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the bcg matrix also known as the bcg growth share matrix growth market share matrix or product portfolio matrix helps businesses with the long term planning of their products this tool helps companies determine which products warrant discontinuing development or further investing the bcg matrix or growth share matrix was developed to help companies in reviewing their product portfolios and deciding where to invest develop or discontinue it s split into four quadrants each representing a type of product in the company s portfolio cash cows high market share but low market growth the growth share matrix also known as the bcg matrix is a portfolio management framework developed by the boston consulting group s founder in 1968 it divides a company s business units into categories based on their respective market shares and market sizes bcg matrix or boston consulting group growth share matrix is a model for evaluating business units and product lines in the company s portfolio according to their relative market share and growth this long term strategic planning tool helps companies examine each product s performance the boston consulting group matrix bcg matrix also referred to as the product portfolio matrix is a business planning tool used to evaluate the strategic position of a firm s brand portfolio the bcg matrix is one of the most popular portfolio analysis methods the bcg matrix was created by bruce henderson as a tool to assess the potential of any given company s products and services and then advise which ones a company should keep sell or invest more in bcg matrix also known as the boston consulting group analysis the growth share matrix the boston box or product portfolio matrix is a tool used in corporate strategy to analyse business units or product lines based on two variables relative market share and the market growth rate what is the bcg matrix the boston consulting group s product portfolio matrix bcg matrix is designed to help with long term strategic planning to help a business consider growth opportunities by reviewing its portfolio of products to decide where to invest to discontinue or develop products it s also known as the growth share matrix the bcg matrix or growth share matrix is a visually appealing strategic tool created in the 1970s by bruce doolin henderson founder of the boston consulting group this framework aims the bcg matrix helps you to develop sustainable strategies for your product lines we explain how you can use the boston matrix to analyze your portfolio the bcg matrix also known as the growth share matrix is a visual representation of a company s portfolio of products or business units it was developed by the boston consulting group in the 1970s and is widely used across industries to assess the strategic position of different offerings a bcg matrix template is a pre designed framework that helps businesses apply the boston consulting group matrix to their product or service portfolio it typically consists of a grid divided into four quadrants each representing different categories of products or services based on their market growth rate and relative market share the bcg matrix was created by the boston consulting group also known as the boston or growth share matrix which is a planning tool that uses graphical representations of a company s as an open source company we take your privacy seriously and want to be as transparent as possible so we use cookies to collect some personal data from you like your browsing data ip addresses and other unique identifiers bcg matrix or growth share matrix is a corporate planning tool which is used to portray firm s brand portfolio or sbus on a quadrant along relative market share axis horizontal axis and speed of market growth vertical axis axis the growth share matrix created in 1968 by bcg s founder bruce henderson is a framework that helps companies decide how to prioritize their different businesses learn more about the growth share matrix and how it works at bcg com a bcg matrix is a useful tool to strategically analyse your portfolio of products or services in preparation for your strategic plan in okr or ogsm a bcg helps you determine your current situation and the market potential of each product or service in your portfolio powerful flowchart floor plan mind map and venn diagram tool process map designer with templates like customer journey mapping competitor analysis root cause etc create bcg matrix online within seconds no download needed start with a free account now consequently the boston consulting group designed a product portfolio matrix bcg matrix to help businesses to analyze growth opportunities by scrutinizing both market growth share of products and to further assist on investing decision making to conclusively terminate or amplify products this article the fourth in the series examines the growth share matrix a portfolio management tool developed by bcg founder bruce henderson we are managing our 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a bcg matrix template is a pre designed framework that helps businesses apply the boston consulting group matrix to their product or service portfolio it typically consists of a grid divided into four quadrants each representing different categories of products or services based on their market growth rate and relative market share

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consequently the boston consulting group designed a product portfolio matrix bcg matrix to help businesses to analyze growth opportunities by scrutinizing both market growth share of products and to further assist on investing decision making to conclusively terminate or amplify products

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this article the fourth in the series examines the growth share matrix a portfolio management tool developed by bcg founder bruce henderson we are managing our businesses with a laser like focus on return on capital rigorously testing our portfolio to identify which businesses to grow run for cash fix or sell the dow chemical company

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