**RESOURCE 7**

**ANSOFF’S MATRIX**

**Some notes:**

* This is an exercise in being future focused
* There is far more risk attached to diversification than any other service strategy
* The “safest” option is market penetration
* This is exercise is best used with a diverse group of stakeholders to promote discussion and challenge

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| MARKET PENETRATION | PRODUCT DEVELOPMENT |
| A combination of existing services being provided to the existing population   * What do you want to do more of? * What current services do you want to provide in greater volume to the population you already know and understand? | **A combination of new services being provided to the existing population**   * What do you want to provide that is new and different to what is currently provided, for the population you already know and understand? |
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| MARKET DEVELOPMENT | **DIVERSIFICATION** |
| A combination of existing services being provided to a different population   * What do you provide now that could be provided to a different or “new” population? | **A combination of new services being provided to a different population**   * What do you want to provide that is new and different and also for a different or “new” population? |
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