## **Ansoff Matrix**

## **Existing Products**

	Market Development	Diversification
New Markets	Ex. Expanding into new geographic markets, either domestically or internationally	Ex. Developing and launching entirely new products for new markets
	Market Penetration	Product Development
Existing Markets	Ex. Increasing advertising and promotions to gain a larger share of existing market	Ex. Introducing new features, upgrades, or variations of an existing core product