



Worksheet 6: Complete the tools / models answers

1 Ansoff's matrix

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

2 SWOT analysis

<i>Strength</i>	<i>Weaknesses</i>
<i>Opportunities</i>	<i>Threats</i>

3 Porter's five forces

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