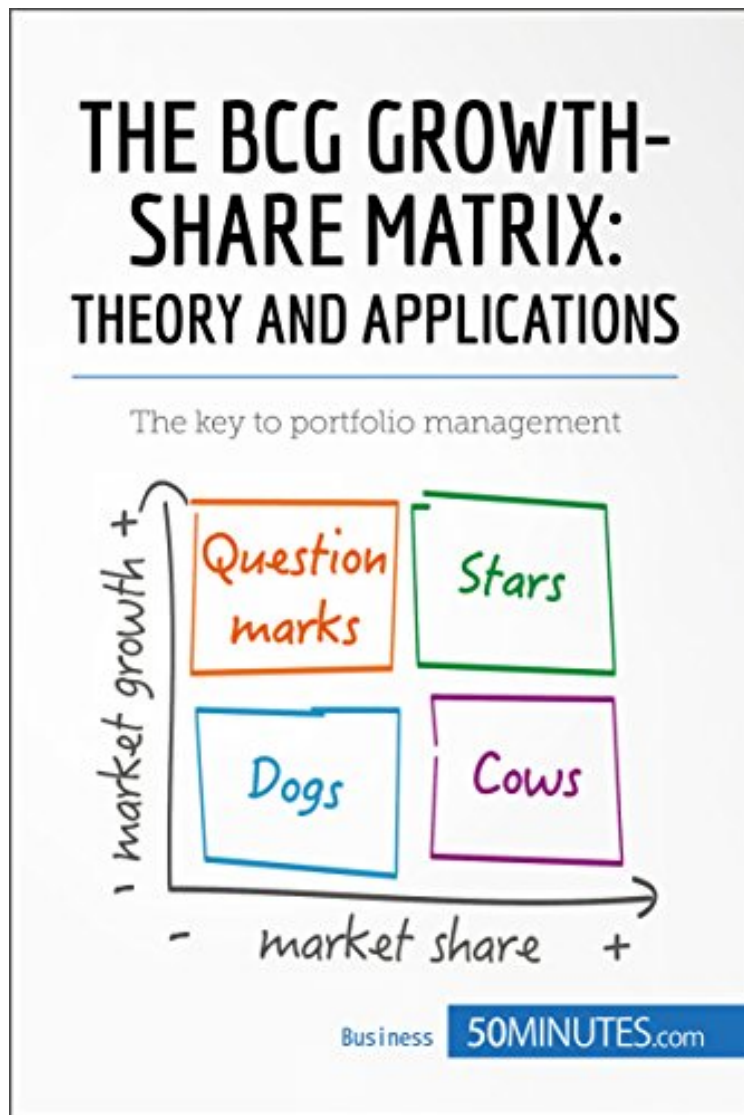


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- Analyze the activities in your business portfolio and identify the role they play in the business as a whole
- Sort these activities into the four categories of the matrix: stars, question marks, cash cows and dogs
- Identify the future market shares and growth to make sure you invest in the right activities

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