8.2 Marketing strategy

Name: ____________ Class: ________ Date: __________ **Total: 29 marks**

KEY WORDS market penetration 市场渗透 • ansoff's matrix 安索夫矩阵 • product portfolio analysis 产品组合分析 • market development 市场开发 • marketing strategy 营销战略

Objective

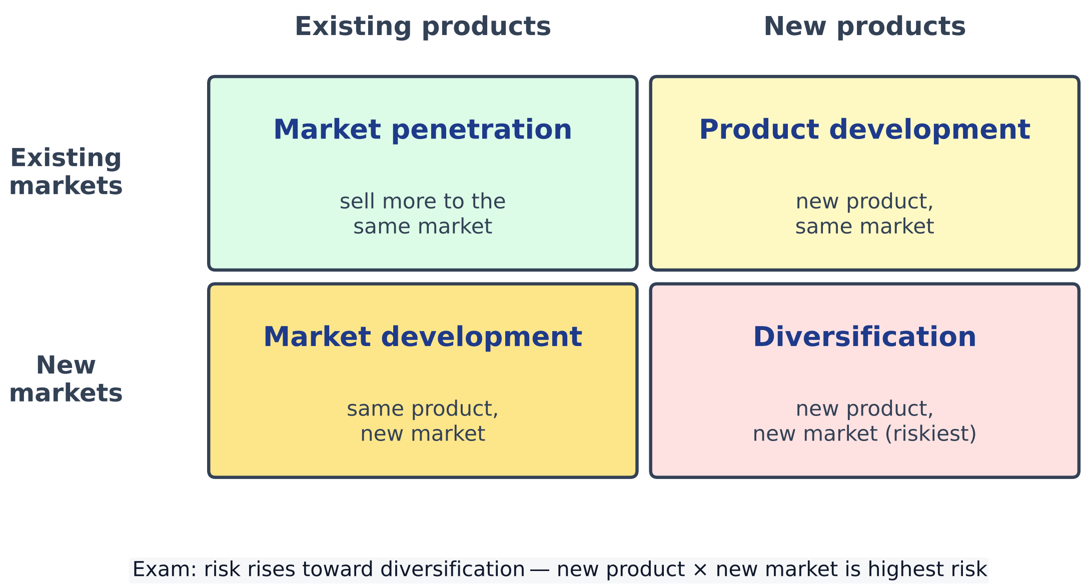
Build the skills to answer exam questions on **marketing strategy 营销战略** — **Ansoff's matrix 安索夫矩阵**, **product portfolio analysis 产品组合分析**, and entering **international markets 国际市场** (globalisation and **localisation 本地化**).

You must be able to:

- describe Ansoff's four growth strategies and their risk
- explain product portfolio analysis and the ways to enter a foreign market
- analyse and evaluate a marketing strategy for growth

1 Worked examples

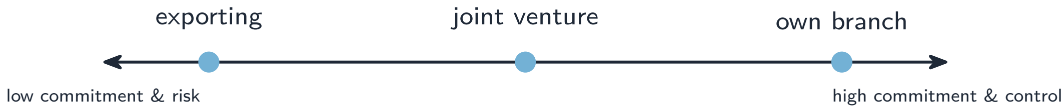
■ Ansoff's matrix



Existing/new products across the top, existing/new markets down the side

- **Market penetration** (existing product, existing market) — safest.

- **Product development** (new product, existing market) and **market development** (existing product, new market).
- **Diversification** (new product, new market) — riskiest (both are new).
- **International entry:** exporting (least risk/control) → joint venture → own branch (most). **Localisation** adapts the mix to local tastes and laws.



Ways to enter a foreign market trade off commitment against control

Answer shapes: AO1 + AO2 + AO3 (reasoning chain) + AO4 (a supported judgement *in context*).

2 Practice

2.1 State what **market penetration** means in Ansoff's matrix. [2]

2.2 State why **diversification** is the riskiest growth strategy. [2]

2.3 Define the term *localisation*. [2]

3 Exam-style questions

3.1 Explain one reason a business might choose **market development** to grow. [3]

3.2 Analyse two ways a business could enter a foreign market. [8]

3.3 A successful firm wants to grow. Evaluate whether it should use **market penetration** or **diversification**. [12]