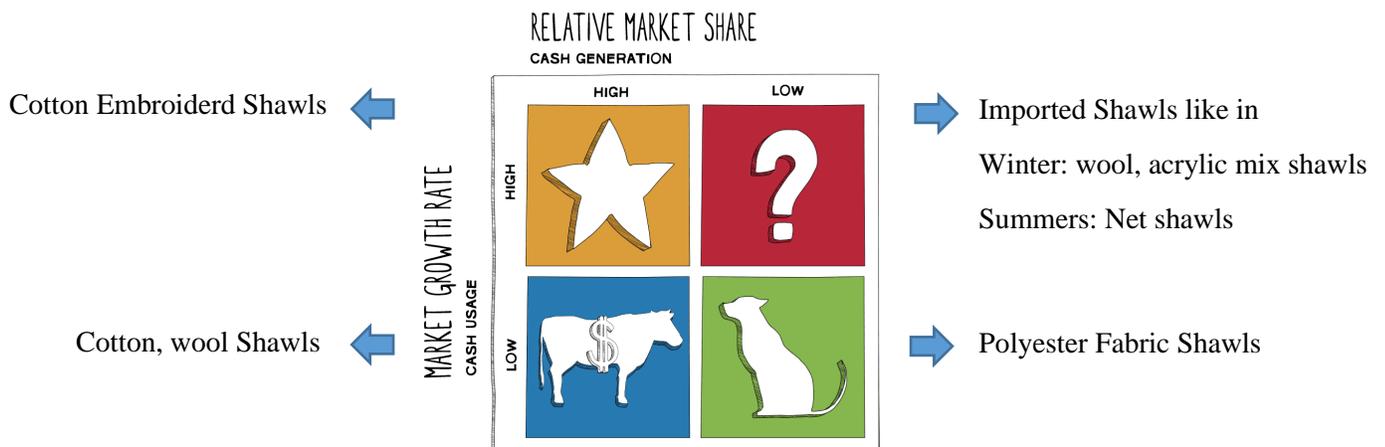


Discuss it with your group members put one example or Products in this graph. There is no right & wrong your attempt is the most important part. Take examples from your context bonus points! We will discuss these examples in class.

The Boston Matrix is a model which helps business to analyses their portfolio of business and brands. It is used to help a business consider growth, opportunities by reviewing its portfolio of products to decide where to invest, discontinue or develop any product. Using Boston matrix I have placed some products of my brand according to their market growth and market share into the four quadrants of Boston matrix.

Boston Matrix of Ammar Shawls Products

By Khadija Naeem



Star: They have high growth and high market share. Star product is the best-selling product of the brand/business. These products are market leaders and highly competitive in the category. We have to invest to sustain their position and they generate most of the ROI. Our star product is embroidered Cotton shawls as it the most popular selling product with maximum cash return and high growth rate. We just have to invest in its marketing and supplies to maintain its' star position.

Dog: Dog products are those which has lesser market share and likewise lesser growth they hold low market share compared to competitors. We wish to remove these kind of products from our portfolio as soon as possible as to avoid bearing their loss and save our resources.

Our polyester fabric shawls lie in the Dog Quadrant as these are hard to sell and have very low market demand rate but still does cover a very little market share. We have this product only to show in our product portfolio. We do not expect much return from them.

Problem Children/Question Marks:

Then comes the Problem Children or Question Marks. These products have higher market growth but less market share. These products usually require a lot of investment to sustain market share and get a return. If we invest enough in them, they can even become a star and if not they will degrade and will fell to the Dog Quadrant.

We have woolen/acrylic mix shawls in winter and net shawls in summer which fall in this Quadrant. These products are seasonal and are luxurious, if marketed well enough, they can become the star product of our firm.

Cash Cows:

Cash cows is the quadrant which contains products which are the most profitable for the firm and they also support other products in the portfolio financially. These products are very stable and cash generating with high market share and relatively low market growth as they share the burden of the whole company's debt.

In our product portfolio, cotton and wool shawls captures the most of the market share, we just have to milk them and get cash out of it without further investment.

Boston Matrix of Samsung

By Noor e Mah Umer

Stars (High market growth + high market share): Phone and TV

These are the established products of Samsung. They generate large amounts of ROI (return on investment). These are their moat selling brands.

Problem Children (High market growth + low market share): Printer

Printer is a problem child for Samsung as they don't know that will the product will end up in stars or dogs. They are not whether it is a successful product or not. As high investment is attached to it so it can cause a great loss if it fails.

Cash-cows (Low market growth + high market share): Washing machine or fridge

These two products are well established in the market and produce a lot of cash continuously. They also have high market share which means they are very profitable. These products are milked to produce more cash.

Dog (Low market growth + low market share): Samsung watch

Samsung watch has a very little value. It do not produce profits as the sale is low. Infected they drain the resources and cash. Their watch has unnecessarily ties up their cash and time.

Boston Matrix of Adidas

By Bushra Umar

Stars:

Their star product are their sports shoes because shoes are their market leader. They generate more ROI than other product categories.

Cash Cow:

Apparel are their Cash Cow because they generate more cash than they consume, have more market share and less market growth.

Problem Children:

Their problem child are sports equipment's and bags, because they have low market share. They consume more cash but generate less cash.

Dog:

Caps are their dog product because they have less market growth and less market share. They do not profit much to the brand.

Boston Matrix of Gentle Monster

By Zaira Atiq

Gentle monster is a South Korea sunglasses and optical glasses brand established in 2011. Recently the brand is trying to expand and enter the international market. Keeping the Boston Matrix 4 categories in mind i.e. Dog, Problem Child, Cash cow and Star. We have fit in the brands different product in the chart.

Star:

Sunglasses are the brand's most successful product which attracts people because of its unique designs and the good quality. The product fits in the star category as it has a high growth and share.

Cash Cow:

Eyeglasses have a stable share although it has a less growth in the market. There's no need for the company to market it as much as the rest of the product as the company is well known for

their glasses. Therefore even the company spent less marketing strategy on this product, the product will still be profitable.

Problem Children:

Problem child has high growth in the market and low share in the company. The brands accessories/jewelry would be fitted in this category, although the brand has produced their accessory alongside their glasses, the share is still lesser. However the brand can change it and make it as one of their top product by investing more money in it for marketing strategies.

Dog:

In the dog category the kids glasses collection would be fitted in as the growth and share both are low, considering that the brand has just released this line back in 2019. However the product performance is not improving.