Where Growth Comes From

Marketing

The four directions for growth, ordered by risk.

The four growth directions.

Direction	Means	Risk
Market penetration	Sell more to current market	Lowest
Product development	New products, same market	Moderate
Market development	Same product, new market	Moderate
Diversification	New product, new market	Highest

Penetration is usually the largest untapped opportunity and the least glamorous. Most categories are far from saturated.