



Worksheet 6: Complete the tools / models

Complete each tool / model by inserting the missing words.

1 Ansoff's matrix

	_____ products	_____
Existing markets	Market _____	_____ development
_____ markets	_____ development	_____

2 SWOT analysis

S _____	W _____
O _____	T _____

3 Porter's five forces

	Bargaining power of _____	
Threat of new _____	Industry _____	_____ of substitutes
	_____ power of buyers	