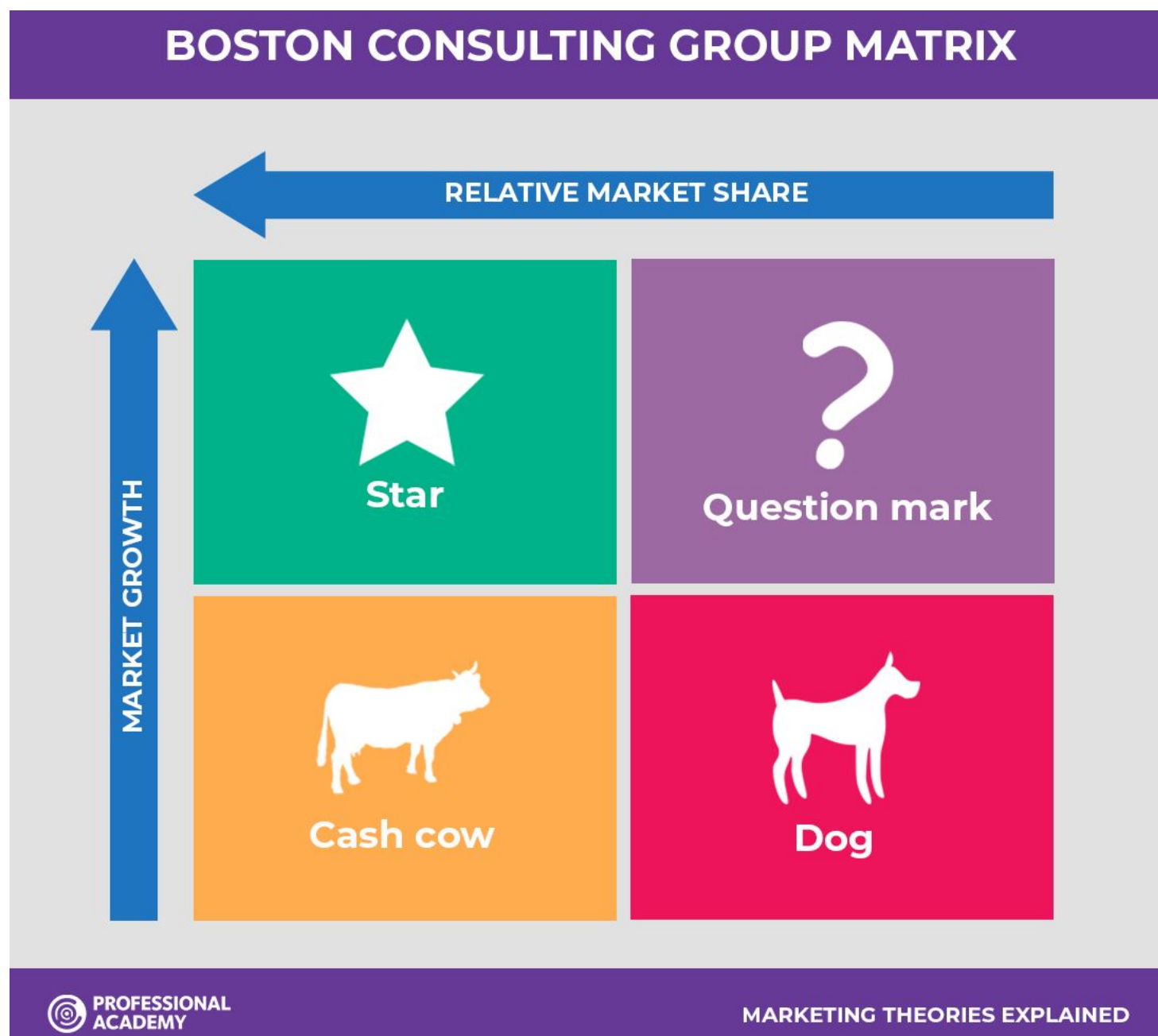
A structure process to analyze the internal (strengths, weaknesses) and external (opportunities, threats) factors that impact a company and its products.

S	W	O	T
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Things your company does well • Qualities that separate you from your competitors • Internal resources such as skilled, knowledgeable staff • Tangible assets such as intellectual property, capital, proprietary technologies etc. 	<ul style="list-style-type: none"> • Things your company lacks • Things your competitors do better than you • Resource limitations • Unclear unique selling proposition 	<ul style="list-style-type: none"> • Underserved markets for specific products • Few competitors in your area • Emerging need for your products or services • Press/media coverage of your company 	<ul style="list-style-type: none"> • Emerging competitors • Changing regulatory environment • Negative press/media coverage • Changing customer attitudes toward your company

The BCG Growth Share Matrix



Adopt a portfolio thinking to decide where to invest, discontinue, or develop products. Learn more about how to use the matrix to examine your products by market share & market growth.





The Satisfaction vs. Importance Matrix



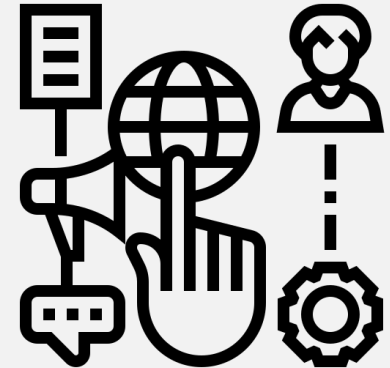
A framework from Dan Olsen's Lean Product Playbook to prioritize needs that are important to a customer and do not currently have satisfactory solutions.

Prioritizing Needs: Importance vs. Satisfaction



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The Product-Market Expansion Matrix



How businesses typically think about their growth strategies: deeper penetration, new markets, new products, and diversification through breakthrough innovations.





Common Pricing Strategies



Learn the 7 common pricing models and factors to consider when pricing a product.

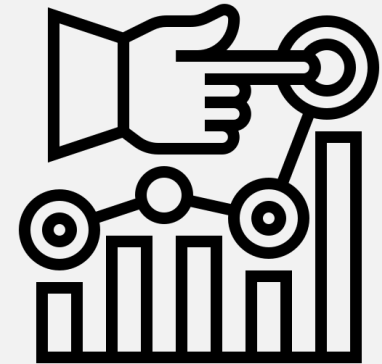


Pricing strategy matrix

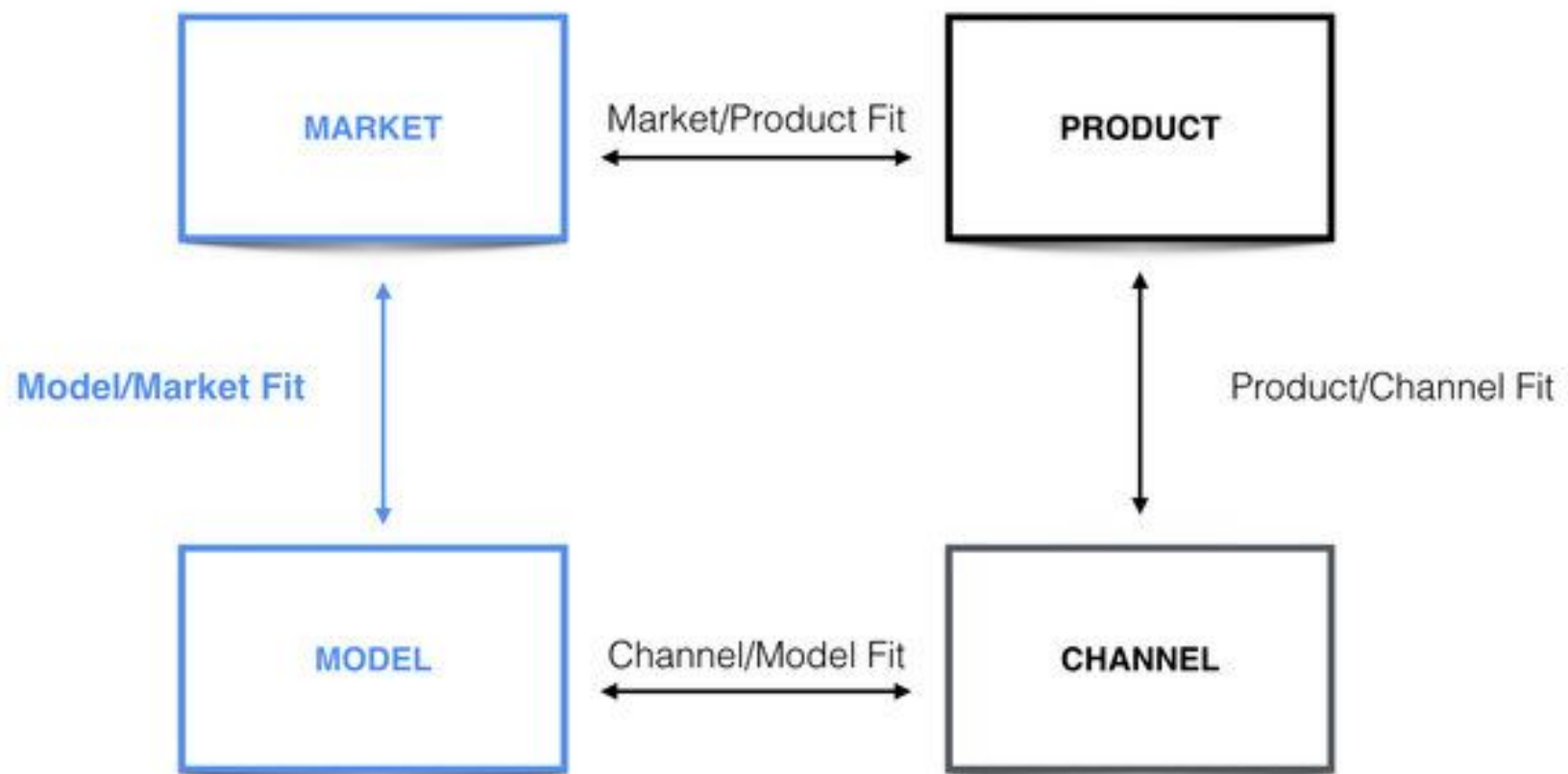
Price

★ Quality		HIGH	MEDIUM	LOW
	HIGH	Premium	High value	Superb value
	MEDIUM	Over-charging	Average	Good value
	LOW	Rip-off	False economy	Economy

The 4 Fits



I like this series of frameworks from Brian Balfour that explains how everything fits together to drive product growth: Product-Market Fit, Product-Channel Fit, Channel-Market Fit, and Model-Market Fit.



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