## Chapter 1

The product-market investment decision


## Present products

## New products

## Present markets

New markets

## Market penetration

Market expansion

## Product expansion

Diversification

## External Analysis

- Customer analysis
- Cuspretior
- Competitor analysis
- Market/submarket analysis
- Environmental analysis

Internal Company Analysis

- Size, growth, and financial performance
- Assets and competencies (including brand, customer relationships, innovation) - Image and positioning
- Current and past strategies
- Organizational culture
- Cost structure


External Assessment
Opportunities, threats, trends, insights, and external
uncertainties

Internal Company Assessment
Firm strengths, weaknesses, liabilities, problems, constraints, and uncertainties


- Measure performance

