

The BCG Matrix

Business & Management

Sorting a portfolio by market growth and relative share.

Market growth rate against relative market share.

Quadrant	Growth / Share	Do
Star	High / High	Invest to hold position
Cash cow	Low / High	Harvest; fund the rest
Question mark	High / Low	Invest heavily or divest
Dog	Low / Low	Divest or hold for cash

Relative share is against the largest competitor, not the whole market.
Being second at 20% behind a 40% leader is a question mark.