**Topic 1.4 Branding and Differentiation: Starter Activity**



1. What does it mean by the terms ‘Product Portfolio’ and ‘Product Portfolio Analysis’?
2. Fill in the following table:

|  |  |  |
| --- | --- | --- |
| **Market Share** | **Market Growth** | **Boston Matrix Category** |
| High | High |  |
| High | Low |  |
| Low | High |  |
| Low | Low |  |

1. Draw the Boston Matrix and label it.

|  |  |
| --- | --- |
|  |  |
|  |  |

1. What are the strengths and weaknesses of the Boston Matrix?

|  |  |
| --- | --- |
| **Strengths:** | **Weaknesses:** |
|  |  |
|  |  |