

STRATEGIC OPTIONS

Allocation of Resources = %

		MARKETS	
		EXISTING	NEW
PRODUCTS	EXISTING	0.00% DOMINANCE	0.00% EXPANSION
	NEW	0.00% REPOSITION	0.00% DIVERSIFICATION

STRATEGIES FOR GROWING THE BANK

Dominance: Sell more of current products or services in the Bank's existing markets.

Reposition: Create new products or repackage existing products for sale in the Bank's existing markets.

Expansion: Sell current products or services in new markets.

Diversification: Sell new products or services in new markets.

KEY CONSIDERATIONS

Define "MARKETS" – geographic and virtual

What is the Bank's core niche(s)?

What are the Bank's core competencies?

Will the current niche(s) allow the Bank to realize its Vision?

Will the niche(s) provide a future for the Bank?

What adjustments to MARKET, niche(s), competencies or Vision are required?