

Ansoff Matrixs

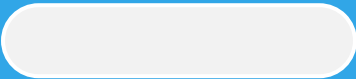


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Ansoff Modelling



	Existing Products	New Product	
Existing Markets	Market Penetration	Product Development	Increase Risk ↓
New Markets	Market Development	Diversification	
	Increase Risk →		

Market Penetration

Product Development

Market Development

Diversification

SIMPLE ANSOFF MATRIX TEMPLATE

Ansoff Modelling

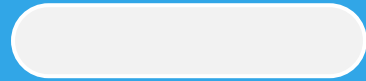
Market Penetration

Product Development

Market Development

Diversification

Ansoff Modelling



Market Penetration

Product Development

Market Development

Diversification

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Market Penetration

Product Development

Market Development

Diversification

SIMPLE ANSOFF MATRIX TEMPLATE

Ansoff Modelling Helpful Tips

Market Penetration

What are you delivering - do more!

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

Product Development

Develop your offering - enhance!

Example being:
Delivering a new product or service to your existing clients.

Market Development

Where's the market?

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

Diversification

Adjust, Change or Pivot?

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

SIMPLE ANSOFF MATRIX TEMPLATE

Ansoff Modelling Helpful Tips

Market Penetration

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Product Development

Develop your offering - enhance!

Example being:
Delivering a new product or service to your existing customers.

Market Development

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Adjust, Change or Pivot?

Example being:
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