

Business Development Matrix

- Consider your business development ideas, strategies and note them down
- Plot them into the matrix below, considering the market and the product
- Medium Risk 1 is considered less risky, as finding new markets for your existing products might be more difficult than cross-selling/upselling to an existing customer or market place
- Use the model to prioritise tasks and future business opportunities

Markets

Existing

New

Products

Existing

New

Existing	Lower Risk Shorter Term	Medium Risk 2 Medium Term
New	Medium Risk 1 Medium Term	Higher Risk Longer Term