

PRODUCTS

Existing

New

Existing

Market penetration

Product development

New

Market development

Diversification

Integration

MARKETS

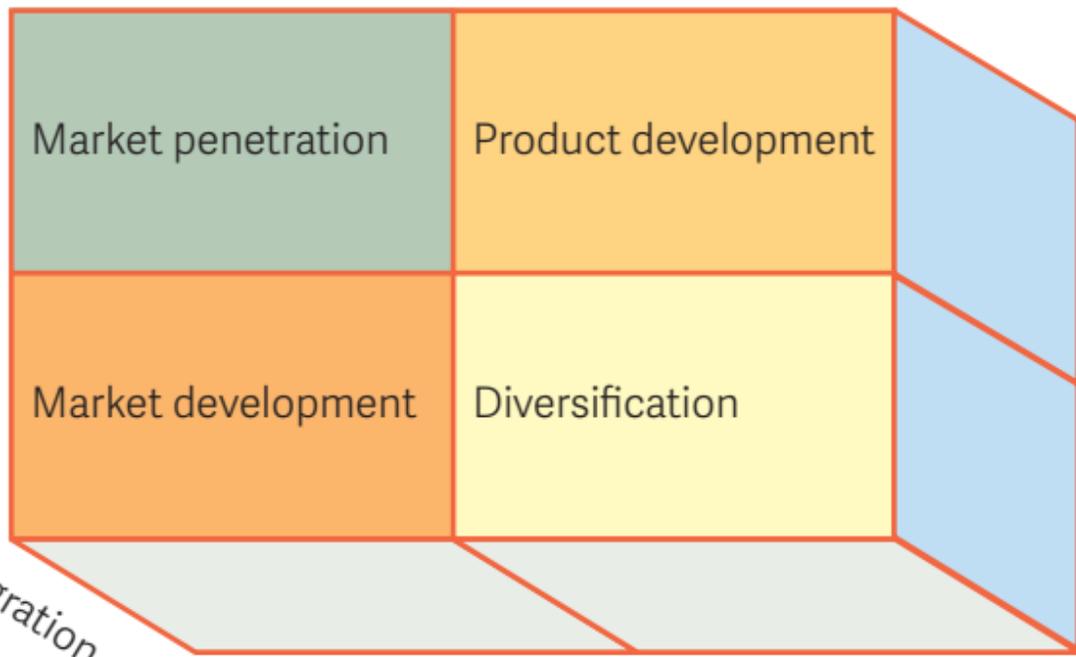


FIGURE 10.36

Ansoff's extended model.