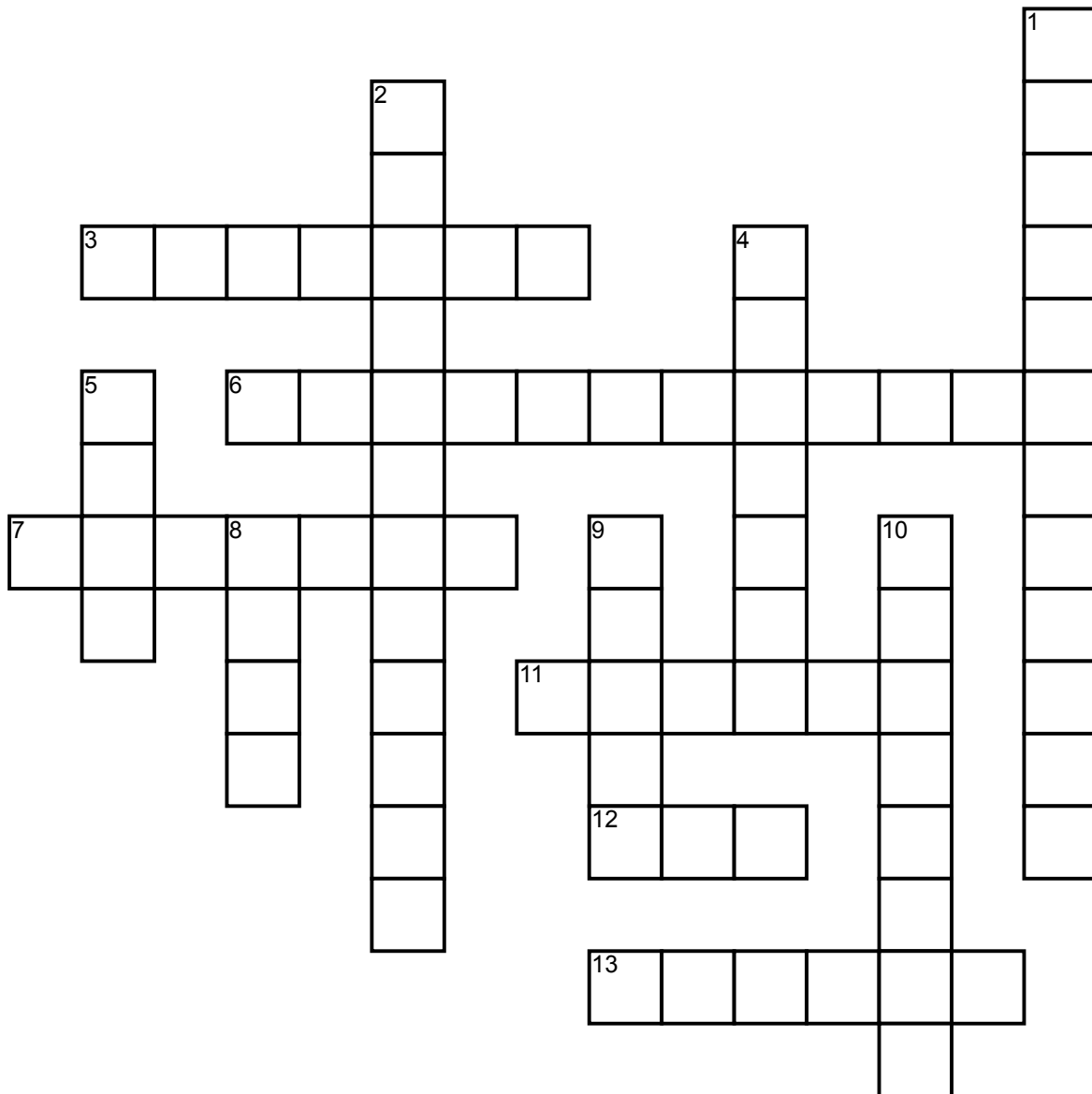


The Boston Matrix and The Product Life Cycle



Across

3. The ideal strategy for Cash Cows

6. At which stage of the product life cycle is the product launched?

7. A product with low market growth and high market share

11. The ideal strategy for a Dog

12. A product with low market growth and low market share

13. At which stage of the product life cycle are sales increasing at their fastest rate?

Down

1. A model which helps businesses analyse their portfolio of businesses and brands.

2. A product with high market growth and low market share

4. At which stage of the product life cycle do sales begin to fall?

5. A product with high market growth and high market share

8. The ideal strategy for a Star

9. The ideal strategy for a Question Mark

10. At which stage of the product life cycle are sales near their highest but the rate of growth is slowing down?