

Portfolio Analysis

Marketing

Deciding where to invest across a range of products.

Quadrant and typical action.

Position	Growth / share	Action
Star	High / high	Invest to hold position
Cash cow	Low / high	Harvest, fund others
Question mark	High / low	Invest selectively or exit
Dog	Low / low	Divest or reposition

The model is a starting point, not an answer: it ignores synergies between products and treats share as the only strength measure.