

Business Development & Market Ownership

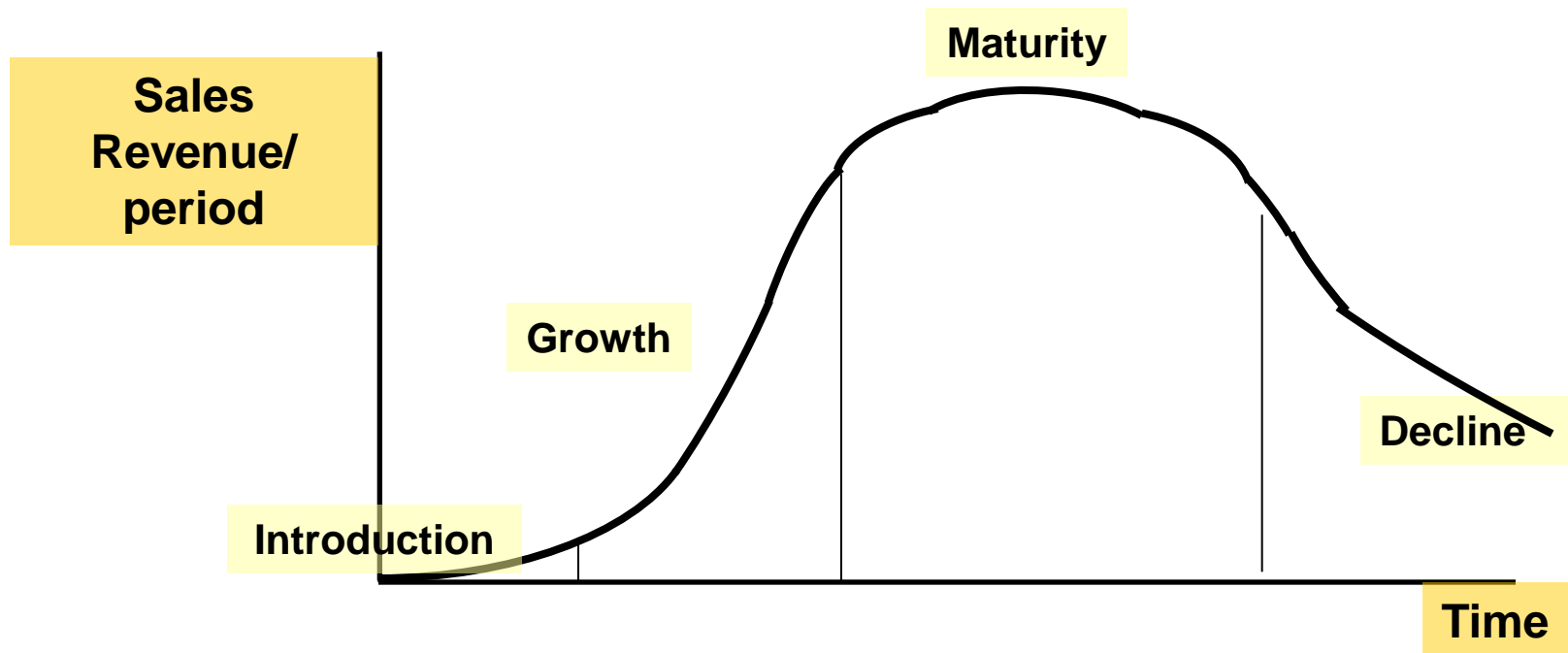
Integration of Life Cycle Concepts

□ Product Life Cycle

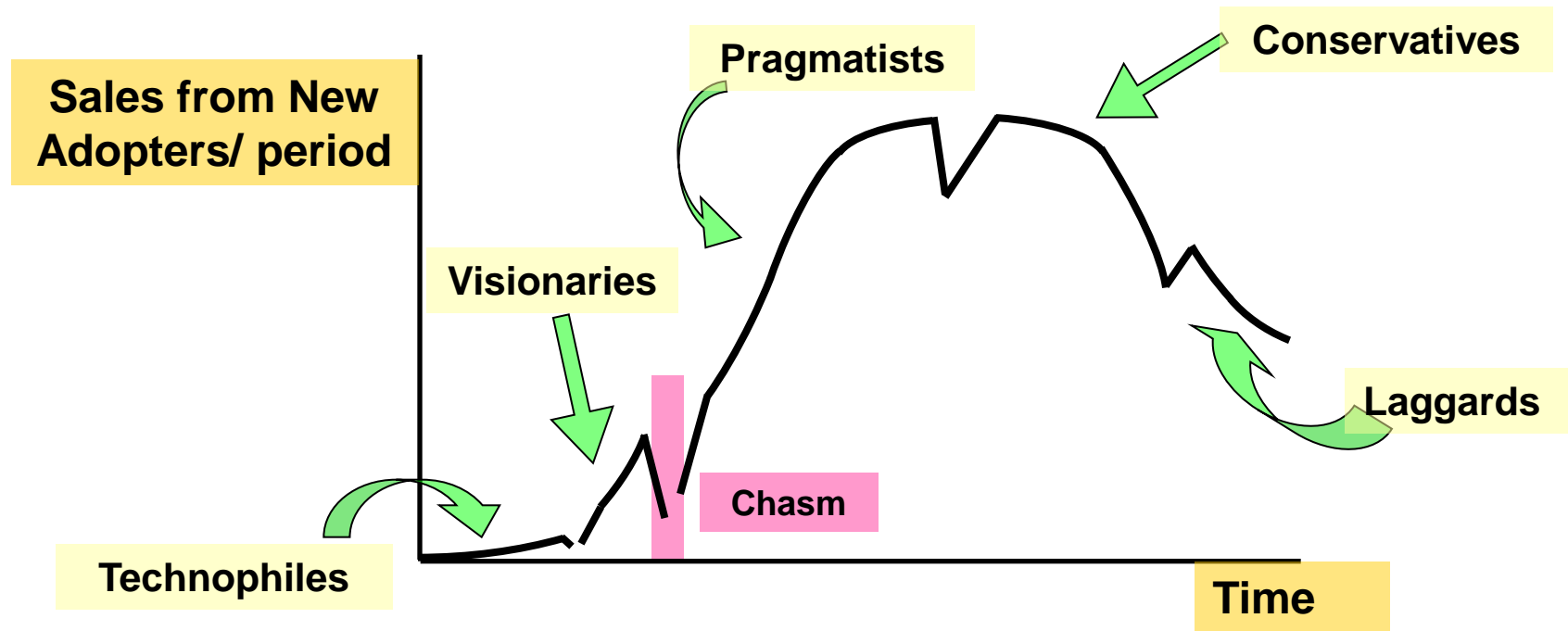
□ Technology Adoption Life Cycle

□ BCG Growth-Share Matrix

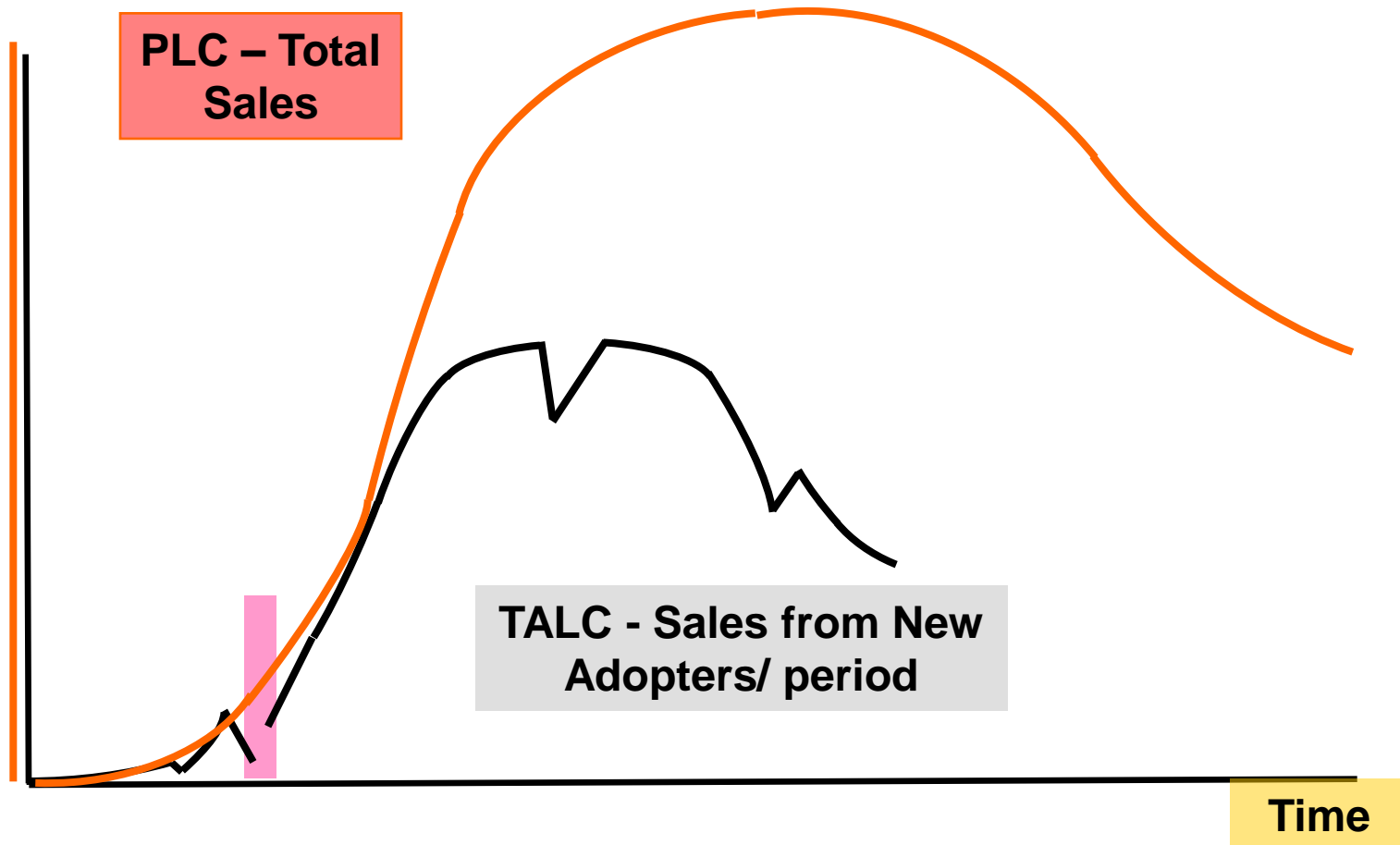
The Product Life Cycle (PLC)



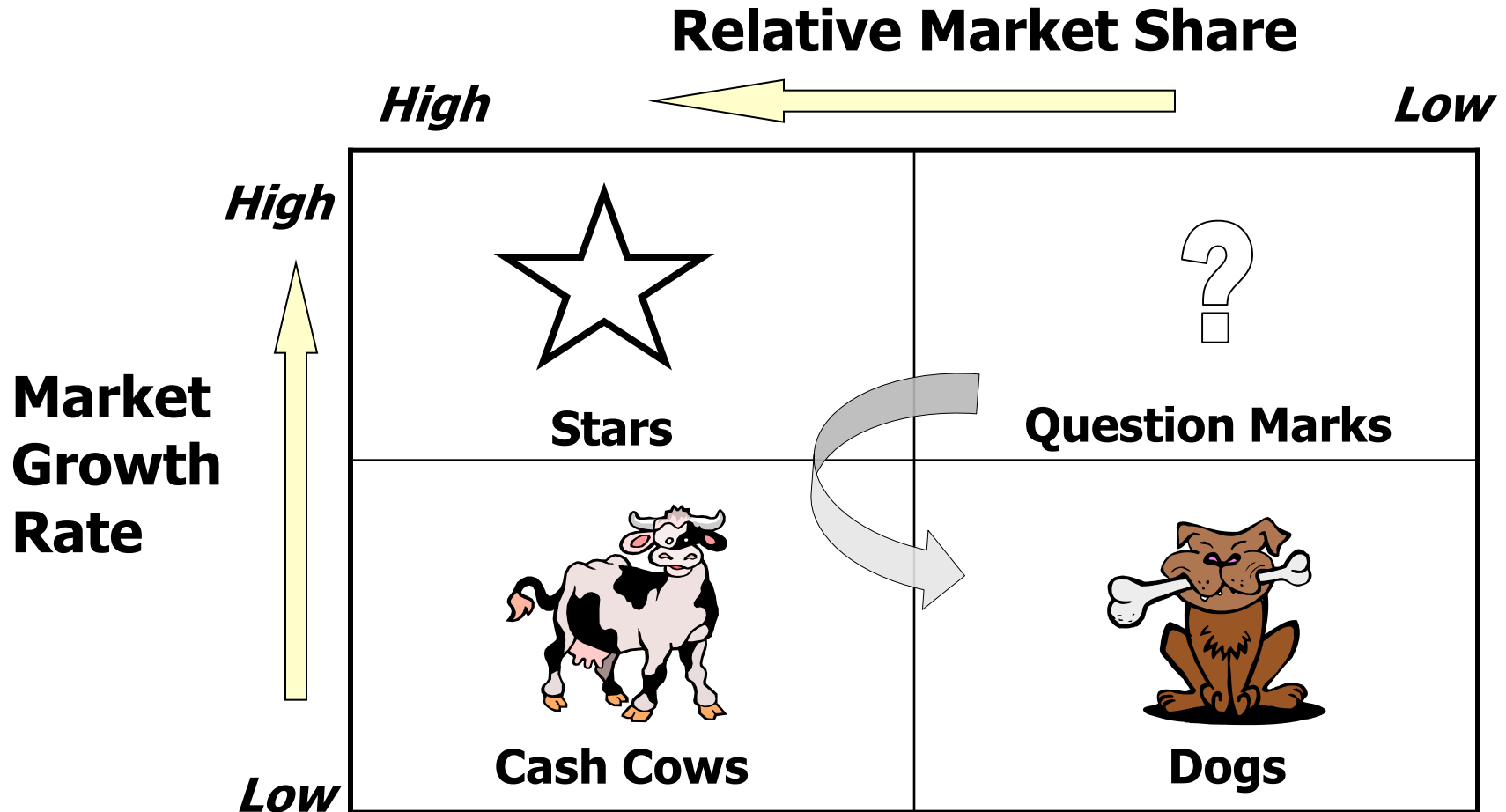
The Technology Adoption Life Cycle (TALC)



The TALC and PLC Superimposed



Boston Consulting Group: Growth Share Matrix



Growth Share Matrix: Question Marks

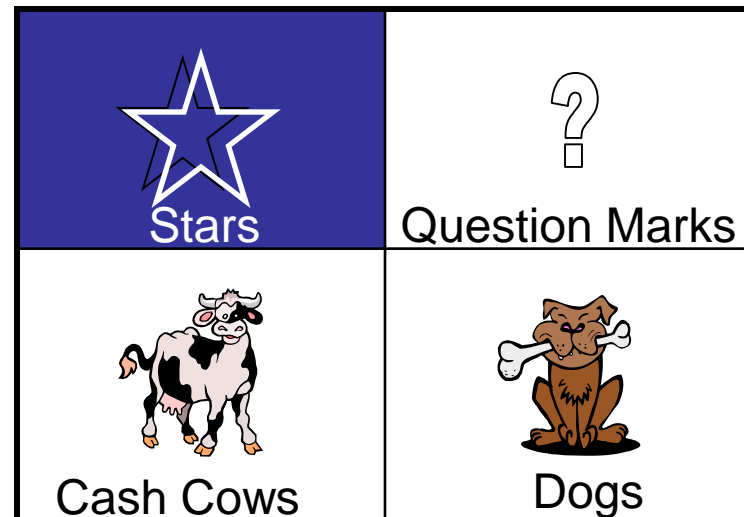
- **Low Share, High Growth Markets**
- **Requires cash & commitment**
- **What should be done?**
- **Match with organization's distinctive competences?**
- **Obtain the resources**
- **Build these into stars or phase out, sell**



Growth Share Matrix:

Star

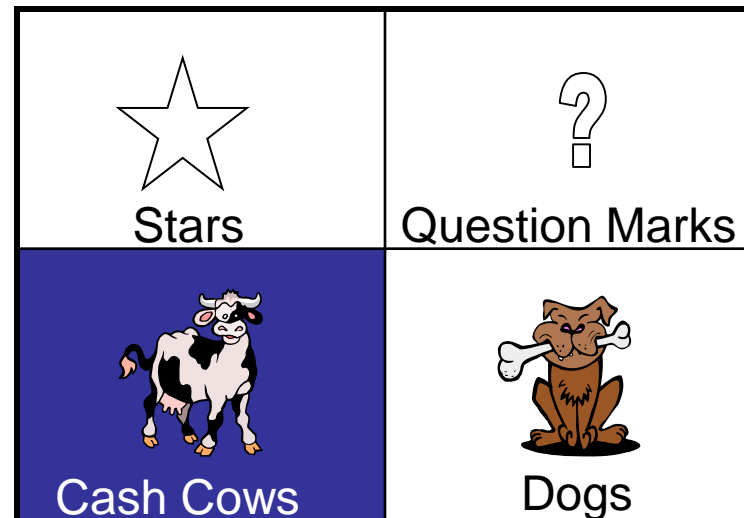
- **High Growth, High Share**
- **Needs heavy investment, Builds market share**
- **Manage with market ownership**
- **Eventually become Cash Cows**



Growth Share Matrix:

Cash Cows

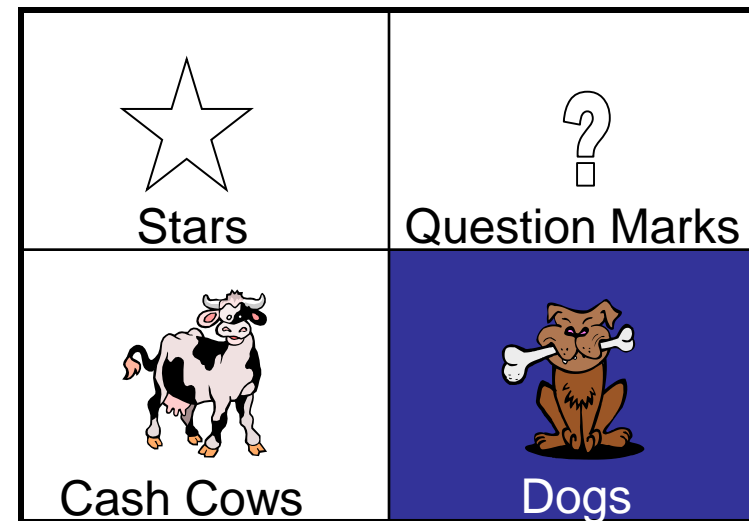
- Low Growth, High Share
- Established, Successful, invest enough to hold market
- Cash Generators
- Harvest to increase short term cash



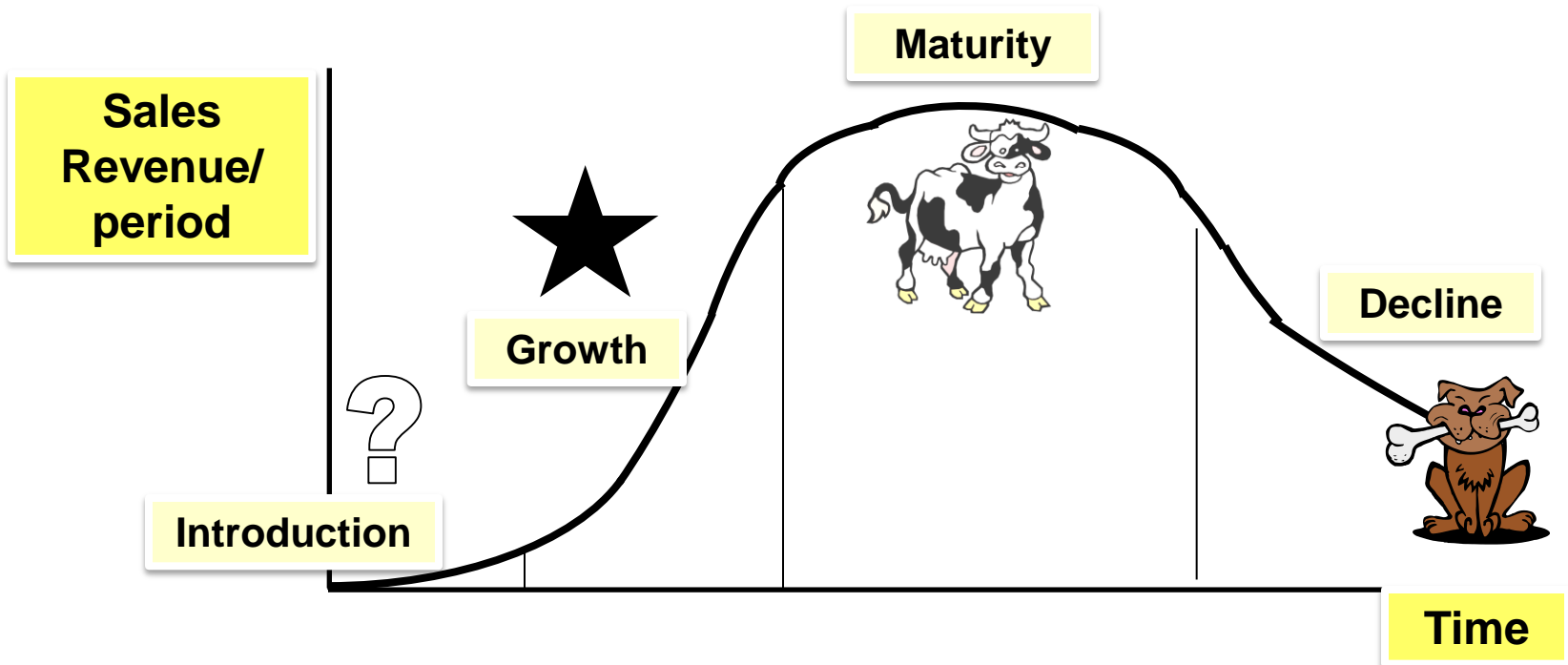
Growth Share Matrix:

Dogs

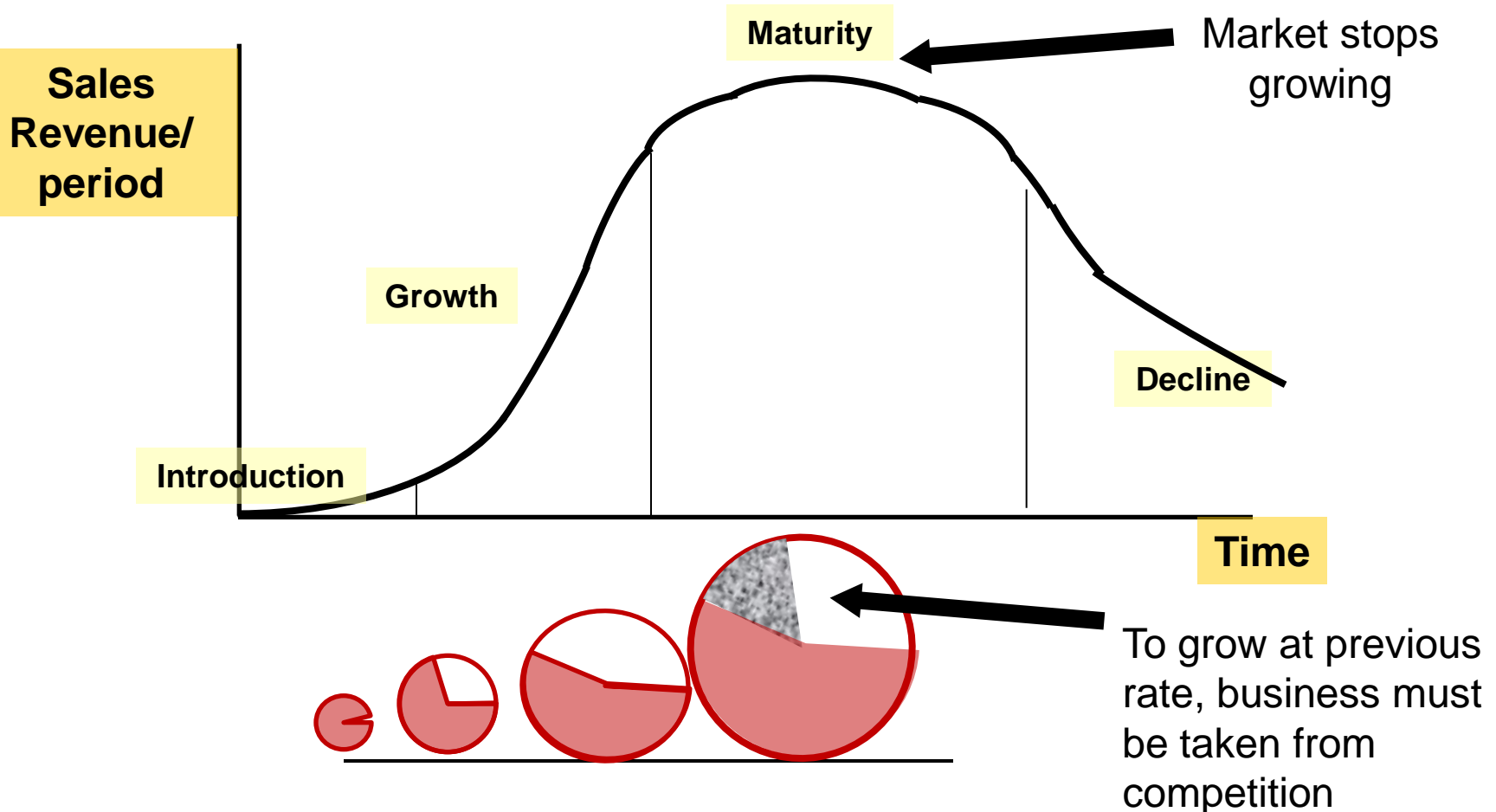
- Low Growth, Low Share
- May be self-sustaining
- One organization's dog could be another's cash cow
- Discontinue, Divest



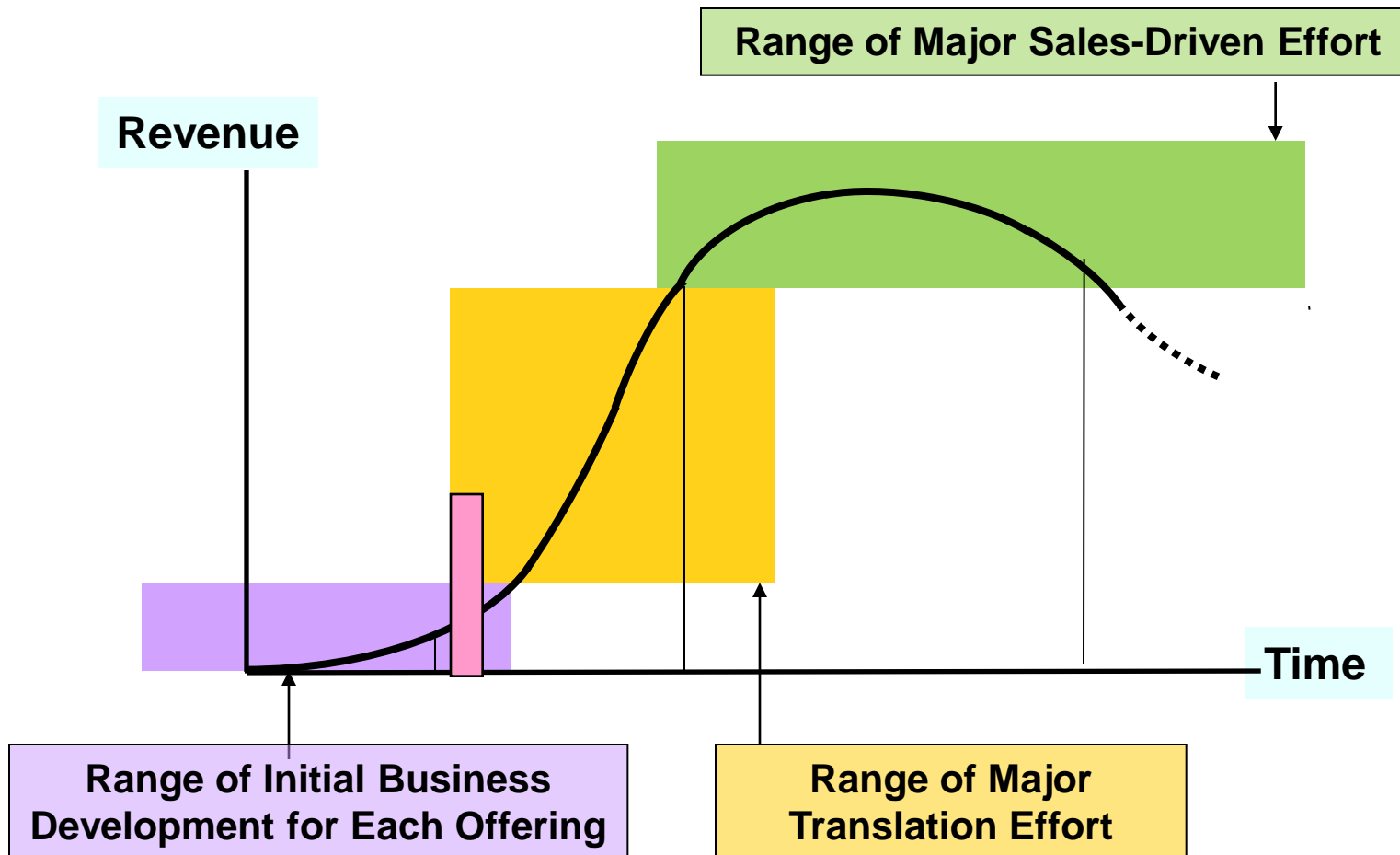
Growth Share Matrix and Product Life Cycle



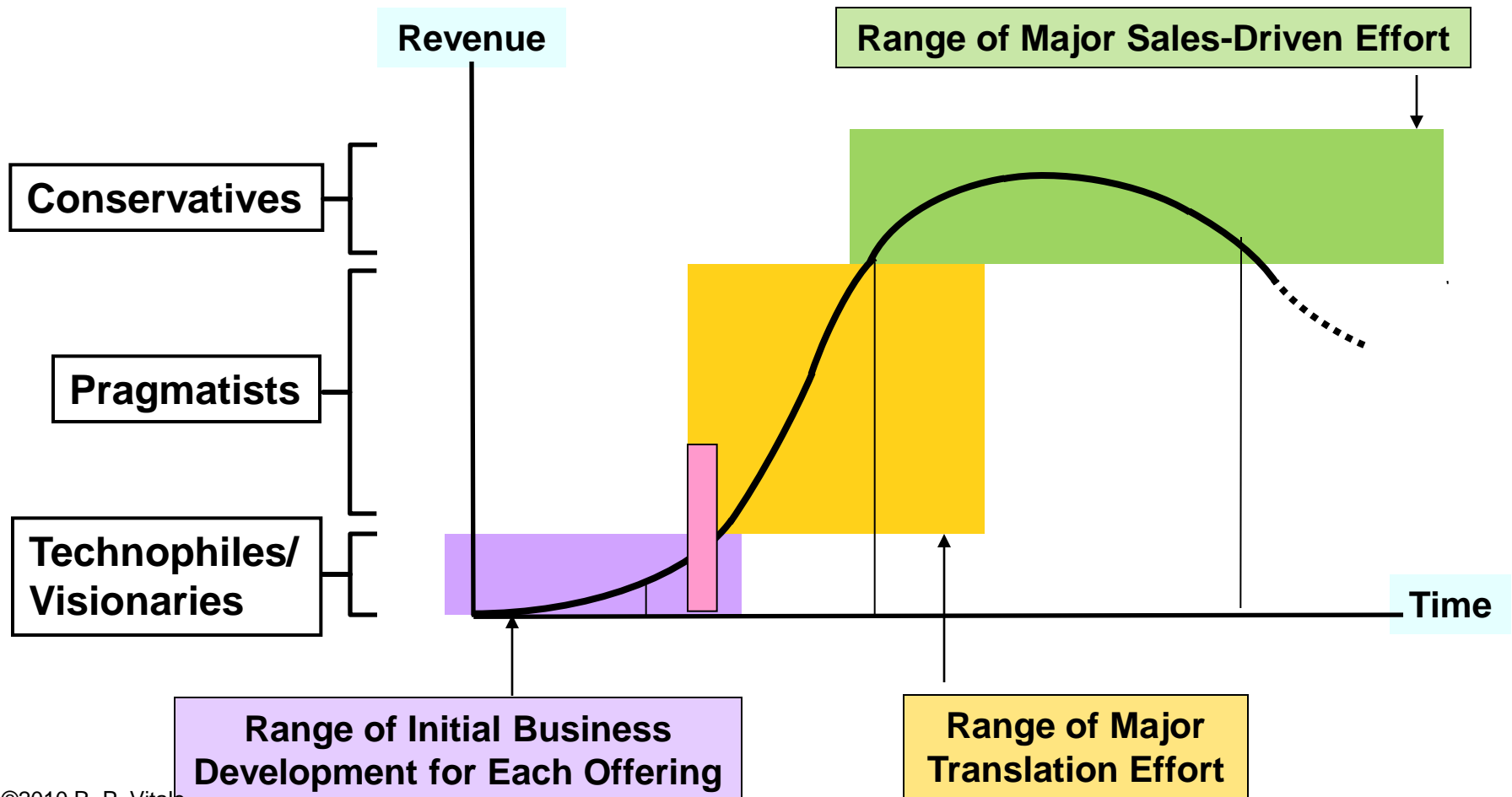
Dangers of Market Share Focus



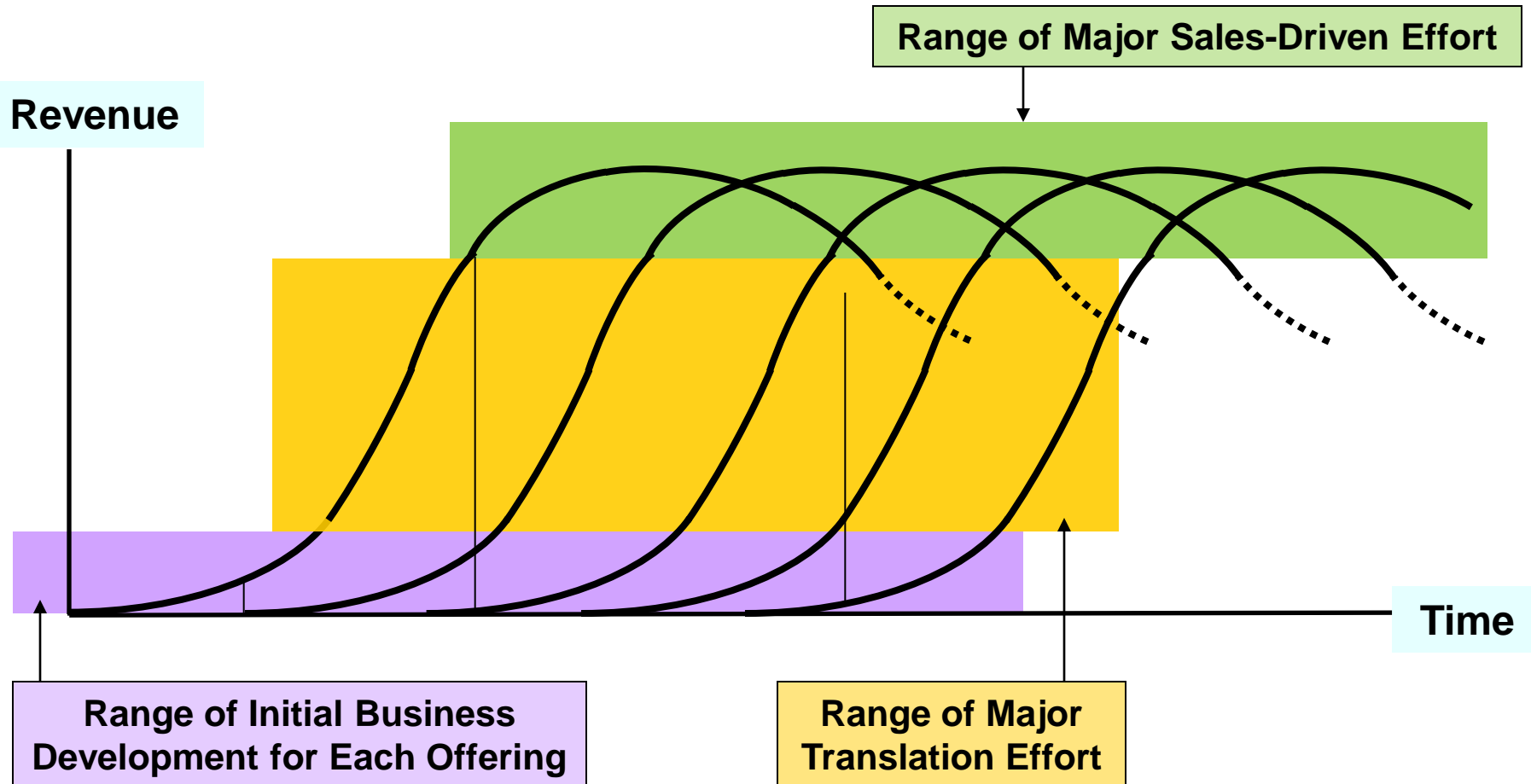
Adopter Behavior over The Product Life Cycle



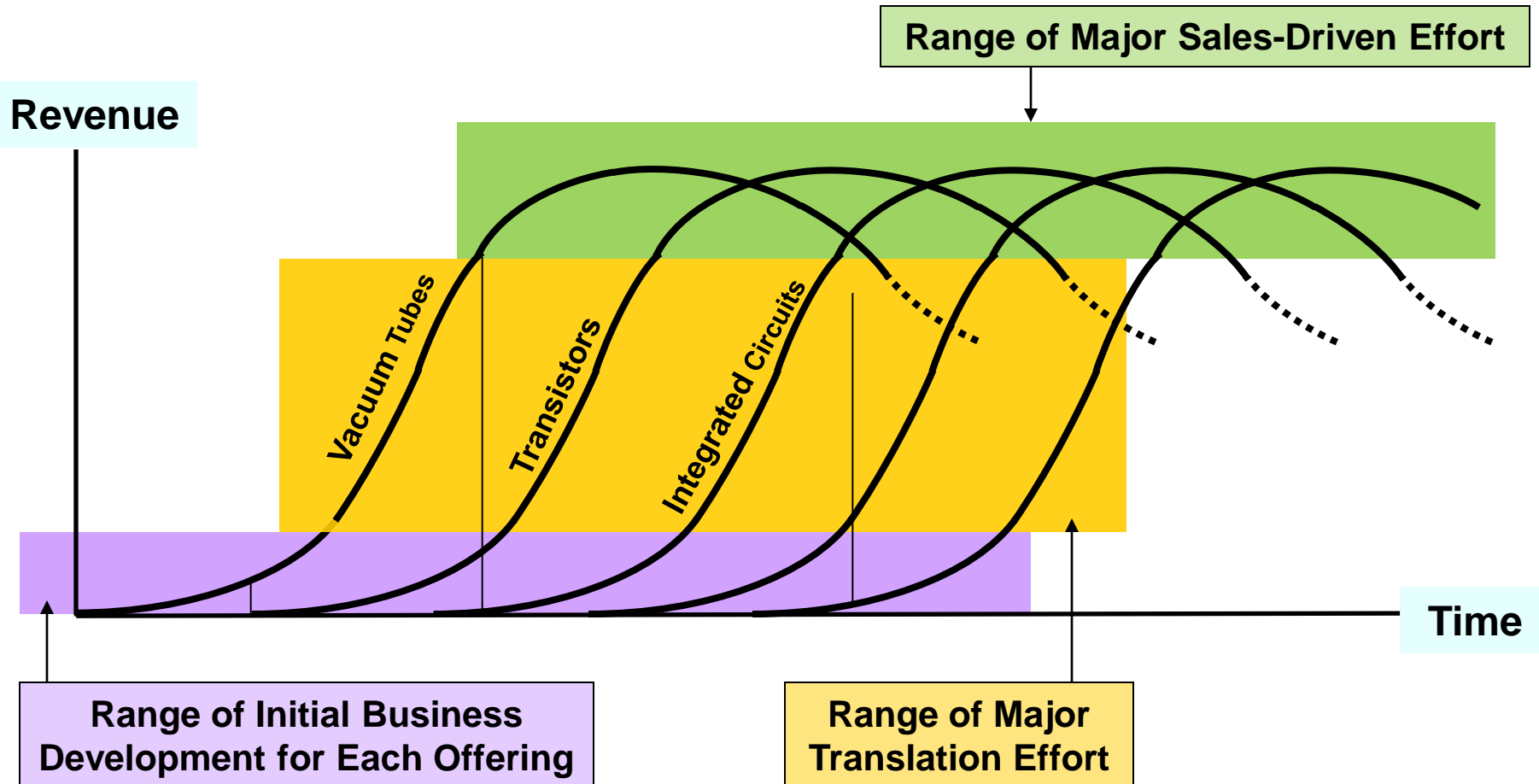
Business Development Bands over The Product Life Cycle



Business Development Bands over The Product Life Cycle



Business Development Bands over The Product Life Cycle



Strategic Elements of Market Ownership

- ① *Define*
- ① *Evolve*
- ① *Collaborate*

Strategic Elements of Market Ownership

Define Evolve Collaborate

- ⦿ **Define Market Niche**
- ⦿ **Work towards domination**
- ⦿ **Brand identified as standard**
- ⦿ **Competitors note equivalence to such products**

Strategic Elements of Market Ownership

Define **Evolve** Collaborate

- ⦿ **Continue to evolve offerings**
- ⦿ **Keep current definitions of value**
- ⦿ **Present these values to consumers**

Strategic Elements of Market Ownership

Define Evolve **Collaborate**

- ⦿ **Development of ancillary products by other organizations help owners build the market**
- ⦿ **Third parties define their products as compatible with market owner**
- ⦿ **Market owner gains insight to other points of view within the market**

Questions?