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# BCG Growth-share matrix template

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| --- | --- | --- | --- |
|  | **MARKET SHARE** | | |
| **GROWTH** |  | **HIGH** | **LOW** |
| **HIGH** | **⭐STARS: High market growth, High market share**  *Invest and prioritise growth.* | **❓QUESTION MARKS: High market growth, Low market share**  *Evaluate potential carefully.* |
| **LOW** | **🐄CASH COWS: Low market growth, High market share**  *Maintain and maximise profits.* | **🐶DOGS/PETS: Low market growth, Low market share**  *Consider divesting or repositioning.* |

How to use:

1. List your products in the appropriate quadrant based on their market share and growth.
2. Evaluate their characteristics clearly.
3. Follow strategic recommendations to inform business decisions.

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