

WHERE ARE PRODUCT/SERVICES ON THEIR LIFE CYCLE?

Birth: The offer is new, there are very few or even no competitors

Growth: Sales start to take off, economies of scale apply, promotion is strong

Maturity: Demand levels off, market stimulus needed to maintain volume

Decline: The product or service has lost its appeal

Mark (X) individual products or services on the grid

Highlight concerns



BOSTON MATRIX

Star: Products have the best market share and generate the most cash

Problem Child: Investment is high and the return is high

Cash Cow: delivers cash, with a bit of attention but not a lot of investment

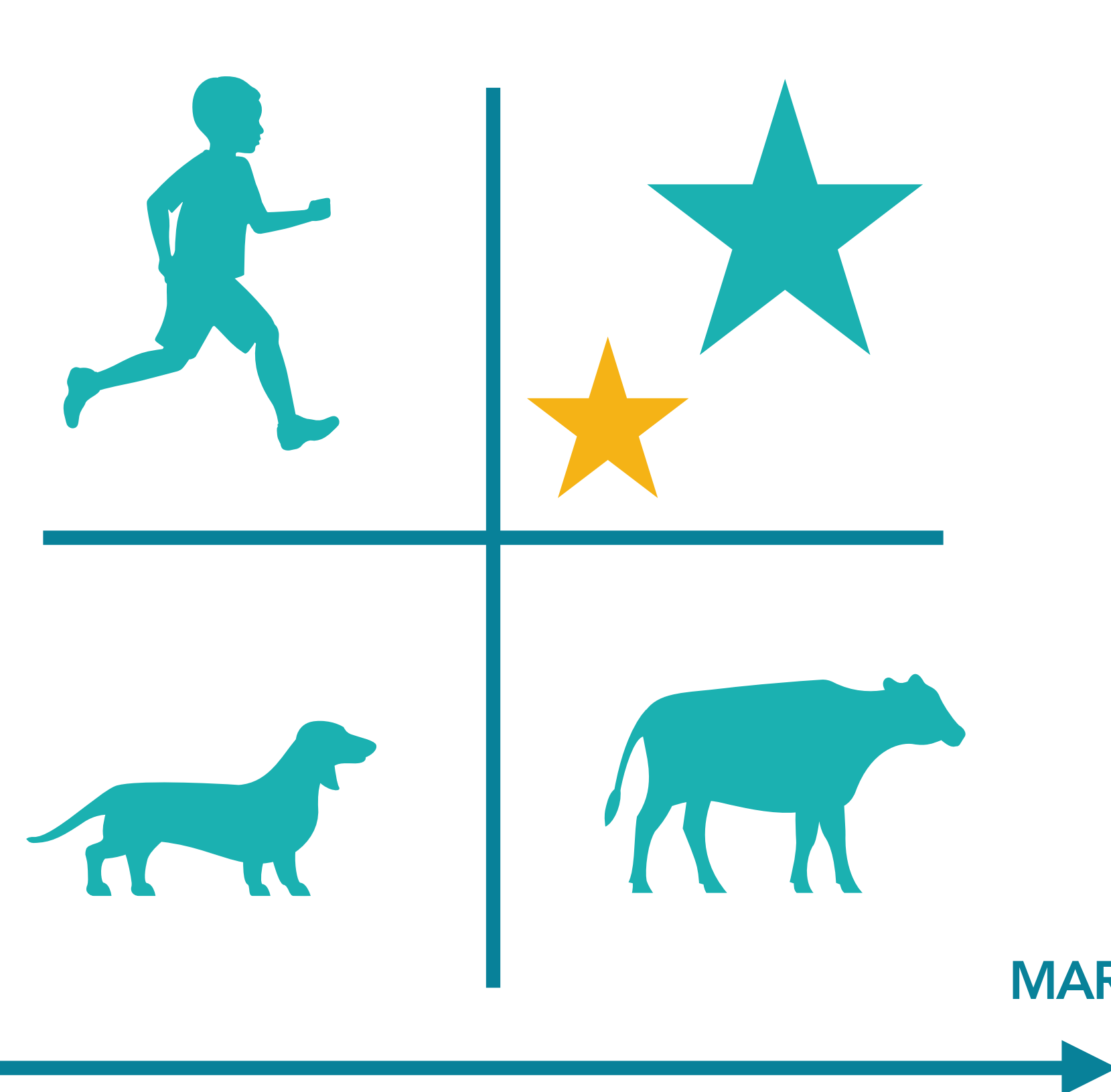
Dog: Product which has a high investment and a low return

Mark (X) individual products or services against the matrix

Check against product lifecycle and determine any issues

MARKET GROWTH

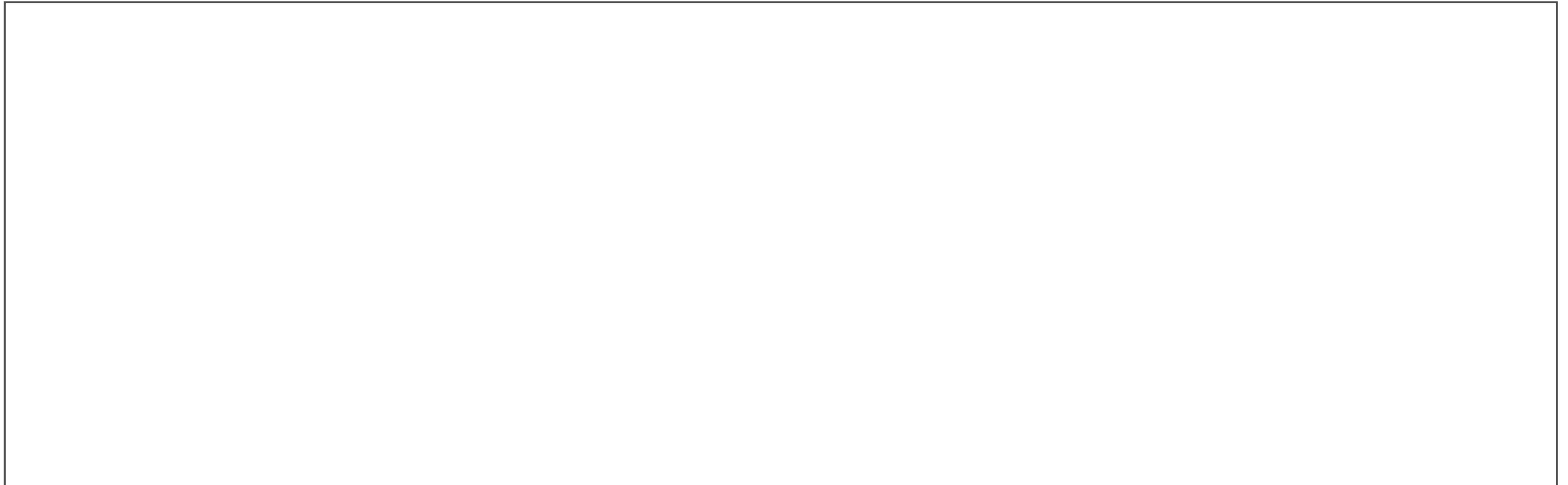
LOW



MARKET SHARE

Design a Positioning Statement

“For [target market description] who [target market need], [how our business offering meets the need]. Unlike [key competition], it [most distinguishing feature].”

A large, empty rectangular box with a thin black border, intended for the user to design their positioning statement based on the template provided above.