

WHAT KIND OF BUSINESS COULD YOU BE WORKING FOR ?

greenfields

Back in the 1970's, the Boston Consulting Group developed the following model for assessing what was the likely future for a business. More information can be found via this link http://en.wikipedia.org/wiki/Growth-share_matrix - however, here's my layman's interpretation along with some suggestions added to the diagram to indicate what implications there might be if you are considering who you want to be employed by.

The matrix looks at the extent to which the company is growing (vertical axis) and how strong a hold it has in the market compared to its competitors (horizontal axis). By considering whether each element is "high" or "low" it produces 4 categories of business as follows:

1. **Rising Stars:** these are companies who are doing really well compared to their competitors, despite being in a market that is growing quickly – an example might be "Google" or Apple's iPhone
2. **Cash Cows:** these are the companies who have probably been around for a long time and were once a great brand but who have become a bit stale – they still have good market share and the market that they are operating in is quite stable – an example might be "M&S", at least on the clothing side – their food side is probably a "rising star"
3. **Dogs:** these are the companies that have lost their way, the market that they are in has probably been eroded by other markets and yet there are still a number of competitors occupying this space – an example might be Woolworths who have now left our high streets and only continue on line; or some of the low cost airlines who are curtailing their routes in order to remain profitable
4. **Question marks:** these are businesses where there is great potential in the market place but many other competitors that want to be there too – an example of this might be "confused.com"

