

# MARKET ATTRACTIVENESS FRAMEWORK

To complete this worksheet, look at every primary product or service you offer and arrange each of them somewhere within this box. Based on where each product or service falls within the three areas, the following guidelines help develop goals for your strategic plan:

- **Grow and invest**
  - Focus your resources and efforts on maintaining and growing products or services in this box.
  - Work on improving some of your weaknesses and building your strengths.
- **Selective investment**
  - Include in these boxes products or services that are either in a highly attractive market or capitalize on a business strength.
  - Modify your activities to eliminate weaknesses.
  - Keep these products or services and concentrate any investments in promising areas with limited risks.
  - Build on the competitive position you've managed to secure.
  - Invest in areas that build on this advantage.
- **Harvest and divest**
  - Focus on maximizing your profits while reducing costs.
  - Limit your investment in products or services in this area.
  - You may want to divest any products or services in this area.
  - Cut costs and don't invest.

