




Portfolio Planning Model: The Growth-share Matrix

		Question Mark	Star
Annual real rate of market growth(%)	HIGH	<p>Earnings: low, unstable, growing</p> <p>Cash flow: negative</p> <p>Strategy: analyze to determine whether business can be grown into a star, or will degenerate into a dog</p> 	<p>Earnings: high, stable, growing</p> <p>Cash flow: neutral</p> <p>Strategy: invest for growth</p> 
	LOW	<p>Earnings: low, unstable</p> <p>Cash flow: neutral or negative</p> <p>Strategy: divest</p> 	<p>Earnings: high, stable</p> <p>Cash flow: high, stable</p> <p>Strategy: invest</p> 