

APPLICATION QUESTIONS

1. Select a major product and:
 - draw a lifecycle of: the product itself
 - draw a lifecycle of the market (segment) in which it competes
 - explain why it is the shape it is
 - predict the shape and length of the lifecycle in the future
 - say why you are making these predictions.
2. Plot your products on a Boston Matrix and:
 - explain their relative positions
 - forecast where they will be (and why), say, five years from now.
3. List your main markets or segments.
4. List criteria for attractiveness (to you).
5. List criteria for business strengths (you *vis-à-vis* competitors).
6. Devise a scoring and weighting system for each axis.
7. Put the markets or segments through the criteria.
8. Draw circles around the coordinates. The diameter of each circle should be proportional to that segment's contribution to turnover. Is this where you want the circles to be?