**BUSINESS STRATEGY AND DECISION-MAKING**

**Learning outcome 3: Activity 5**

**Ansoff’s growth matrix**

**In groups of three or four:**

The four main types of vehicle in the consumer car market are:

* + Sports cars
  + 4 x 4/SUV vehicles
  + Family saloons/estates
  + Small car/hatch backs

Task:

Using Ansoff’s matrix, plot potential growth strategies for each type. Give examples.

*Present to the rest of the class.*