**DYNAMIC BUSINESS ENVIRONMENTS**

**Learning Outcome 4: Activity 4**

**Group Activity**

**Real world application of Ansoff’s Growth Matrix**

In small groups:

1. Discuss the main purposes of Ansoff’s Growth Matrix.
2. Use organisational examples to demonstrate how each of the strategic options of this matrix work in practice:
* Market penetration (existing market, existing product)
* Market development (new market, existing product)
* Product development (existing market, new product)
* Related diversification (new market, new product).
1. Explore the risks involved for an organisation that adopts each of the four strategic options above.