Boston Matrix Task

1. Research the products currently made by your allocated company (either Apple, Kelloggs or Cadbury). Plot their positions on the diagrams below.



1. Evaluate the company’s product portfolio. To do this, ***analyse*** the advantages and disadvantages of their portfolio first, then ***decide*** whether you think their portfolio looks healthy or not. ***Justify*** your decision.
2. Feedback your evaluation to the rest of the class. Does anyone else have the same findings? Does everyone’s boston matrix look the same as yours? What does this indicate about the Boston Matrix theory?