

## APPLICATION QUESTIONS

1. Critically analyse your company's corporate objectives.
2. Critically analyse your company's corporate strategies.
3. Critically analyse your company's marketing objectives.
4. Critically analyse your company's marketing strategies.
5. Has there been any product/market extension during the past 10 years which has not been compatible with your company's distinctive competence? If so, state why.
6. Draw up criteria for product/market extension which are compatible with your company's distinctive competences.