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what is the Bcg matrix in marketing?BCG matrix was a framework originally devised by Boston Consulting Group to strategically measure the potential growth rate of a company within its industry versus its relative market share. This is also known as the Growth Market Share matrix.By plotting these factors it is possible to identify which products (or brands/units) a company should invest further in, and which products it diversify away from.A BCG matrix will help develop a long-term strategic marketing plan to create more profitable products.what is a cash cow in marketing?BCG Matrix CowCash cow products deserve your attention. Cash cow brands (or products) are often well established, in constant demand, easy to produce and are therefore extremely profitable.As cash cow products do not require a lot of investment to maintain a high market share, every company should establish a cash cow to produce a reliable source of income.These cow products should be milked to produce cash. This can then be invested in "star" products to help establish them as the market leader and to generate higher ROI.What is the star in BCG matrix?BCG Matrix StarsStar products are market leaders which generate the highest ROI compared to any other products. However, they do need continual investment to maintain market leader status.Stars are big cash generators and cash users. They shine in high growth markets. It is for this reason that companies should invest heavily in star products or brands.Successfully promoted star products will become cash cows. In the event that a star product is highly innovative, it may suffer from marketplace fluctuations ending up as a dog.what is a question mark in marketing?BCG Matrix QuestionsQuestion products are the hardest ones to determine if they will be successful or not. They often have a low market share and consume lots of cash and investment resources.With high levels of investment behind them, they have the opportunity to become Stars. Conversely, if they fail to gain traction in a fast high growth market, they will become dogs.Question mark products (brands/business units) can quickly become big loss makers and are often referred to as the "problem child". They need to be watched carefully.what is the dog in BCG matrix?BCG Matrix DogsDog products or brands have low growth and low market share. These are not worth further investment as they will put a drain on resources for little improvement in market share.Whilest "Dogs" do not consume a lot of cash to produce or market, they also generate low returns. Meaning they can unnecessarily tie up time and cash with no long-term value.Unless these products complement or boost the performance of other products within a company's portfolio, then it is recommended to diversify away from "dog" products.Growth Market Share QuadrantsBCG Matrix Model SummaryDevised as a portfolio planning tool, or corporate planning tool, the BCG growth-share matrix was first conceived by Bruce Henderson of the Boston Consulting Group back in the 1970's. The concept is based on four quadrants in which a company's strategic business units (SBU) or products/brands are classified.The quadrants are split into combinations of "market growth" and "market share", hence also being known as the growth-share matrix or growth-market-share matrix. The matrix is scored from low to high on both the x-axis and y-axis. The x-axis generally denotes the market growth rate, or cash usage - with the y-axis denoting relative market share, or cash generation.Bruce Henderson reasoned that established and mature areas of a business where required to generate significant income (cash cows) which could then be invested into new highly profitable market leading products (stars).The underlying foundation of Bruce Henderson's model is that an increase in market share will result in an improvement in cash generation. Equally, it assumes that to establish a product in a growing market will require continual investment to produce the goods/services and to increase capacity. This will undoubtedly consume cash.This is why the matrix highlights the level of cash consumption required versus the resulting cash generation.Boston Matrix applied to marketing channelsGrowth Share MatrixThe BCG matrix can be used to visualise which marketing channels or platforms can help grow a company and the expected ROI per channel.There will be noticeable differences between B2B and B2C businesses and across industry sectors.For high growth and high returns, we always advise investing in organic search (SEO). At the other end of the scale, we have not witnessed companies growing exponentially and achieving high ROI as a result of Twitter alone.When you are defining your digital marketing strategy, you should consider the marketing matrix to help establish growth versus ROI. For sound business decisions, you need visibility into the performance of your product portfolio. Download free product portfolio matrix templates to identify investment and retirement opportunities, and gain expert advice on the best matrix to use. Included on this page, you will find standard and custom product portfolio matrix templates for Excel and PowerPoint, advice on how to choose the most appropriate product portfolio matrix, and information on the relationship between product portfolio analysis and product lifecycle. A product portfolio matrix is a method that organizations use to analyze their product portfolio and make strategic decisions. The standard matrix approach focuses on growth and market share with defined measurement dimensions, and the custom approach offers more flexibility. Although introducing a new concept can be challenging, numerous methodologies are available to ease the transition to a structured product portfolio management strategy. Practitioners of scoring methods use numeric scales (based on industry-relevant questions) to determine a product's effectiveness in a given market. According to research, more than 37 percent of today's companies use scoring as a primary method for product portfolio management and strategy. For companies that prioritize financial gains, scoring is one of the most effective tools. Below is a list of standard and custom product portfolio model or matrix examples: The BCG matrix is one of the most popular product portfolio analysis techniques. The BCG matrix uses an X-Y graph to measure product relative market share and market growth. You can find an in-depth discussion of the BCG approach below. Download Boston Consulting Group Product Portfolio Matrix Template Excel | Word | PowerPoint Watch the demo to see how you can more effectively manage your team, projects, and processes with real-time work management in Smartsheet. Watch a free demo General Electric and McKinsey Consulting adapted the BCG Matrix to suit GE's broad product family. The GE/McKinsey Matrix uses an X-Y axis to measure business strengths and industry attractiveness. Below, you'll find a deeper dive into the GE/McKinsey Business Assessment Array. Download GE/McKinsey Business Assessment Array Product Portfolio Matrix Template Excel | Word | PowerPoint The business profile matrix is another X-Y axis matrix made up of 20 boxes. The matrix measures the competitive position, from dominant to weak, and stage of industry maturity, from embryonic to aging. Download Business Profile Product Portfolio Matrix Template Excel | Word | PowerPoint The directional policy matrix consists of 9 boxes in an X-Y matrix that measure competitive capabilities, from unattractive to attractive, and prospects for sector profitability, from weak to strong. Download Directional Policy Product Portfolio Matrix Template Excel | Word | PowerPoint This five-by-three grid measures the product-market evolutionary lifecycle stage and competitive position. It was developed by Charles W. Hofer to refine the GE/McKinsey matrix and is also called the lifecycle portfolio matrix. Download Hofer's Product-Market Evolution Matrix Template Excel | Word | PowerPoint For all custom matrices, the organization of the chart defines the dimensions. Below are some examples of common custom matrices: Analytical Hierarchy Process Matrix: Use this product portfolio management matrix to assess any number of psychological and mathematical criteria when making product decisions and evaluating alternative solutions. Conjoint-Analysis Matrix: Use this matrix to determine the impact of various product attributes on product performance. Product Performance Matrix: This matrix is based on expected results in response to different marketing strategies. Risk/Return Matrix: This matrix evaluates the expected return and risk. The goal is to identify products that provide maximum return for a given risk. Stochastic Dominance Matrix: This matrix helps you determine the superiority of one product over another using risk/return evaluation. You can use the following blank template to customize your own matrix. The template contains a three-by-three X-Y grid. You can use this to analyze two variables based on your unique business needs. You can expand the nine grid boxes to measure additional levels within each variable. Download Custom Matrix Template Excel | Word | PowerPoint Product portfolio matrices, bubble charts, and scoring and mapping methods all provide data and visualizations to help make the decisions for effective product portfolio management. You can also add the heuristic philosophy, which gives weight to other elements such as experience, common sense, or an educated guess in order to enhance the scoring and mapping methods. This approach is especially useful when dealing with estimated or inconclusive data. Zane Bond, Senior Product Manager at Cisco, has used several techniques when managing his product portfolios. "The best thing about using a scoring method is that it removes purely emotional factors from making investment decisions," he says. "The weighted shortest job first (WSJF) system works well for small to medium-sized teams. It creates a common weighting system based on data. For example, we start by strategically understanding where we want to go, and then translate those goals into what we will do tactically. Rather than rationalizing acquisitions, new products, or features based on what we feel, data-driven scoring is based on the business value, impact, profitability, and how quickly we can get the product or feature to market," Bond says. Today, numerous software tools provide product portfolio roadmaps to manage your portfolio over time. Many use this kind of overview, along with timelines and other visual aids, to support strategies for a cross-section of products. As with all methods, consider the following when developing or creating a product portfolio strategy or roadmap: Identify the overall goals of the initiative. Prioritize product development or elimination. Link development work to overall corporate strategy. Communicate effectively to drive results. For more resources to help you manage your product portfolio, choose from a variety of free product portfolio management templates. For greater visualization, the BCG matrix is a popular technique that uses an X-Y graph to analyze a product against its overall market. The Boston Consulting Group developed this premier X-Y grid that measures market growth and market share. Their BCG Matrix depicts four quadrants that distinguish high and low markets and a product's position in those markets. The products are categorized as stars, cash cows, dogs, and question marks. Stars, which are dominant products in a growing market, and cash cows, which are legacy products that control a steady or diminishing market, make up the bulk of profitability for a company. Dogs are low-yielding products in a declining market that drain resources and are contenders for elimination. Product decisions are most difficult around question marks, which are products that have some level of potential for innovation in a growing market. You can enhance investment risk analysis by adding a bubble chart or scoring system to identify breakthrough products (versus those that end up in the "dog house"). The BCG matrix helps with long-term product planning. By positioning products in the star, cash cow, dog, and question mark quadrants, you can identify where to invest and discontinue investments. Some organizations apply their build, hold, harvest, and divest strategies to the BCG matrix. Recommendations for each quadrant are as follows: Cash Cows: A cash cow is a well-established product that is mature and profitable, commonly with little investment. "Milk" these products as long as you possibly can. A harvest strategy may apply to a cash cow to reduce the investment and gain maximum profit. Dogs: Discontinue dog products, as they are either breaking even or draining resources. A divestment strategy applies to a dog that no longer has interest or need for investment. In some cases, a company may choose to keep a dog product because it is creating jobs or offering other indirect benefits. Question Marks: Since you don't know whether a question mark will become a star, it is always a risky investment. Question marks require extensive analysis to determine future potential. A build strategy with increased investment applies to a question mark that may become a star. Stars: These market-leading products require continuous investments to remain stars above the competition. Companies hope to turn stars into cash cows. A hold strategy applies to a star if you want to continue to benefit from its growth. In a perfect scenario, products begin their life as question marks, become stars, transition to cash cows, and finally end their life as dogs. Diversification across each quadrant is an ideal and balanced portfolio: stars deliver future growth, cash cows fund the business, and question marks may be the next stars. General Electric and McKinsey Consulting expanded and adapted the BCG Matrix to suit its diverse product families and numerous acquisitions. The GE/McKinsey Matrix (sometimes simply called either the GE Matrix or McKinsey Matrix) uses "Industry Attractiveness" and "Business Unit Strength" to anchor its X-Y matrix. The low, medium, and high ratings give a broader view of products to develop, markets to expand into, products to retool, and products to eliminate. The GE/McKinsey matrix is a three-by-three grid that quantifies industry attractiveness and competitive strength into three categories. A company evaluates each axis as follows: Competitive Strength: Assess competitive advantage based on your market share, average profitability, market penetration, and brand strength (based on customer perception). Industry Attractiveness: This scale is based on the industry growth rate (high or low compared to overall economic growth), market saturation (the more saturated a market, the less attractive), barriers to entry, and average profitability. A product that has high industry attractiveness and high competitive strength should receive maximum investment. A product in a medium or average industry that also has average competitive advantages is a concern. Finally, a product with low industry attractiveness and low competitive strength is suitable for divestment. The product lifecycle begins with the introduction of a product and ends with its retirement. Each product that enters the market has a lifecycle — some longer, and some shorter. Analyzing the product lifecycle can help a company determine product strategy, similar to product portfolio management. When a product is first made available, it falls into the question mark or star quadrant of the BCG matrix — somewhere between unknown to high growth and benefit. From the star quadrant, products ideally move into cash cows where the growth is stable, but the benefit is still high. The new product may end up in the question mark quadrant if the item does not continue to increase market share. As time progresses, all products slow down, losing market share and growth. A product's diminishing return tells you it's time for retirement. The product lifecycle portfolio matrix demonstrates the relationship between the product portfolio when analyzed in a BCG-style matrix and the market lifecycle of a product from launch to retirement. This diagram illustrates the relationship between the BCG matrix quadrants and the product lifecycle. Product portfolio analysis is essential to ensuring a balanced portfolio of products. When using a matrix to gain visibility into your entire portfolio, try not to focus solely on the successful and highly profitable products, such as stars and cash cows; doing so will create an unbalanced portfolio. This is especially true for new products that are classified as question marks — the potential future stars and cash cows that require attention to ensure continued growth. Conversely, don't instantly retire dogs — look at overall business contributions. In some cases, dogs contribute in ways not directly related to money. As mentioned earlier, dogs may be a source of jobs. Lastly, avoid overinvesting in all question mark products, as they may not all result in stars. In some unfortunate situations, a new product may be unsuccessful and require early retirement. Your product portfolio can shift at a moment's notice. Consider the global pandemic and the immediate need for many businesses to change course to meet market demands or to merely survive. It is essential to have a process in place to ensure quick visibility and understanding of your entire portfolio and product performance. For example, when the global pandemic left many businesses without their expected buyers, they shifted to producing and selling high-demand products, such as hand sanitizer or PPE. These businesses had to quickly understand where they could decrease investments temporarily (or permanently) to increase investment in new products. But how does an organization know what product portfolio analysis model is appropriate for their business? "The BCG matrix and the GE/McKinsey matrix are useful tools, but each has its strengths and weaknesses," says Roger Snyder from 280 Group. "The BCG matrix is simpler to use, measuring only the product's market share versus the overall market growth rate. It is helpful when your products serve markets with very different market growth rates, but is less useful if the products are all in the same market or have similar growth rates." The GE/McKinsey matrix is more sophisticated, but therefore requires more work to use effectively. "I do find it useful, though, when a company has a clear set of strategic objectives. For example, if a company has set the goal to increase profit margins, then the GE/McKinsey matrix can be used to measure business strength for each product with cost of goods sold (COGS), and market attractiveness with price sensitivity. Products with low COGS, operating in markets with low price sensitivity, represent significant opportunities worth prioritizing over products that are less attractive by these measures," says Snyder. Your business determines your approach to product portfolio matrices. The question to ask is whether the model, such as the BCG matrix, fits your company's needs. If not, perhaps a tailored approach is better. Look at your portfolio of products and the dimensions you want to analyze. "Each matrix has merits based upon your focus — one emphasizes purely financial benefits, whereas the other looks more holistically at the strengths and weaknesses of the product or business unit," says Matthew Muldoon, Chief Product Officer, KeyedIn. "If you determine what your basis for measuring success is first, then the best matrix to use will become apparent." Empower your people to go above and beyond with a flexible platform designed to match the needs of your team — and adapt as those needs change. The Smartsheet platform makes it easy to plan, capture, manage, and report on work from anywhere, helping your team be more effective and get more done. Report on key metrics and get real-time visibility into work as it happens with roll-up reports, dashboards, and automated workflows built to keep your team connected and informed. When teams have clarity into the work getting done, there's no telling how much more they can accomplish in the same amount of time. Try Smartsheet for Free, today. Try Smartsheet for Free Get a Free Smartsheet Demo

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