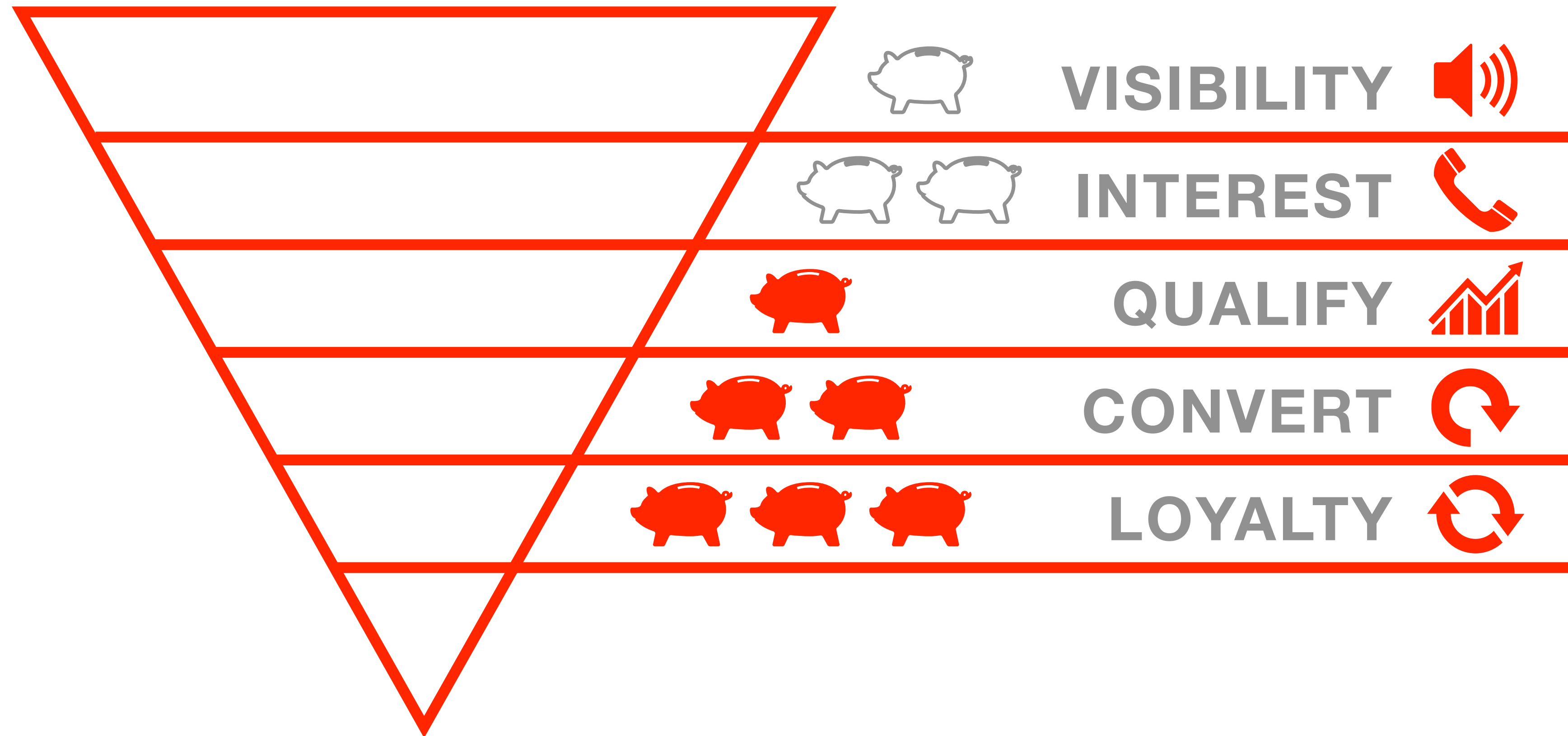


GROWTH MODEL



GROWTH SYSTEM



CVR <i>Conversion Rate</i>	↑
PAR <i>Purchase Action Ratio</i>	↑
BAR <i>Brand Advocacy Ratio</i>	↑

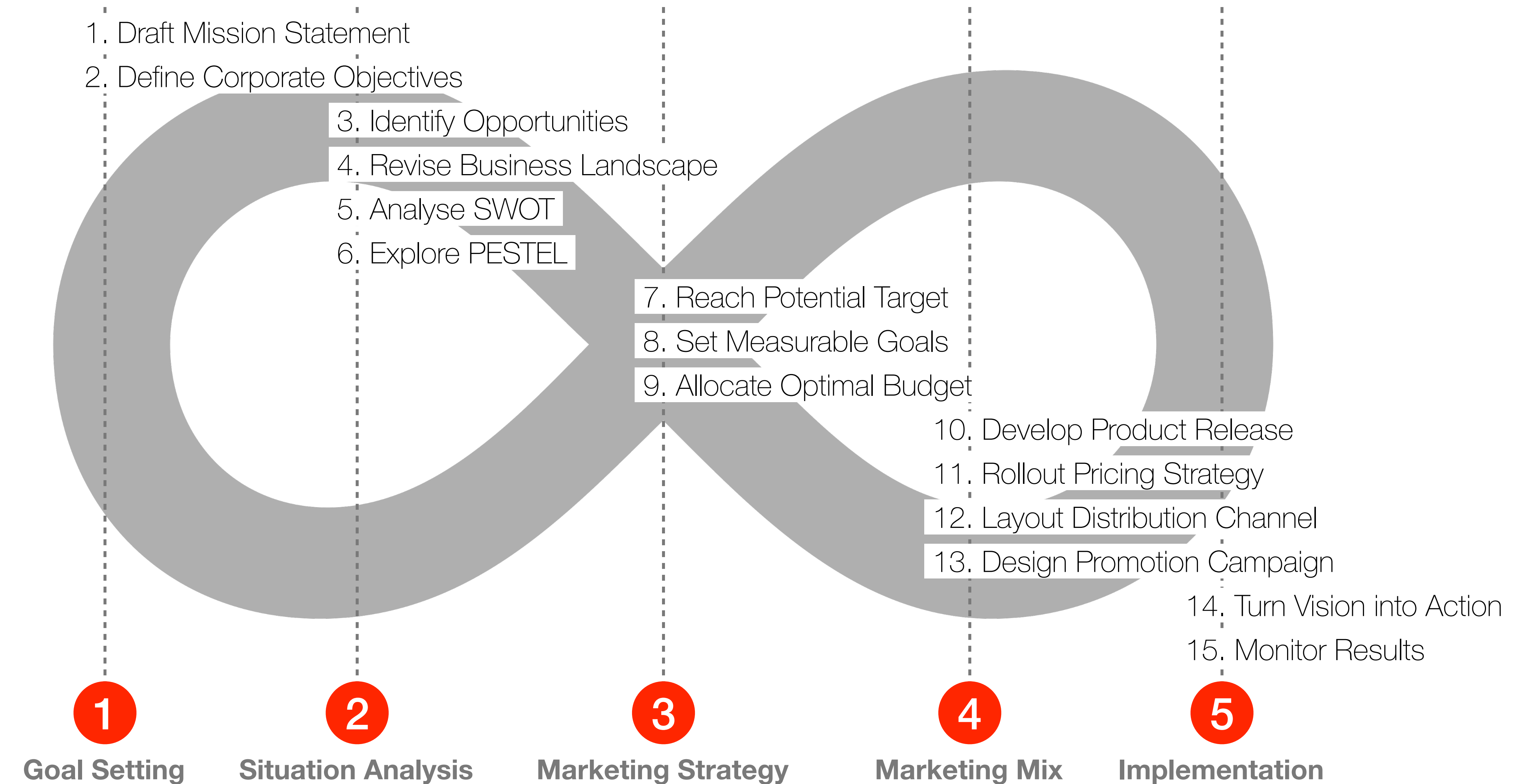
Where To Play

How To Win

How To Grow

What To Do

What To Learn



Source: The Growth Learning Loop

adapted from Marketing Planning Process, Malcolm McDonald (2016)

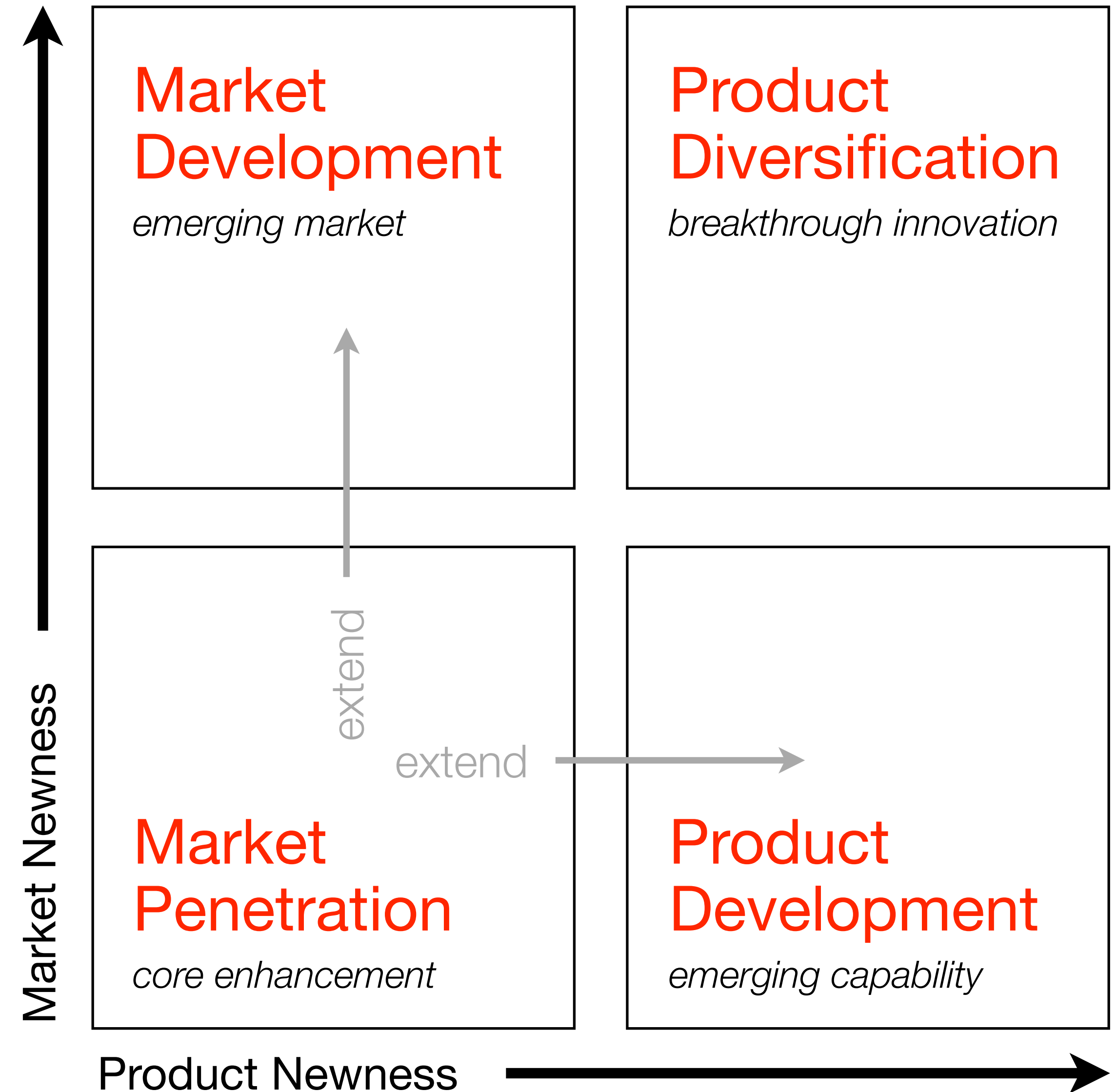


iGTCx CoLAB:
The Future is Collaborative

ANSOFF MATRIX
ANSOFF MATRIX
ANSOFF MATRIX
ANSOFF MATRIX
ANSOFF MATRIX
ANSOFF MATRIX

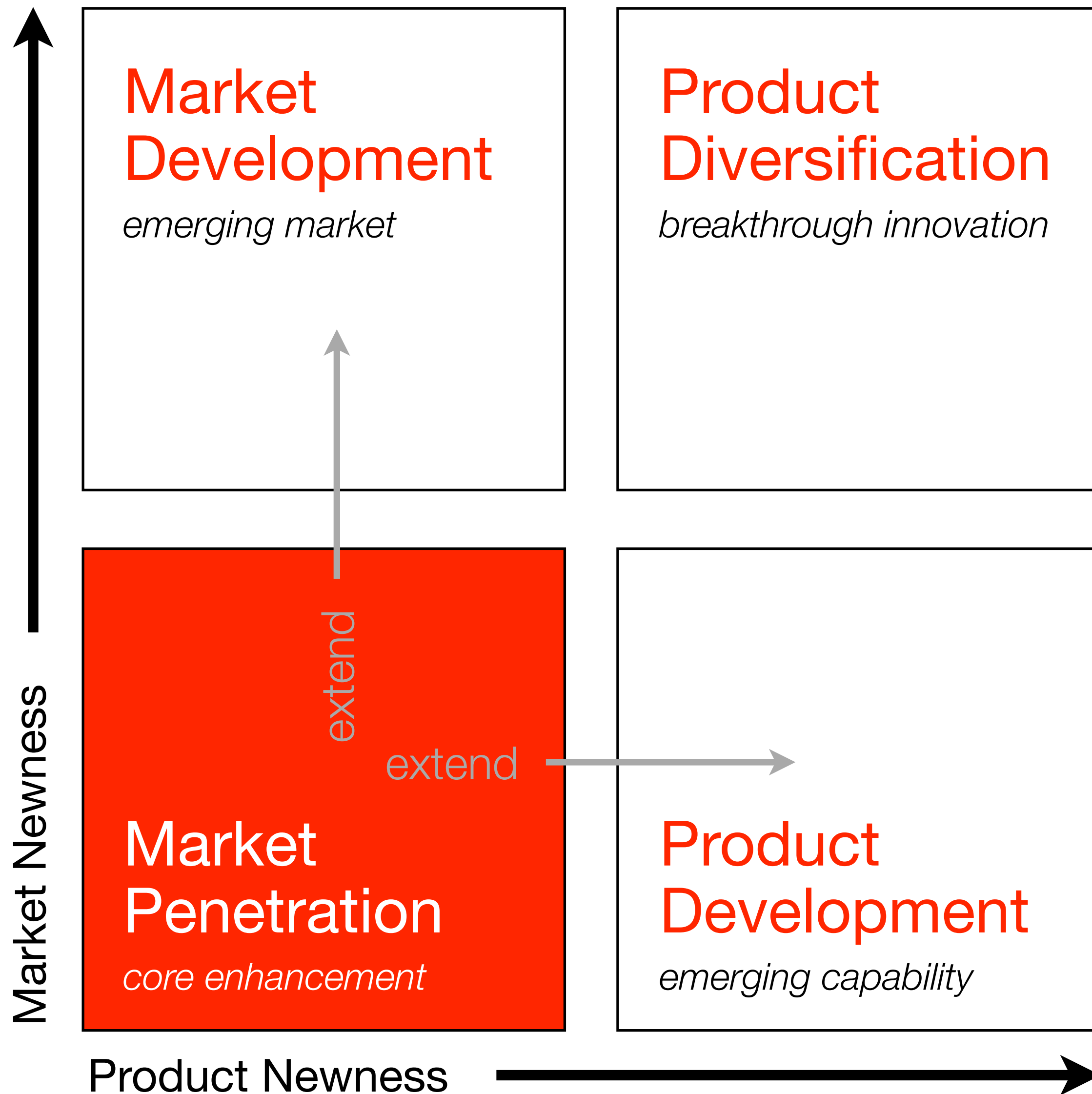
 @mjuigtc

   @mjuigtc  +66 53 873 151



Source: Adapted from Igor Ansoff (1957)

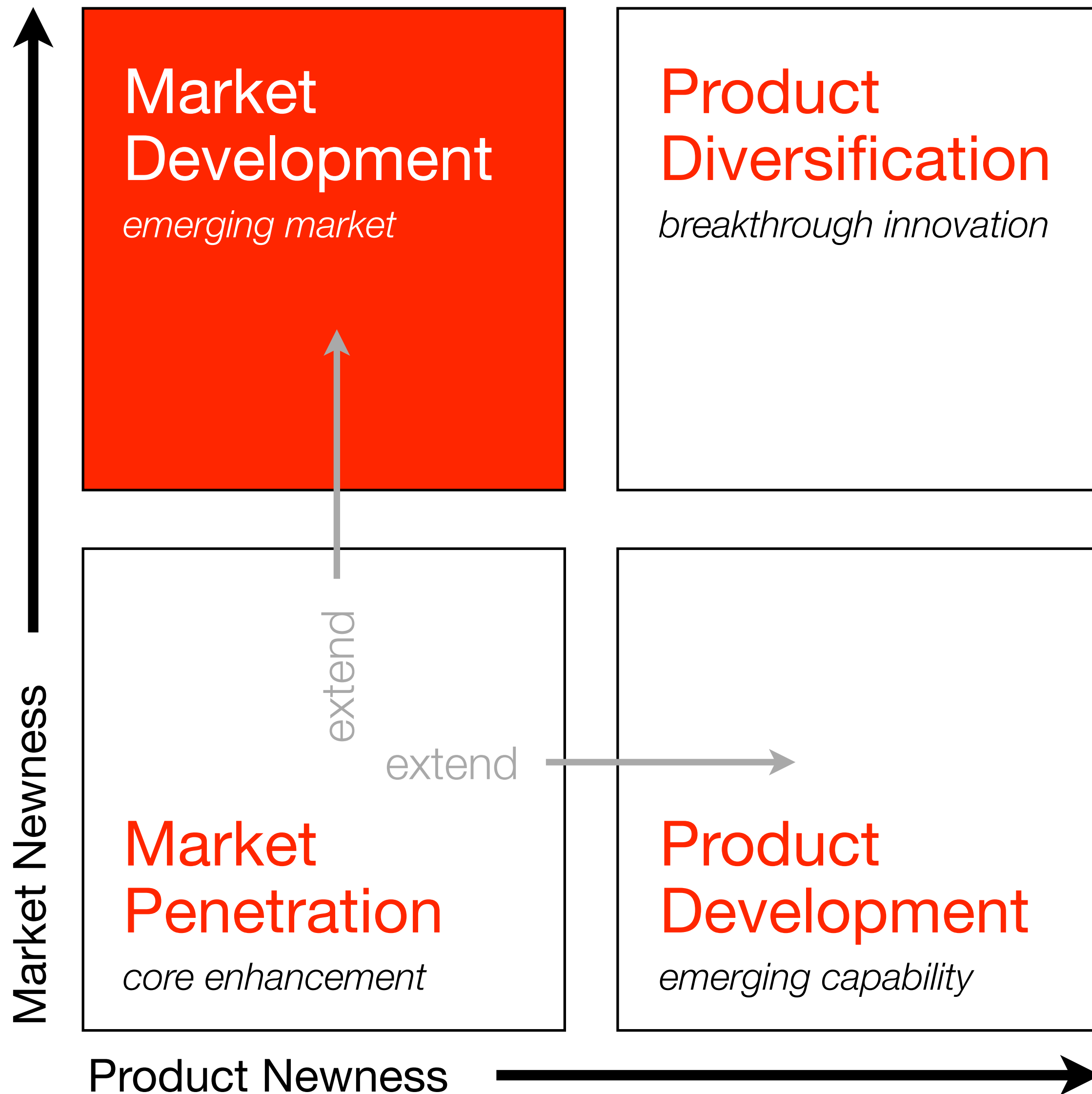
#FOREFOOD



You grow by selling more of your existing products to current markets.

Several ways to do this, including:

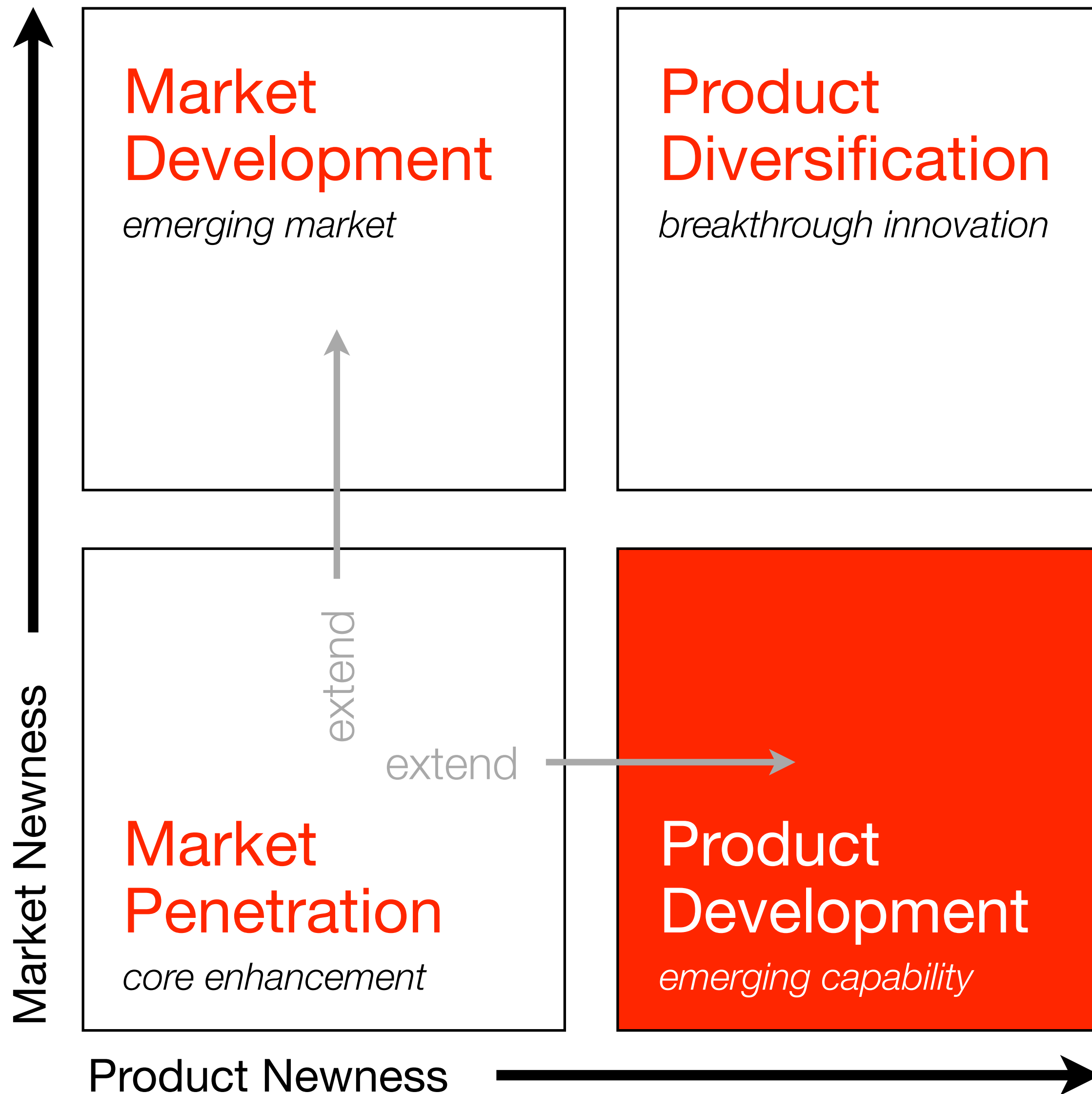
- Entice customers away from competitors
- Encourage existing customers to become more frequent users
- Acquire a competitor



You grow by selling existing products to new markets.

Several ways to do this:

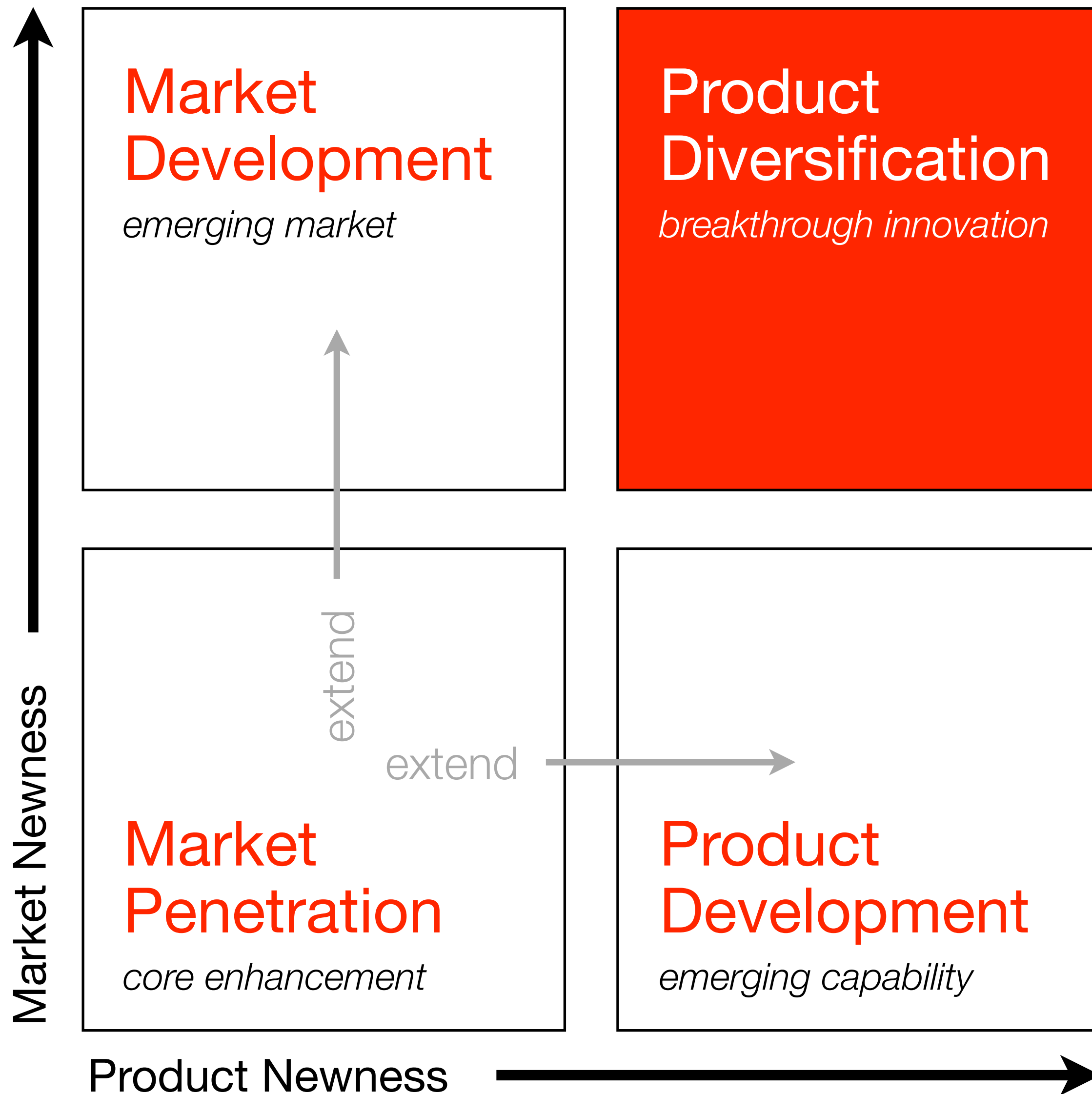
- Enter new territories
- Creating new product dimensions
- New distribution channels
- Create products targeted at different market segments



You grow by selling new products to your existing markets.

There are many ways to implement:

- Investment in research and development
- Buying the rights to someone else's product
- Bring out new product updates



You grow by offering new products to new market segments.

There are two types of diversification:

- Related diversification
- Unrelated diversification

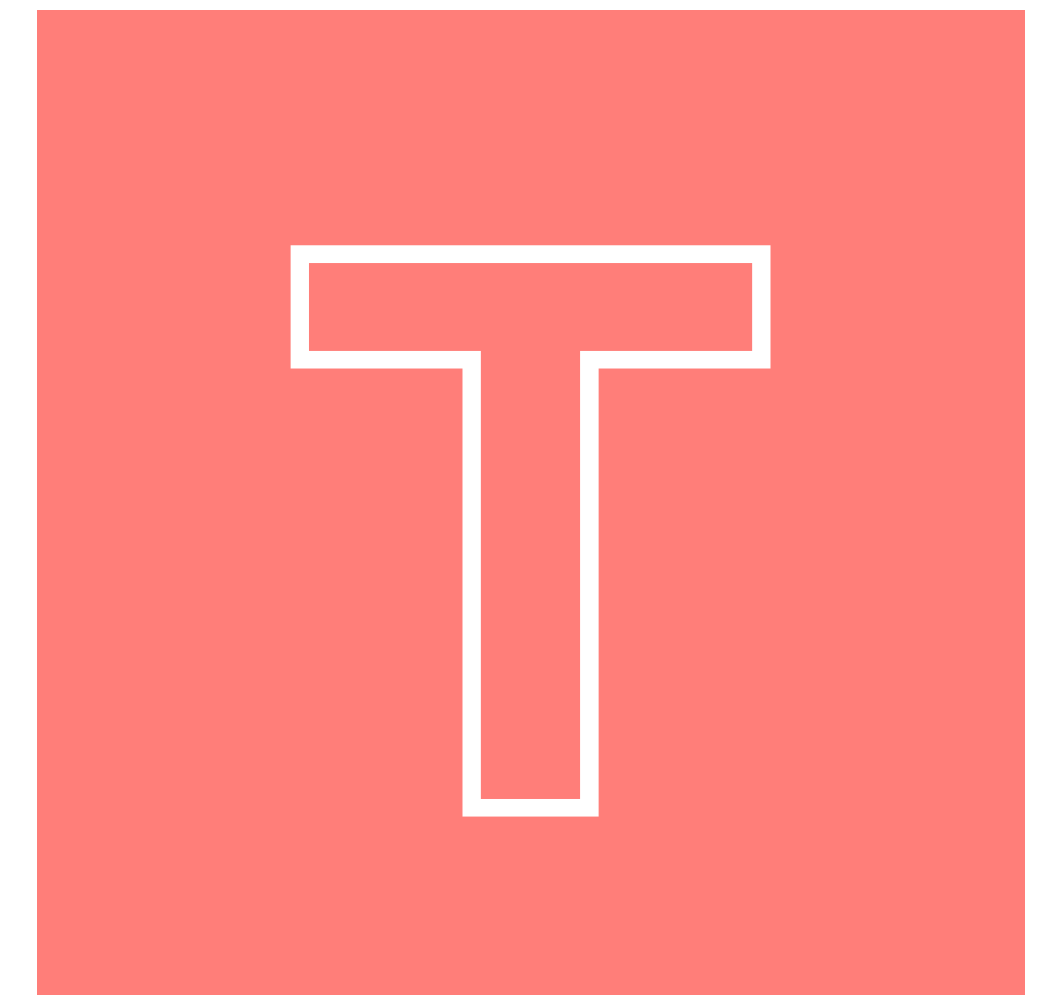
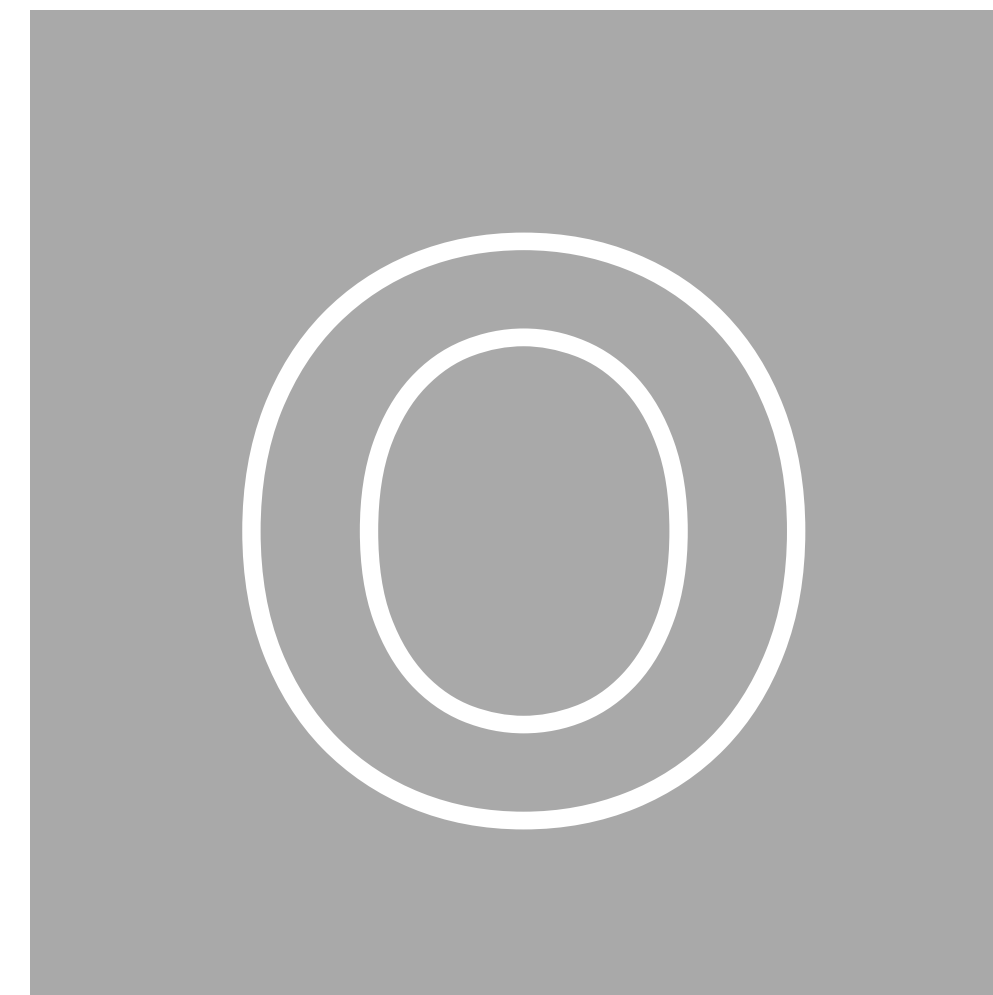


iGTCx CoLAB: The Future is Collaborative

SWOT MATRIX
SWOT MATRIX
SWOT MATRIX
SWOT MATRIX
SWOT MATRIX
SWOT MATRIX

 @mjuigtc

   @mjuigtc  +66 53 873 151



#FOREFOOD



iGTCx CoLAB: The Future is Collaborative

SWOT MATRIX
SWOT MATRIX
SWOT MATRIX
SWOT MATRIX
SWOT MATRIX
SWOT MATRIX





iGTCx CoLAB:
The Future is Collaborative

SWOT MATRIX
SWOT MATRIX
SWOT MATRIX
SWOT MATRIX
SWOT MATRIX
SWOT MATRIX

SWOT

PESTEL

OPPORTUNITIES
[External Factor]

O1
O2
O3
O4
O5

O1
O2
O3
O4
O5

THREATS
[External Factor]

T1
T2
T3
T4
T5

T1
T2
T3
T4
T5



iGTCx CoLAB:
The Future is Collaborative

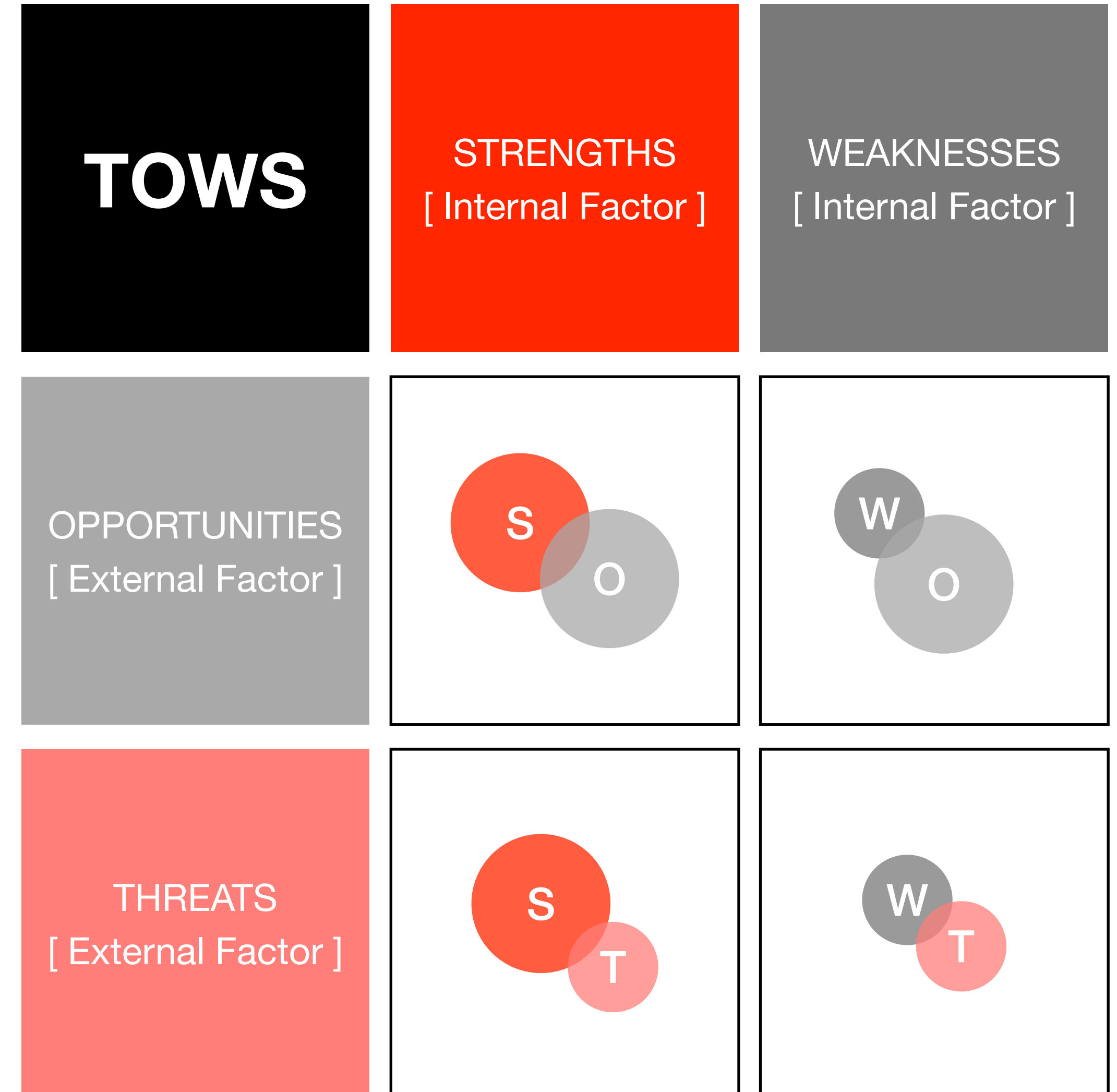
TOWS MATRIX
TOWS MATRIX
TOWS MATRIX
TOWS MATRIX
TOWS MATRIX
TOWS MATRIX

TOWS	STRENGTHS [Internal Factor]	WEAKNESSES [Internal Factor]
OPPORTUNITIES [External Factor]	S1 S2 S3 S4 S5	O1 O2 O3 O4 O5
THREATS [External Factor]	S1 S2 S3 S4 S5	T1 T2 T3 T4 T5



iGTCx CoLAB: The Future is Collaborative

TOWS MATRIX
TOWS MATRIX
TOWS MATRIX
TOWS MATRIX
TOWS MATRIX
TOWS MATRIX



จะไปต่ออย่างไร เริ่มต้นตรงไหน ทำอะไรก่อนดี ?

SPACE - Strategic Position and Action Evaluation Analysis

The SPACE analysis refers to four groups of factors: financial strength (FS), competitive advantage (CA), industry strength (IS), and environmental stability (ES). It seeks to strike the balance among all variables of the internal and the external environment. The financial strength and the competitive advantage factors refer to the evaluation of the internal strategic position of an organization, while the industry strength and the environmental stability factors deal with its external strategic position.

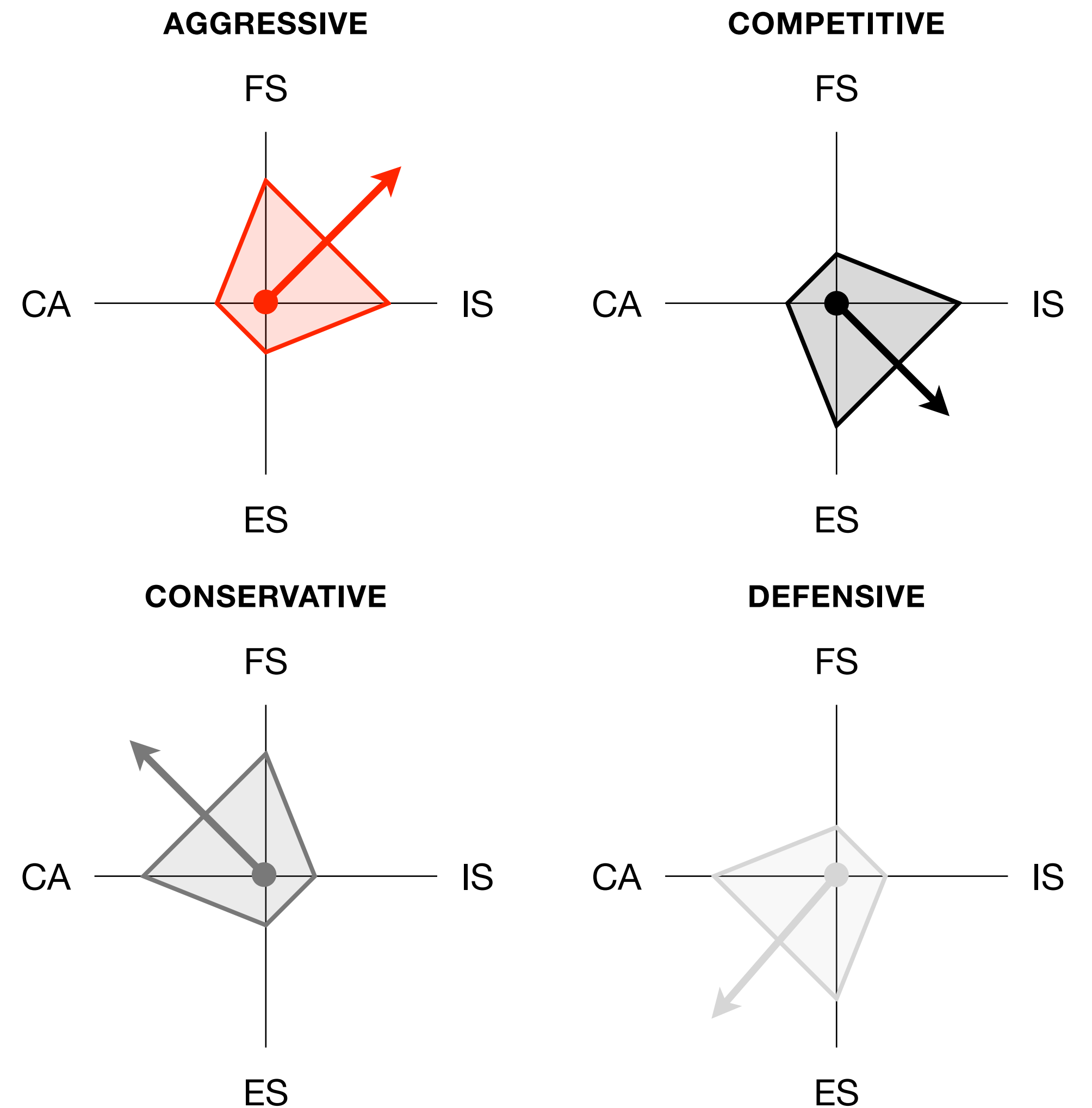


iGTCx CoLAB:
The Future is Collaborative

SPACE MATRIX
SPACE MATRIX
SPACE MATRIX
SPACE MATRIX
SPACE MATRIX
SPACE MATRIX

 @mjuigtc

   @mjuigtc  +66 53 873 151



#FOREFOOD

SPACE MATRIX

ผลตอบแทนการลงทุน
หนี้สิน
สภาพคล่อง
เงินทุนหมุนเวียน
กระแสเงินสด
ความง่ายในการออกจากตลาด
ความเสี่ยงที่เกี่ยวข้องกับธุรกิจ

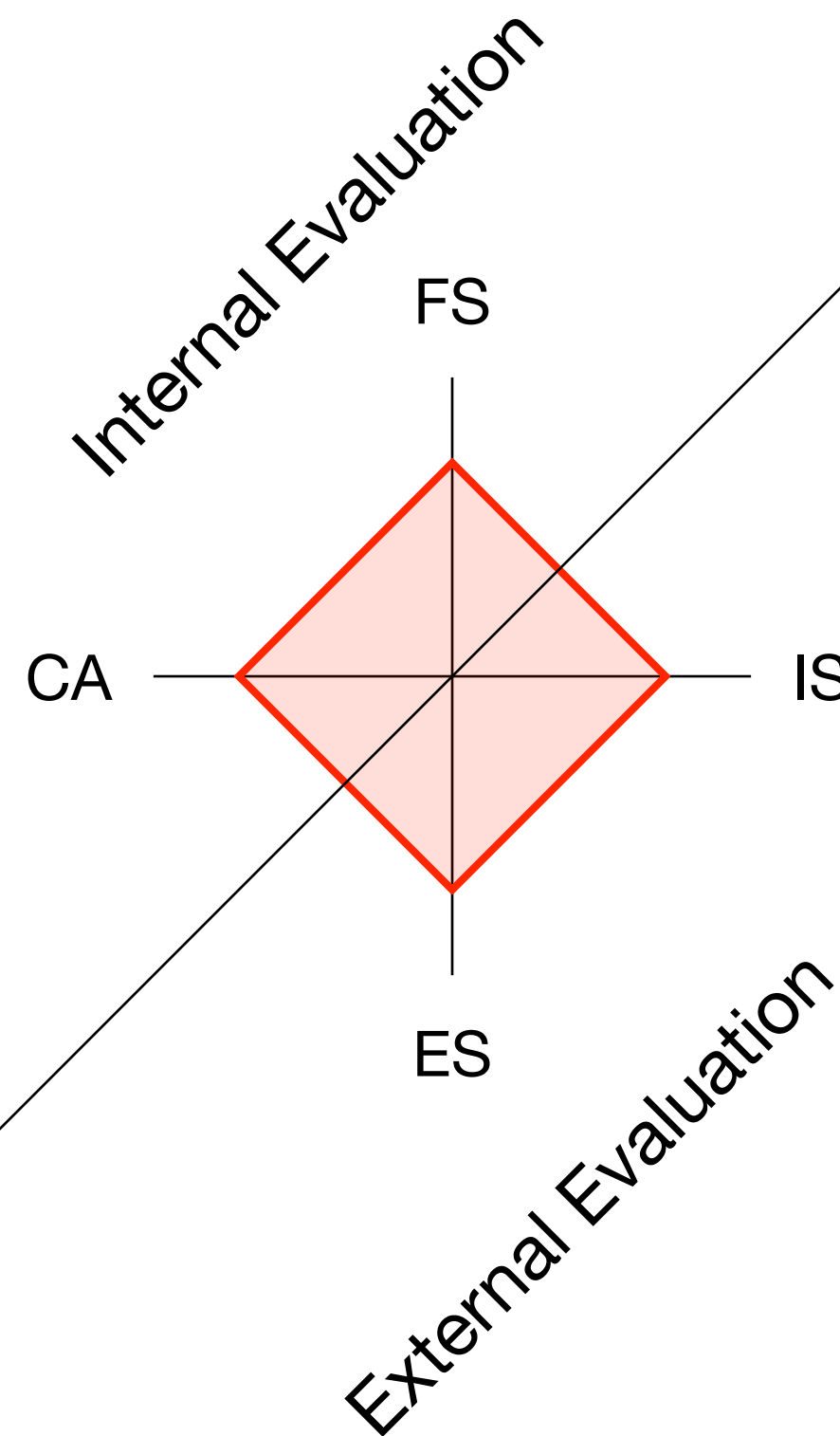
**Financial
Strength - FS**

[+]

ส่วนครองตลาด
คุณภาพของผลิตภัณฑ์
วัฏจักรชีวิตผลิตภัณฑ์
วัฏจักรการทดแทนผลิตภัณฑ์
ความจงรักภักดีของลูกค้า
ความสามารถในการแข่งขัน
การควบคุมช่องทางจัดจำหน่าย

**Competitive
Advantage - CA**

[-]



**Industry
Strength - IS**

[+]

แนวโน้มในการเติบโต
แนวโน้มการทำกำไร
ความมั่นคงทางการเงิน
เทคนิคทางเทคโนโลยี
การใช้ทรัพยากร
ความเข้มแข็งทางการเงิน
ความง่ายในการเข้าสู่ตลาด
ผลิตภัณฑ์และกำลังความสามารถ

**Environment
Stability - ES**

[-]

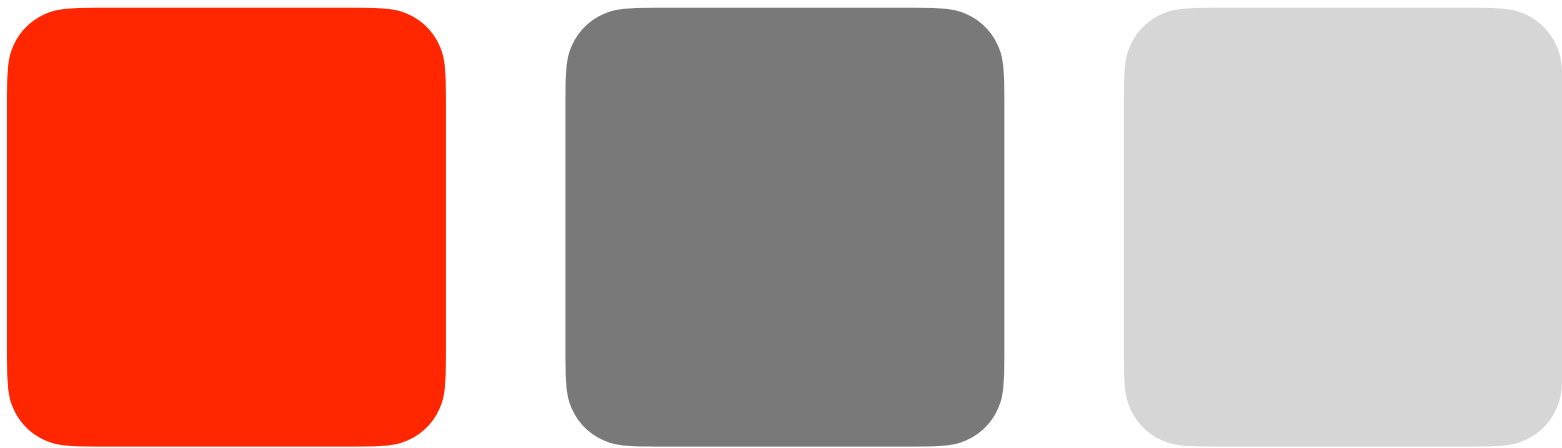
การเปลี่ยนแปลงทางเทคโนโลยี
อัตราเงินเฟ้อ
ความผันแปรของอุปสงค์
ขอบเขตราคาของผลิตภัณฑ์ที่แข่งขัน
กำแพงในการเข้ามาสู่ตลาด
แรงกดดันจากคู่แข่ง
ความยืดหยุ่นราคาอุปสงค์

Source: Strategic Management and Policy
adapted from H. Rowe, R. Mason, and K Dichel (1982)

www.mjuigtc.com

SPACE FACTORS

Financial Strength - FS



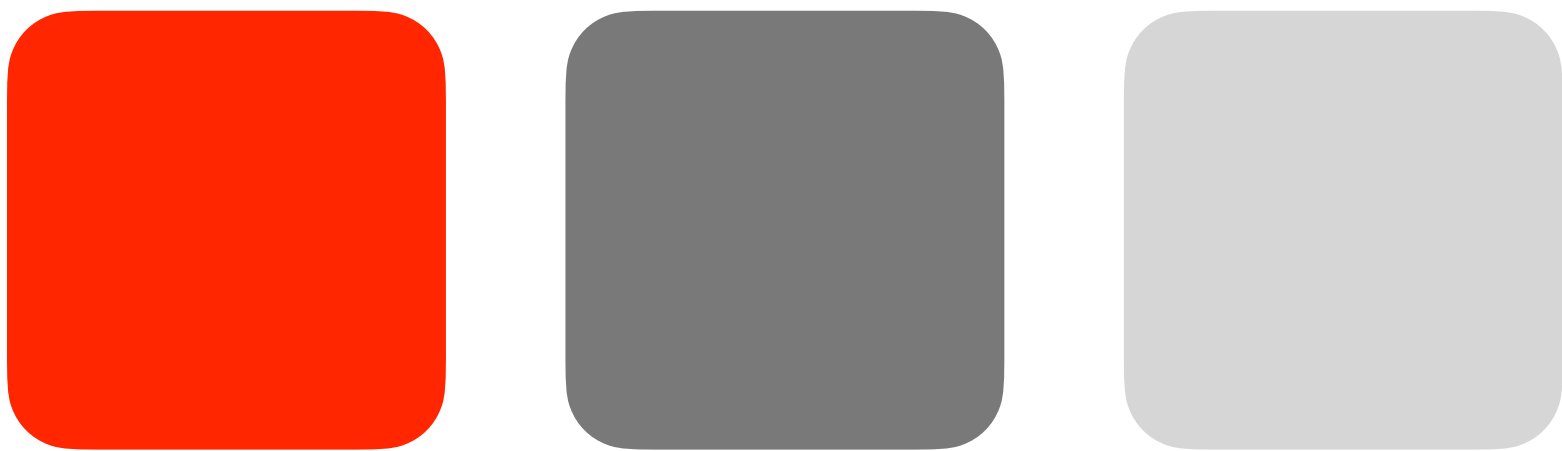
1) Return On Investment	Low	0	1	2	3	4	5	6	High
2) Financial Leverage	Low	0	1	2	3	4	5	6	High
3) Liquidity	Low	0	1	2	3	4	5	6	High
4) Working Capital	Low	0	1	2	3	4	5	6	High
5) Cash Flow	Low	0	1	2	3	4	5	6	High
6) Ease of Exit	Low	0	1	2	3	4	5	6	High
7) Risk Involved in Business	Low	0	1	2	3	4	5	6	High



Toolkit & Legend:
Average Scores of the Factors / Competitor Comparison Chart

SPACE FACTORS

Competitive Advantages - CA



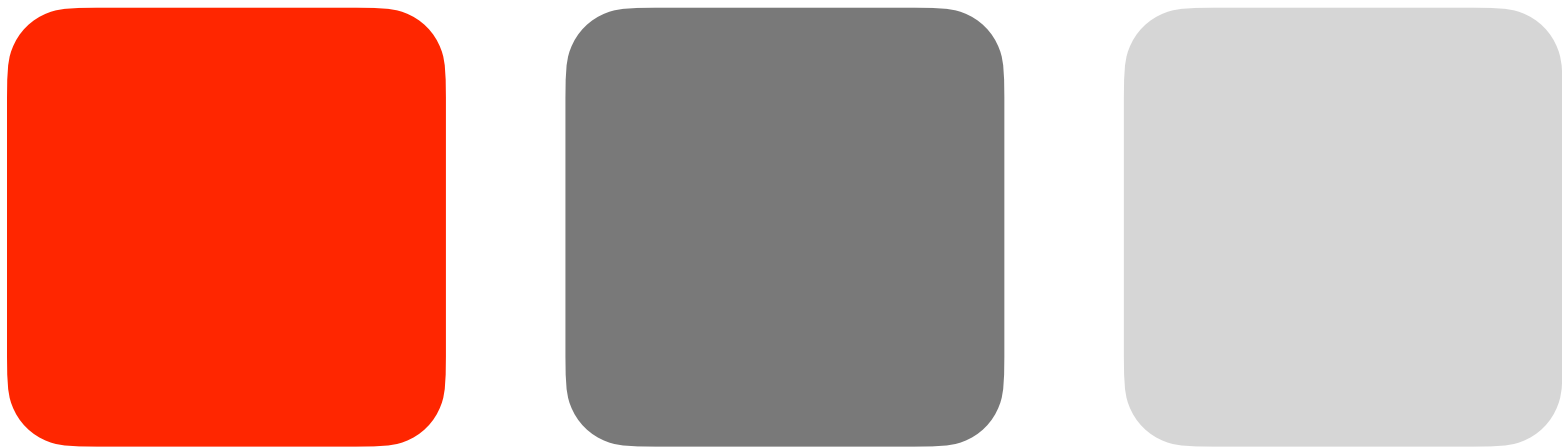
1) Market Share	Low	0	1	2	3	4	5	6	High
2) Product Quality	Low	0	1	2	3	4	5	6	High
3) Product Life Cycle	Low	0	1	2	3	4	5	6	High
4) Product Replacement Cycle	Low	0	1	2	3	4	5	6	High
5) Customer Loyalty	Low	0	1	2	3	4	5	6	High
6) Vertical Integration	Low	0	1	2	3	4	5	6	High
7) Speed of New Product Introductions	Low	0	1	2	3	4	5	6	High



Toolkit & Legend:
Average Scores of the Factors / Competitor Comparison Chart

SPACE FACTORS

Industry Strength - IS



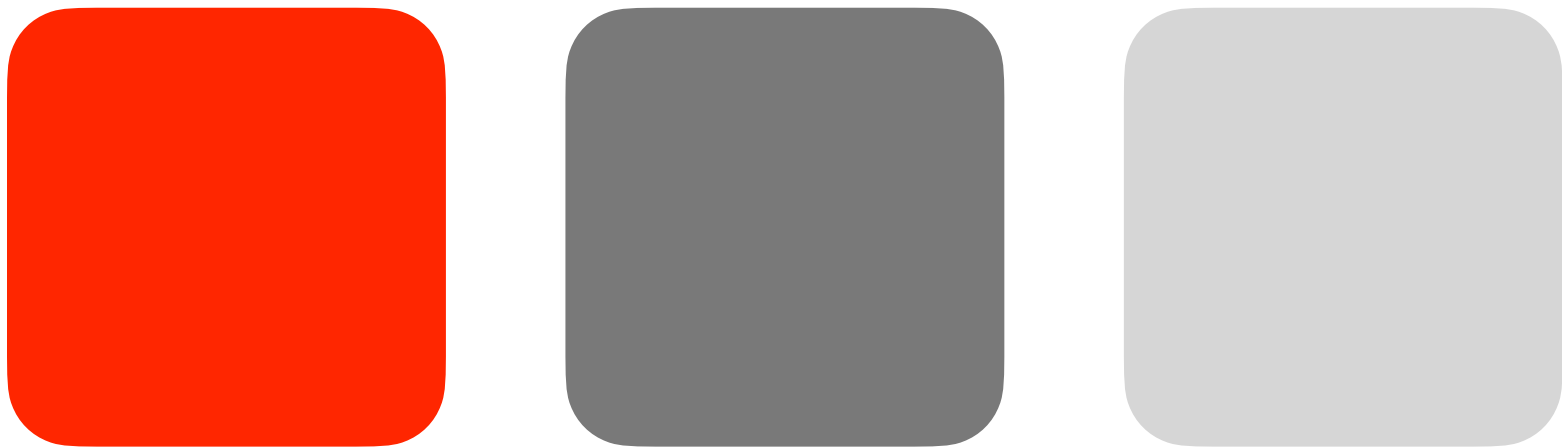
1) Growth Potential	Low	0	1	2	3	4	5	6	High
2) Profit Potential	Low	0	1	2	3	4	5	6	High
3) Financial Stability	Low	0	1	2	3	4	5	6	High
4) Technological Know-How	Low	0	1	2	3	4	5	6	High
5) Resource Utilisation	Low	0	1	2	3	4	5	6	High
6) Competition's Capacity Utilisation	Low	0	1	2	3	4	5	6	High
7) Capital Intensity	Low	0	1	2	3	4	5	6	High
8) Ease of Entry	Low	0	1	2	3	4	5	6	High



Toolkit & Legend:
Average Scores of the Factors / Competitor Comparison Chart

SPACE FACTORS

Environmental Stability - ES



1) Technological Innovation	Low	0	1	2	3	4	5	6	High
2) Inflation Rate	Low	0	1	2	3	4	5	6	High
3) Demand Variability	Low	0	1	2	3	4	5	6	High
4) Price Range of Competing Products	Low	0	1	2	3	4	5	6	High
5) Barriers to Entry	Low	0	1	2	3	4	5	6	High
6) Competitive Pressure	Low	0	1	2	3	4	5	6	High
7) Price Elasticity of Demand	Low	0	1	2	3	4	5	6	High
8) Pressure from Substitutes	Low	0	1	2	3	4	5	6	High



Toolkit & Legend:
Average Scores of the Factors / Competitor Comparison Chart

Source: Strategic Management and Policy
adapted from H. Rowe, R. Mason, and K Dichel (1982)

www.mjuigtc.com

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

PATHWAY 1

CAC

CLV

>

1 : 3

10x

Corporate Profitability

PATHWAY 2

RFM

+

+

+

FAN

Customer Equity

TRACE

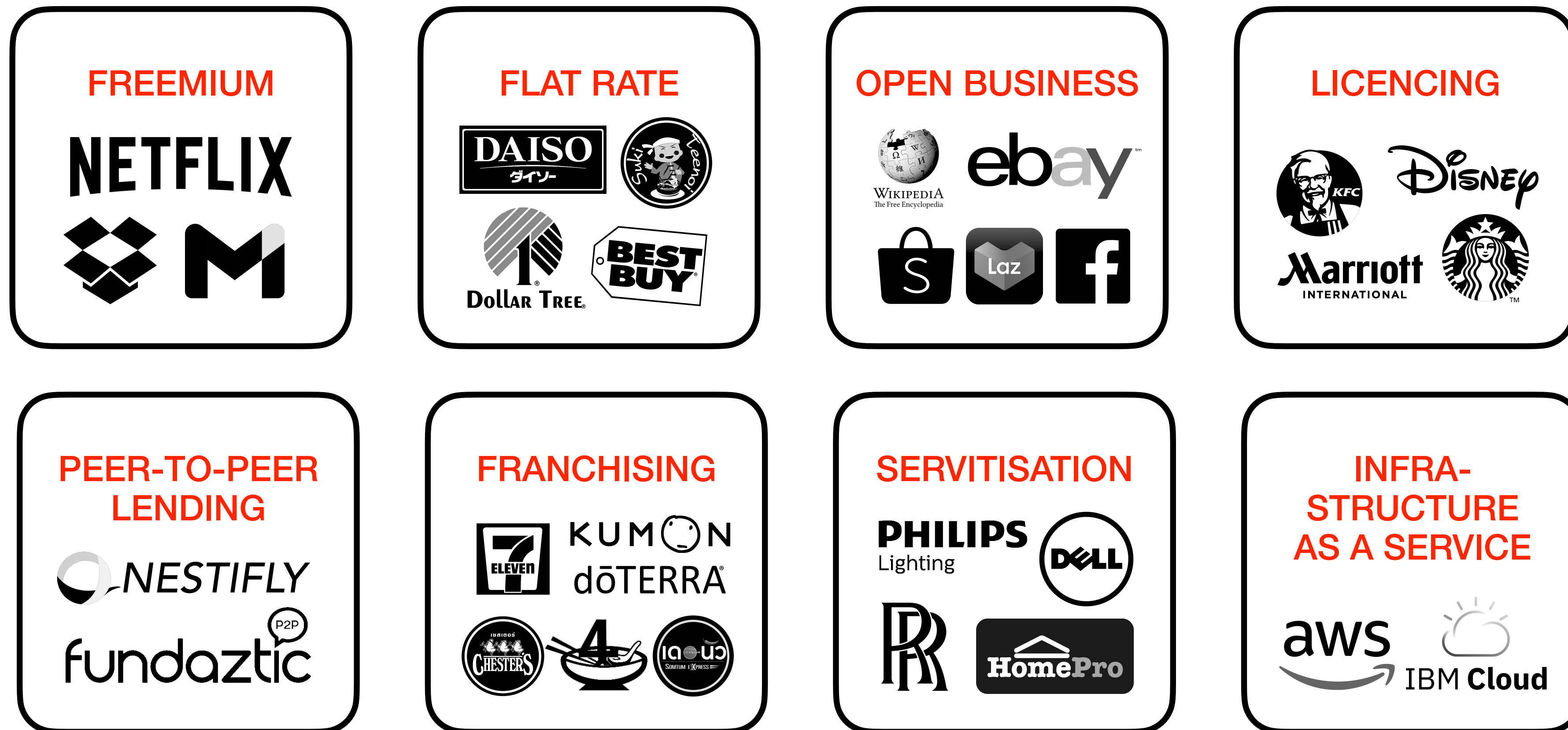


This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License. To view a copy of this license, visit: <http://creativecommons.org/licenses/by-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

 **Strategyzer**
strategyzer.com

GROWTH MODEL PATTERNS



Source: Growth Model Patterns

adapted from Oliver Gassmann, Korolin Frankenberger & Michaela Csik (2014) / illustrated by Anuwat Churyen (2020)

AND...WHAT'S YOURS?

ROBINHOOD

Help
the Rich
to Reach
the Poor

WHITE LABEL

Sell The Same
Product with
Different Brand
Names

SHOP-IN-SHOP

Integrate
Different Brands
within the Same
Space

ULTIMATE LUXURY

Focus on
the Upper Side of
Society's Pyramid

REVENUE SHARING

Share Revenues
with Their
Stakeholders

ADD-ON

Benefit
Customer from
a Variable
Offer

REVERSE ENGINEERING

Obtain a
Competitor's
Product

LOCK-IN

Incur
Substantial
Switching
Costs

Source: Growth Model Patterns

adapted from Oliver Gassmann, Korolin Frankenberger & Michaela Csik (2014) / illustrated by Anuwat Churyen (2020)



@mjuigtc

www.mjuigtc.com

#iGTCCoLAB