**Applying The Boston Matrix**

**What you need to do**

Read the scenario and answer the questions that follow.

**Scenario**

You are a freelance business consultant and a premium ice cream business called Jen & Berry’s has employed you to consult them on their product portfolio. They are the market leader in premium priced ice cream products, which consists of a couple of core products and one brand new product that they introduced early in 2019. The product is called ‘Just the Chunks’ and is a diversification away from their core products as it is a bag of cookie dough and chocolate chunks, they use in their most famous ice cream flavour. Below is a table showing the market share and growth of the 4 products Jen & Berry’s want you to consult them on.

**Jen & Berry’s product range, 2018 - 2019**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Product** | **2018** | | **2019** | |
|  | Market share (%) | Market growth (%) | Market share (%) | Market growth (%) |
| Cookie Dough | 32 | 0 | 32 | -2 |
| Low Cal Caramel Cookie | 23 | 12 | 22 | 19 |
| Cookie Dough Wich | 4 | 2 | 6 | 0 |
| Just the Chunks | - | - | 5 | 16 |

After discussing these products, it has become apparent that a Boston Matrix will help the business figure out their strategy.

1. Create a Boston Matrix quadrant and place each product in the appropriate category.
2. Justify to Jen & Berry’s why you have placed each product in the specific category.
3. Pick one of the products and suggest an appropriate marketing strategy for that product based on its position on the Boston Matrix.
4. ‘Just the Chunks’ is looking as though it is a question mark as it has a low market share however its market growth is high. Make a justified recommendation of what business strategy you would take for that product to progress it from a question mark into a star.

Extension – Critically analyse the Boston Matrix use as a strategic planning tool. Use research to help support your answer.