



Worksheet 6: Complete the tools / models answers

1 Ansoff's matrix

	<u>Existing</u> products	New products
Existing markets	Market <u>Penetration</u>	<u>Product</u> development
<u>New</u> markets	<u>Market</u> development	<u>Diversification</u>

2 SWOT analysis

<u>Strength</u>	<u>Weaknesses</u>
<u>Opportunities</u>	<u>Threats</u>

3 Porter's five forces

	Bargaining power of <u>suppliers</u>	
Threat of new <u>entrants</u>	Industry <u>rivalry</u>	<u>Threat</u> of substitutes
	<u>Bargaining</u> power of buyers	