

Growth share matrix – top tips

Potential insight	<ul style="list-style-type: none">The growth-share matrix suggests the following strategies for each business unit type: <table border="1" data-bbox="481 342 1645 846"><thead><tr><th colspan="2"></th><th colspan="2">Expected Cash Characteristics of Each Quadrant of the Market</th><th colspan="2">Typical Strategic Prescriptions</th><th colspan="2">Typical Strategic Movement Prescriptions</th></tr><tr><th colspan="2"></th><th>High</th><th>Low</th><th>High</th><th>Low</th><th>High</th><th>Low</th></tr><tr><th rowspan="2">Rate of market growth</th><th>High</th><td>"Star"</td><td>"Question"</td><td>Build/hold share</td><td>Build Market Share selectively</td><th rowspan="3">→ Strategic movements</th><th rowspan="3">→ Cash movements</th></tr><tr><th>Low</th><td>"Cash Cow"</td><td>"Doge"</td><td>Hold share/ Harvest - Use resources in other parts</td><td>Withdraw/ Harvest Share</td></tr><tr><th colspan="2"></th><th>High</th><th>Low</th><th colspan="4">Relative market share (log scale)</th></tr></thead><tbody><tr><th data-bbox="232 879 481 1088">Hints and Pitfalls</th><td data-bbox="481 879 1645 1088"><ul style="list-style-type: none">Do:<ul style="list-style-type: none">Validate your market definition with your client.It is critical in measuring both relative market share and industry growth rate.Don't:<ul style="list-style-type: none">Use as the only decision model – use in conjunction with other evaluation tools, e.g., scenario analysis.</td></tr></tbody></table>			Expected Cash Characteristics of Each Quadrant of the Market		Typical Strategic Prescriptions		Typical Strategic Movement Prescriptions				High	Low	High	Low	High	Low	Rate of market growth	High	"Star"	"Question"	Build/hold share	Build Market Share selectively	→ Strategic movements	→ Cash movements	Low	"Cash Cow"	"Doge"	Hold share/ Harvest - Use resources in other parts	Withdraw/ Harvest Share			High	Low	Relative market share (log scale)				Hints and Pitfalls	<ul style="list-style-type: none">Do:<ul style="list-style-type: none">Validate your market definition with your client.It is critical in measuring both relative market share and industry growth rate.Don't:<ul style="list-style-type: none">Use as the only decision model – use in conjunction with other evaluation tools, e.g., scenario analysis.
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Computer Aided Systems Theory - EUROCAST '95 Franz Pichler, Roberto Moreno-Diaz, Rudolf F. Albrecht, 1996-01-24
This book presents a collection of revised refereed papers selected from the contributions to the Fifth International Workshop on Computer Aided Systems Theory EUROCAST 95 held in Innsbruck Austria in May 1995. The 42 full papers contained have been contributed by CAST theoreticians tool makers designers and appliers and reflect the full spectrum of activities in the area. The papers are organized in sections on systems theory design environments complex systems design and specific applications Mathcad PLUS 5.0 User's Guide, 1994 **Fifth Annual Workshop on Space Operations Applications and Research (SOAR '91)**, 1992 *Computer Aided Systems Theory*, 1995 **Mechanics of Structures and Materials** M.A. Bradford, R.Q. Bridge, S.J. Foster, 1999-01-01 Structural mechanics in Australasia is the focus of the some 100 papers but among them are also contributions from North America Japan Britain Asia and southeast Asia The Best Book of DBASE II/III Ken Knecht, 1985 **The Reference Book of the Sugar Industry of the World**, 1927 **Dr. Dobb's Journal**, 1989 **NAS Architecture Reference Manual** Leo Laverdure, Patricia Srite, John Colonna-Romano, 1993

Designed for anyone interested in learning about the NAS architecture including application developers technical consultants Independent Software Vendors ISVs Value Added Resellers VARs and Digital's Integrated Business Units IBUs NAS Architecture Reference Manual provides information on the NAS services and the key public interfaces supported by each service Part I introduces NAS and provides overview information on the NAS services Part II provides detailed information on the NAS services the key interfaces for those services and information on how the services support the NAS pervasive attributes *Dr. Dobb's Journal of Software Tools for the Professional Programmer*, 1989 **Model Curriculum Standards, Program Framework, and Process Guide for Industrial and Technology Education in California** California. Department of Education, California. State Department of Education, 1990 This three section document contains the model curriculum standards program framework and process guide that will assist schools in California in providing career vocational education programs that are responsive to a world marketplace characterized by constantly changing technology The standards and frameworks can be implemented to provide a K 12 sequenced curriculum that is coordinated and articulated to form a total program The standards address general employability occupational clusters job specific skills and student leadership skills In addition they complement and reinforce the core academic skills that are applicable to each of the career models The guide's first section the model program framework sets forth the broad conceptual components of the program and defines the application of each component The model curriculum standards section describes in detail the objectives application and organization of the model standards Each standard is organized in a format that includes an initial statement the standard and academic core skills enhancement Standards are provided for children for explorations and for specialized fields The curriculum process guide section provides information on 1 the curriculum comparison process 2 using the state

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