BCG MATRIX

The BCG matrix, also known as a growth/share matrix, is a business tool that you can use to help you create strategic, long-term plans regarding investment in competitiveness and market attractiveness.
It is a framework for portfolio management that allows you to prioritize different products.

BCG MATRIX TEMPLATE

MARKET GROWTH

HIGH

Stars

Question Marks

LOW

Cash Cows

Dogs

HIGH   LOW

MARKET SARE

- The vertical axis representing **growth is the amount of potential** a product has to bring in money.

- The horizontal axis representing **market share** is the portion of an area where you conduct commercial deals that you control.

Using a BCG matrix can help you determine where you can allocate resources to make the most of a portfolio.

Using BCG matrix for marketing channels:

- Stars are marketing channels that have a high ROI and high effectiveness.
- Question Marks are marketing channels that have a high ROI but low effectiveness.
- Pets are marketing channels that have a low ROI and low effectiveness.
- Cash Cows are marketing channels that have a low ROI but high effectiveness.