

The “Product/Market Matrix” Growth Strategy

	Market driven	Product driven
SAFEST	Existing products	New products MBAHelp24.com
Existing markets	Market penetration Trying to take a greater share of an existing market with an existing product. This could involve product re-launch or increasing brand awareness.	Product development Using the base of existing products to grow. For example, once a range has been established, new types of product can be developed within that range – such as introducing Wilko own brand paints and other product lines.
New markets	Market development Finding or creating new markets by targeting new parts of the market or by expansion into different markets.	Product diversification Seeking to create or develop new products, lines or product ranges for new markets.
		MOST RISKY

New Directions In Marketing

SB Merriam



New Directions In Marketing:

Unveiling the Magic of Words: A Review of "**New Directions In Marketing**"

In a global defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their power to kindle emotions, provoke contemplation, and ignite transformative change is truly awe-inspiring. Enter the realm of "**New Directions In Marketing**," a mesmerizing literary masterpiece penned with a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve into the book's central themes, examine its distinctive writing style, and assess its profound effect on the souls of its readers.

<https://pinsupreme.com/About/detail/Documents/Motor%20Speech%20Disorders.pdf>

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