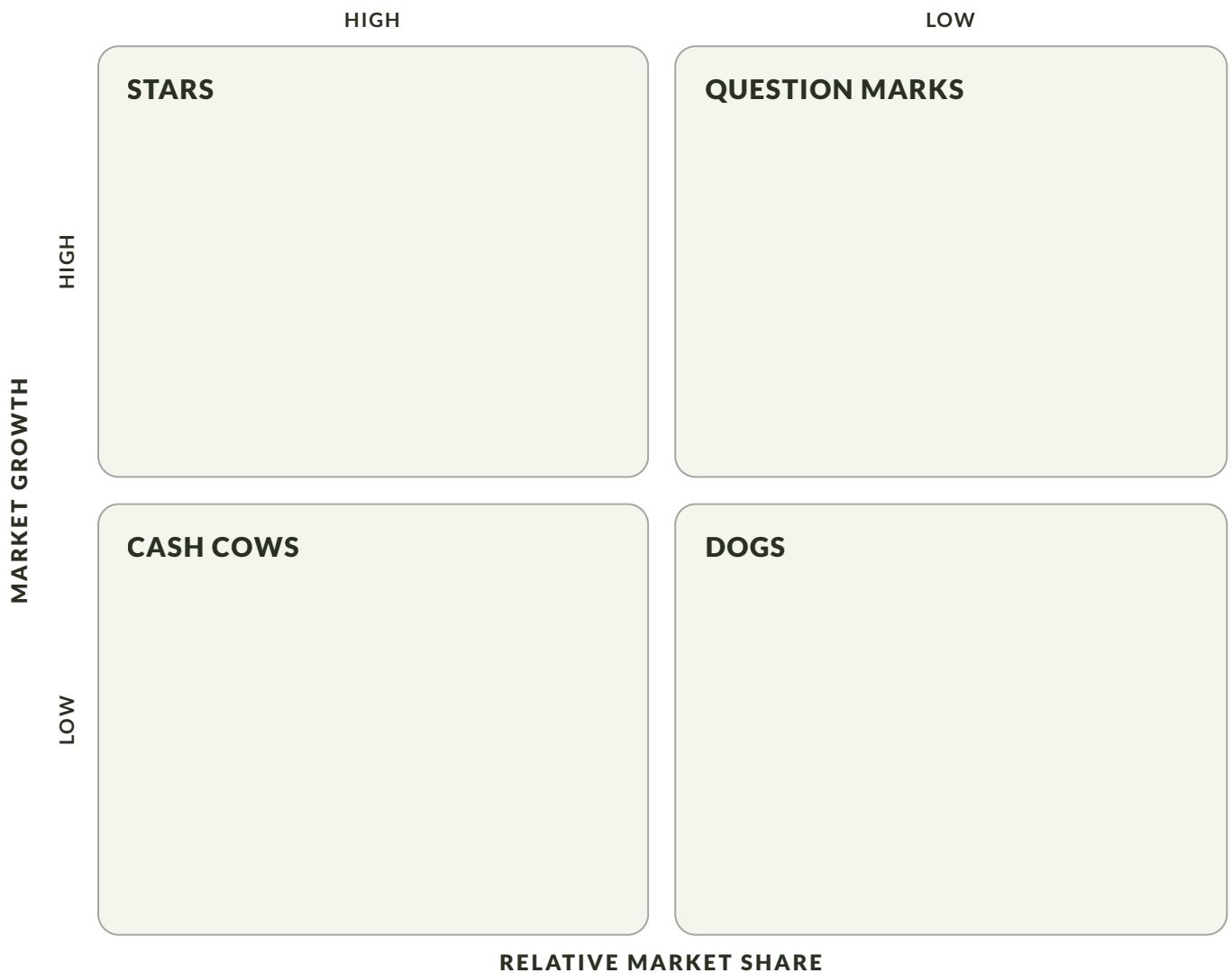


# BCG Matrix

A portfolio-prioritisation tool: sorts products by market growth and share so you know which to feed and which to kill. Origin: Bruce D. Henderson (Boston Consulting Group)



● **STARS:** High growth, high relative share. Market leaders in growing markets - fund them to hold the lead as the market scales.

● **CASH COWS:** Low growth, high relative share. Mature leaders that generate surplus cash - milk them to fund the stars and chosen question marks.

● **QUESTION MARKS:** High growth, low relative share. Attractive markets you don't yet lead - pick a few to back hard and exit the rest.

● **DOGS:** Low growth, low relative share. Usually divest or harvest - unless the unit still funds itself, completes a range, or blocks a rival.