**STRATEGIC MARKETING**

**Learning Outcome 2: Activity 2**

**GROUP ACTIVITY**

**Evaluating growth options**

In groups, prepare a thorough presentation on your assigned growth option: Market penetration, Market development, Product development, Diversification.

Be as detailed as possible, incorporating the sections below, and take care to make the presentation interesting for your fellow learners, and ensure everyone has the chance to speak. Use your Study Guide, reading lists and the Internet to help aid your research.

You may prepare a visual accompaniment such as a presentation if you think it suitable.

Be prepared to lead in a discussion about the effectiveness of this growth option with your class afterwards.

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| **Define your assigned growth option** |
| **How to recognise this growth option** |
| **When is this growth option appropriate** |
| **Case studies - this growth option in action, including evaluation of success** |
| **Benefits and considerations of this growth option** |