

## Business Growth: Ansoff-Matrix

OFFERING \n CUSTOMERS	Current	New
	Current	Market Penetration
New	Market Development	Diversification

## Gap Analysis: Strategic Goals

- Take your market plans and use the Ansoff Matrix to evaluate how you can achieve your business goals

OFFERING		Current	New
		CUSTOMERS	
CUSTOMERS	Current	Market Penetration <b>680</b>	Offering Development <b>150</b>
	New	Market Development <b>250</b>	Diversification <b>100</b>

## Customer Links to Strategic Goals

- Take your market plans and use the Ansoff Matrix to quantify how much from which segments in each box

OFFERING		Current	New
		CUSTOMERS	
CUSTOMERS	Current	Market Penetration Segment A 300 Segment B 200 Segment C 180	Offering Development Segment A 50 Segment B 100
	New	Market Development Segment A 150 Segment C 100	Diversification Segment C 70 Segment D 30

## Strategic Priorities

- Take your market plans and use the Ansoff Matrix to indicate the priorities

		OFFERING	
		Current	New
CUSTOMERS	Current	Market Penetration <b>50%</b>	Offering Development <b>20%</b>
	New	Market Development <b>20%</b>	Diversification <b>10%</b>

## Resource Requirements

- Take your market plans and use the Ansoff Matrix to quantify resource

		OFFERING	
		Current	New
CUSTOMERS	Current	Market Penetration KAM 400 Tech. Mktg 1000 Sales 1500 etc	Offering Development Tech. Mktg 500 Sales 200 R&D 750
	New	Market Development R&D 800 Tech Mktg 300 Sales 600	Diversification Sales 1750 Tech Mktg 1000