



THE TIMES 100

BUSINESS CASE STUDIES

Teacher guide

Ansoff's Matrix - Portakabin

Where does the lesson fit?

This session could be used in a Marketing Module when looking at marketing strategies, or could follow a session on methods of growth.



Suggested resources & activities related to Ansoff's Matrix and Portakabin

- Full Portakabin case study
- Ansoff's Matrix PowerPoint
- Research and Development lesson resources
- Portakabin crossword
- Portakabin word search

Suggested timings for the session

5 mins	Starter e.g. Portakabin word search
5 mins	Use the Ansoff's Matrix PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
25 mins	Task . marketing strategies report
10 mins	What have you learned?

Answers to questions

1. What is Ansoff's Matrix?
Ansoff's Matrix is a marketing tool which helps managers assess the risks associated with moving an organisation forward.
2. List the four strategies in the matrix?
 - Market penetration
 - Market development
 - Product development
 - Diversification



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3. Explain why firms might be reluctant to grow through diversification.

This is the riskiest of the four strategies because companies may know little about the markets they want to break into and new products may or not be successful. Firms, like Portakabin, may prefer to have less of an element of the unknown and stick to markets with which they are familiar.

4. Analyse the factors that might affect the level of risk firms are prepared to take when deciding on a growth strategy using Ansoff's Matrix.

There are many factors, which include:

- Attitude to risk of the directors/managers
- The stage in the business cycle
- The level of competition
- Competitor actions
- How saturated the current market is
- How much market research has been carried out.

What have you learned?

Expected learning would include:

- Definition of Ansoff's Matrix
- The four strategies in the matrix
- The level of risk associated with the strategies.