**Marketing Review Notes Boston –Add in anything else you think relevant**

**Explain the purpose of the Boston Matrix**

**Provide explanations for each stage of the Boston Matrix.**

**Define the Marketing Mix**

**Evaluate the how the Cash flow forecast tracks with the Boston Matrix.**

**Explain these pricing strategies:**

**What other Marketing tools would companies use in assessing marketing strategies?**

**Examples of 2 Business have suffered from poor cashflow?**

**Define the Product Life Cycle?**

**Detail the stages of the Product Life Cycle**