

The Ansoff Matrix

Business & Management

Four growth directions, ranked by risk.

Existing or new products, against existing or new markets.

Strategy	Product / Market	Risk
Market penetration	Existing / Existing	Lowest
Product development	New / Existing	Moderate
Market development	Existing / New	Moderate
Diversification	New / New	Highest

Related diversification shares something — channel, technology, brand.
Unrelated shares nothing and fails most often.