Ansoff Matrixs



Ansoff Modelling

Existing Draduate

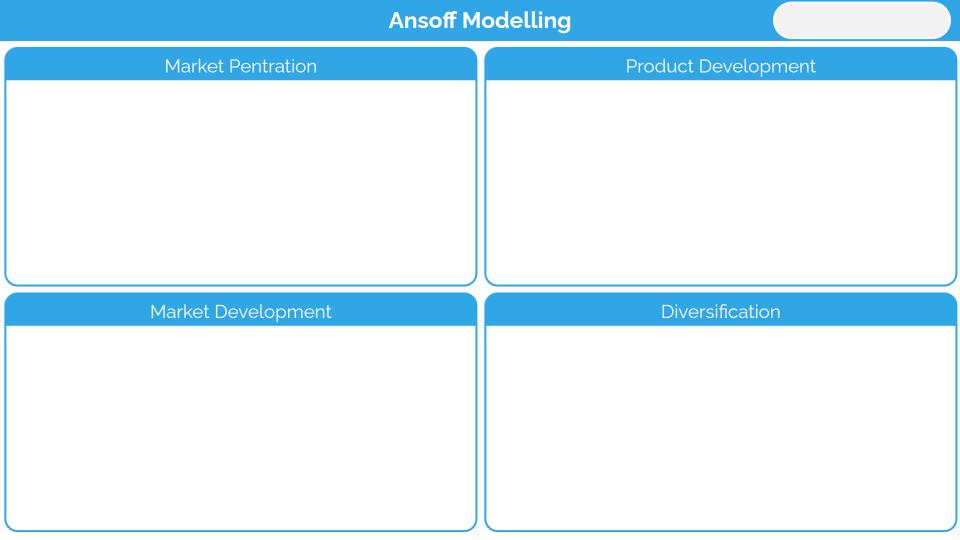
	Existing Products	New Product	
Existing Markets	Market Penetration	Product Development	Increase Risk
New Markets	Market Development	Diversification	Increase Risk
Increase Risk			
Market Pentration		-DIX TEMPLA	ment
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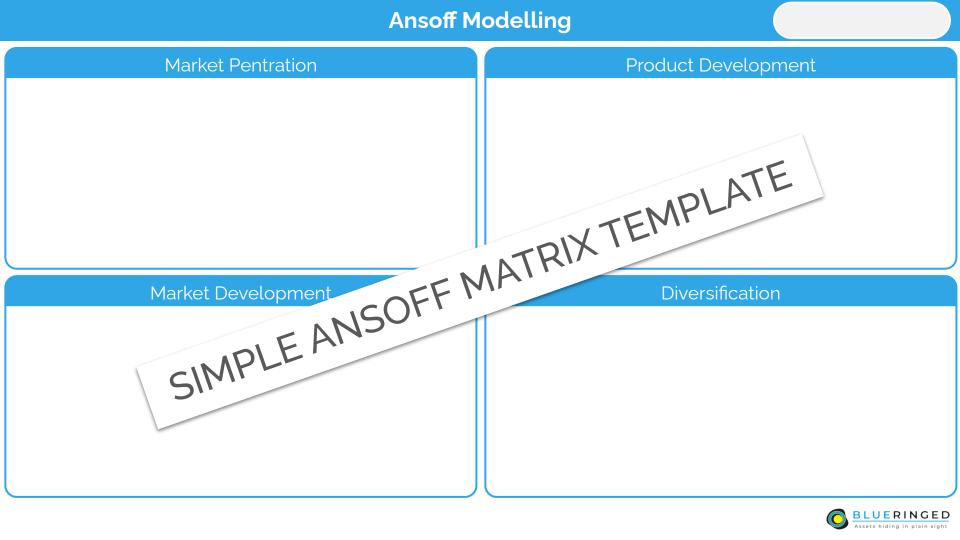
SIMPLE ANSOFF

Diversification

Now Draduct

Ansoff Modelling Product Development **Market Pentration** Market Development Diversification





Ansoff Modelling Helpful Tips

Market Pentration

What are you delivering - do more!

Example being:

Market Developme ANSOFF MATRIX TEMPLATE

The marks' SIMPLE ANSOFF MATRIX TEMPLATE

Activity of the marks' Activity of the marks' and the mark Delivering more of your current products or services to your existing clients.

Product Development

Develop your offering - enhance!

Example being:

Where's the mark

Example bei Delivering to a new market, perhaps online, with your existing products or services.

Example being:

Spot an opportunity to sell new products or services to a new market.

Ansoff Modelling Helpful Tips

Market Pentration

Product Development

What are you delivering - do more!

Develop your offering - enhance!

Example being:

Example being:

Delivering more of your current products or services to your existing clients.

Delivering a new product or service to your existing customers.

Market Development

Diversification

Where's the market?

Example being:

Adjust, Change or Pivot?

Example being:

Spot an opportunity to sell new products or services to a new market.

Delivering to a new market, perhaps online, with your existing products or services.

Ansoff Matrixs

