

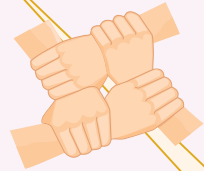
In this scheme, firms are classified based on their market share or dominance of an industry. Typically there are three types of market dominance strategies.



This deals with the firm's rate of the new product development and business model innovation. It asks whether the company is on the cutting edge of technology and business innovation.



In this scheme we ask the question, "How should the firm grow?". There are a number of different ways of answering that question, but the most common gives four answers.



Strategy on the dimensions of strategic scope and strategic strength. Strategic scope refers to the market penetration while strategic strength refers to the firm's sustainable competitive advantage.