



Template

# BCG MATRIX

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## 1. BCG Matrix - Template

Use the grid below to create your own BCG matrix.

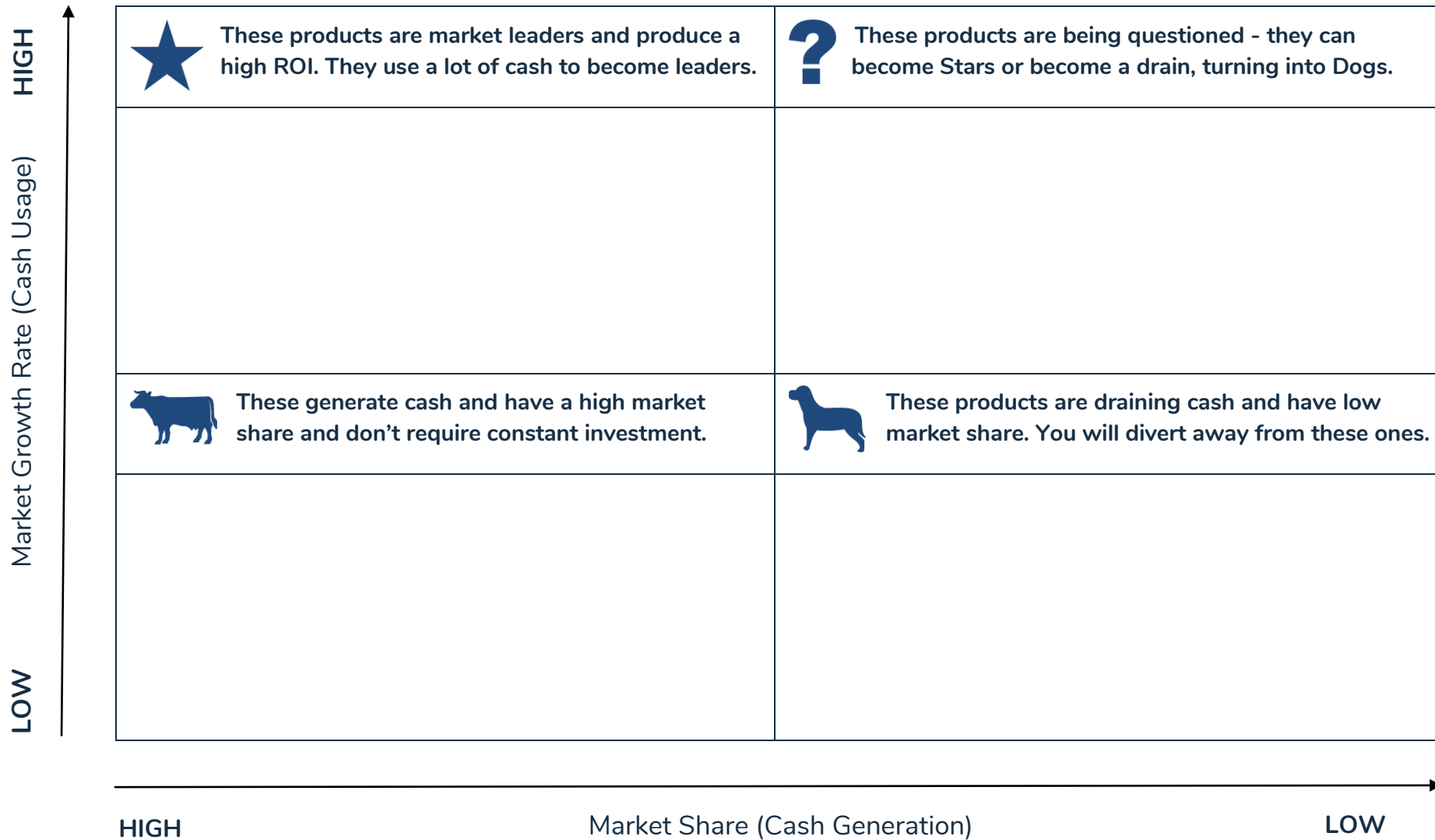
Analyse your products or brands and enter them into the appropriate quadrant (Stars, Question Marks, Cash Cows, Dogs).

You will then gain an understanding of which products to invest and promote, and which products to diversify away from.

For further information on the BCG model visit:

<https://www.yewbiz.com/marketing/bcg-matrix/>

# BCG Matrix





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YewBiz is **different**.

We provide essential resources for growing your business.

You will find the **best training resources** on the planet in our members area.

You will also get the **best advice** from 'real' experienced business owners.

You will also get access to the **best templates** and step-by-step guides.

## THE DIFFERENCE

We will actually do work for you.

Instead of simply giving access to resources and leaving you to follow them.

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