

Product-Market Grid

STEP 1:

List your company's products down the left side and your markets (types of customers) across the top. If you need more room, feel free to print multiple copies of this worksheet or use the electronic worksheet provided.

STEP 2:

Based on your company's vision, estimate the potential for each product-market set. Usually, this takes the form of sales, revenue, and/or profit figures, but you can use any metrics that suit your situation.

STEP 3:

Number each of the product market sets starting with the one with the best potential. Mark your number one set as your "Primary Target Market" and any other valuable sets as "Flanker Markets."

		MARKETS					
PRODUCTS							