



CORPORATE PORTFOLIO ANALYSIS

Techniques for Strategic Decision Making





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MATRIX

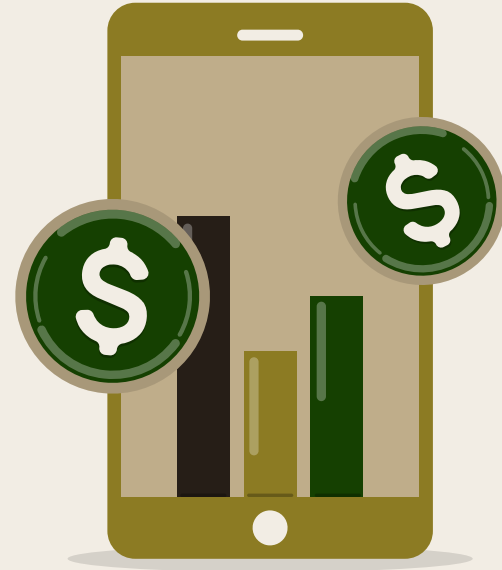


INTRODUCTION

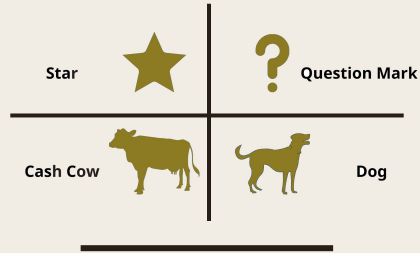
Corporate Portfolio Analysis is a strategic tool used to evaluate and manage the collection of businesses or products. It helps in determining where to allocate resources and which businesses/products to invest in, grow, or divest.

Importance of corporate portfolio analysis

- ☐ Strategic resource allocation
- ☐ Risk management
- ☐ Performance optimization
- ☐ Long-term growth



VARIOUS TECHNIQUES



BCG Matrix

Categorizes businesses based on market share and market growth.

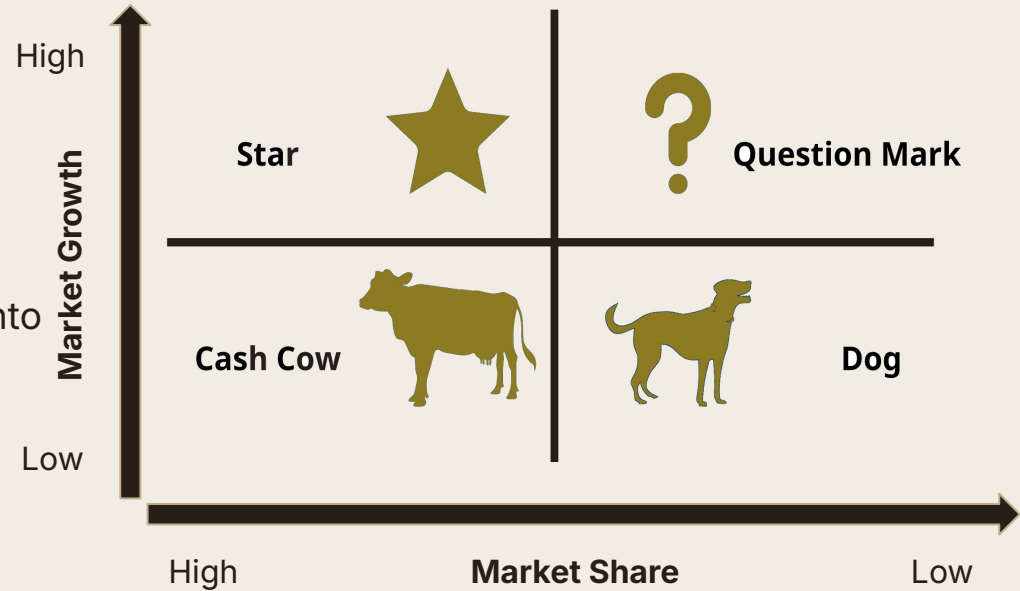


GE Nine Cell Matrix

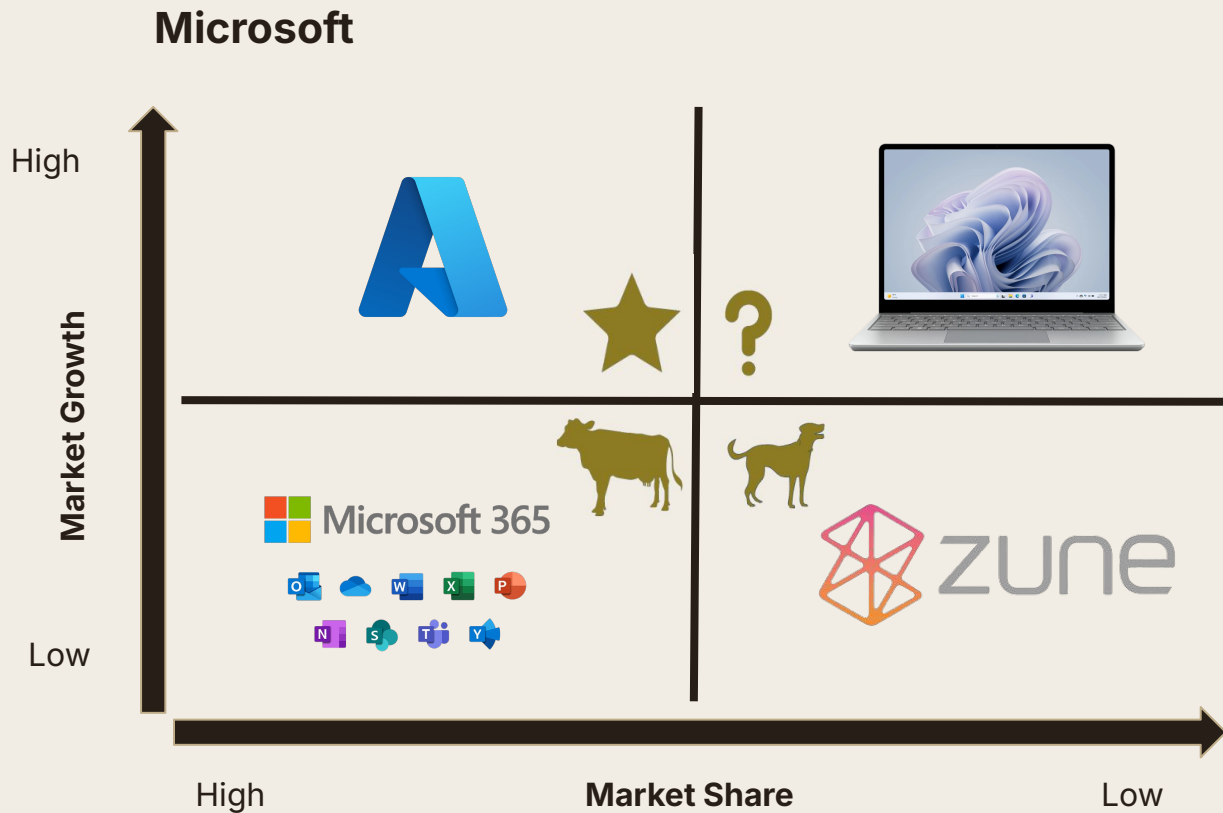
Evaluates based on industry attractiveness and business strength.

BCG MATRIX

The BCG Matrix categorizes business units into four quadrants based on market growth and market share.

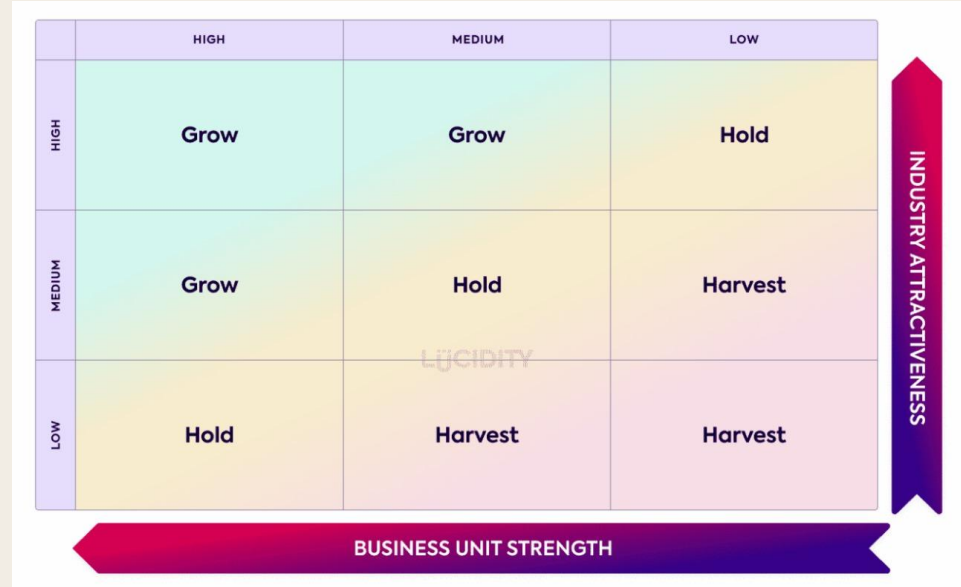


EXAMPLE

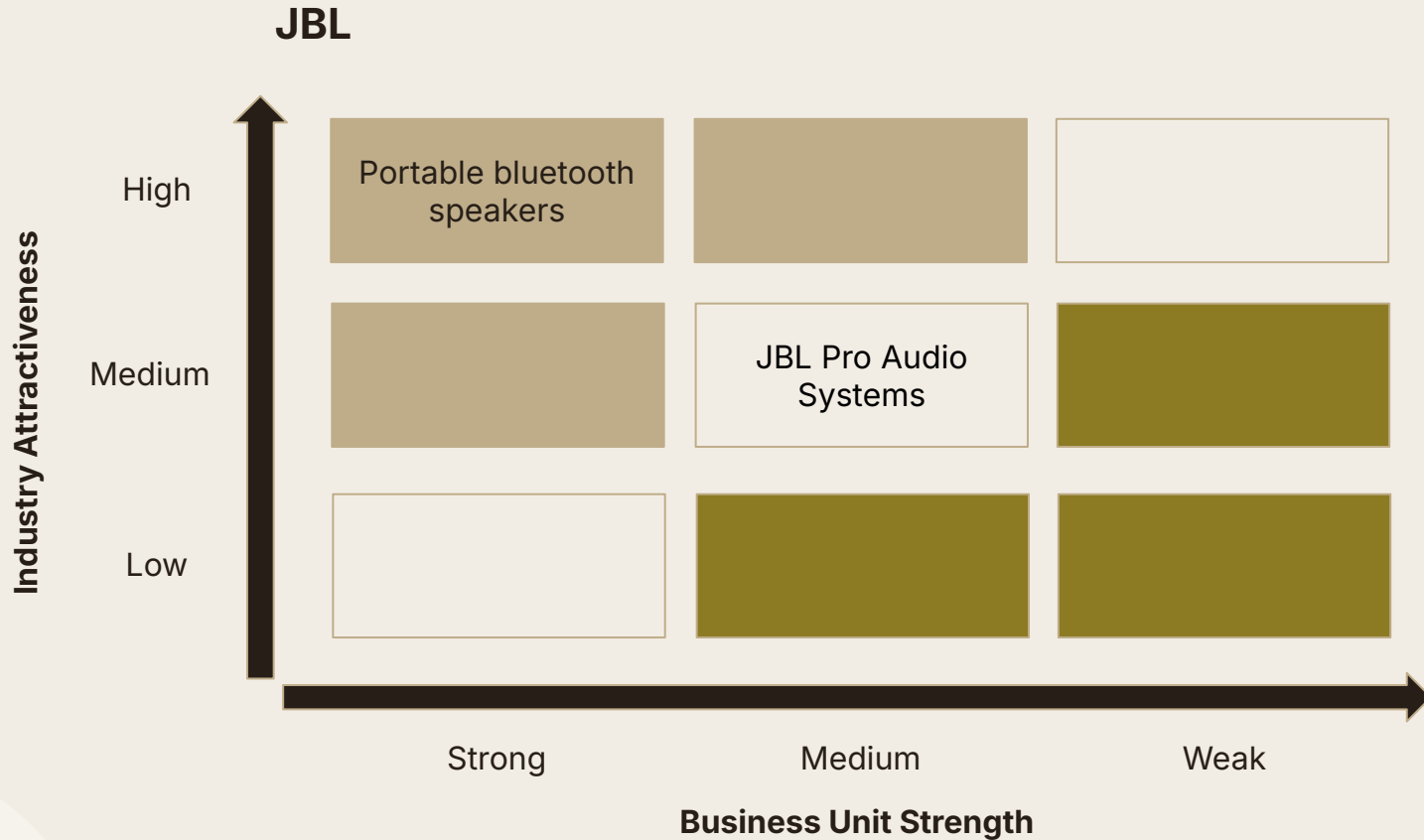



GE NINE-CELL MATRIX

The GE Nine-Cell Matrix expands on the BCG Matrix, using a more detailed approach with nine cells instead of four.





EXAMPLE








What does "Industry Attractiveness" mean in the GE Nine-Cell Matrix?








What factors do we look at when judging a business unit's strength?








How does the GE Nine-Cell Matrix help companies decide where to invest their money?






Why is it important to place a business unit in the right cell of the matrix?





Can a business unit's position in the matrix change over time?
Why or why not?





Thank You!

Team Four

