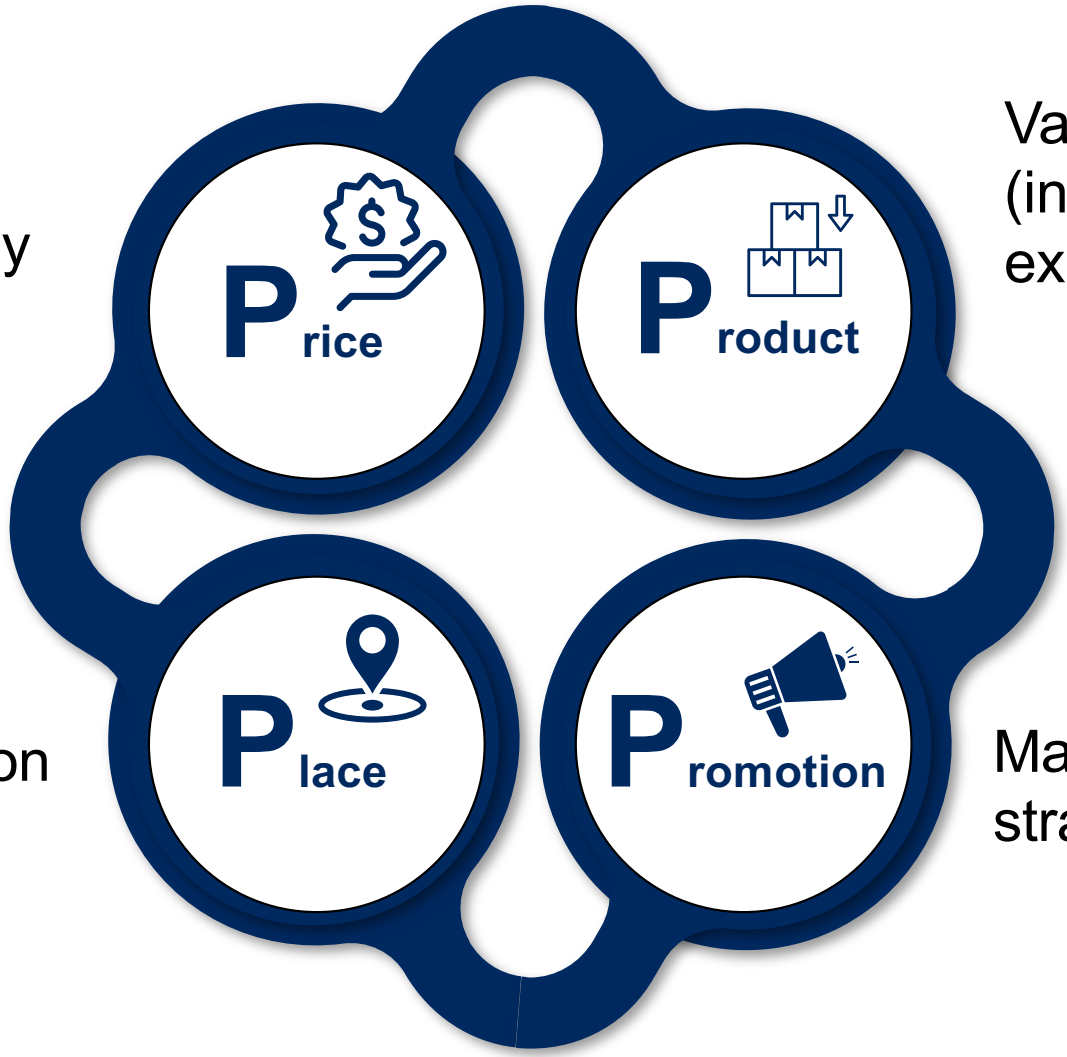
4Ps



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Ansoff Matrix

Markets \ Products	Existing	New
Existing	**Market Penetration (increase market share)** ▪ Through 4Ps (organically)	**Product innovation (Cross-selling and up-selling opportunities)**
New	**Market development** ▪ New segments (e.g. B2C, B2B) ▪ Geographic expansion	**Diversification**

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