



MANAJEMEN STRATEGIK (MAGIK): KAJIAN BCG MATRIX

RUANG MAHASISWA

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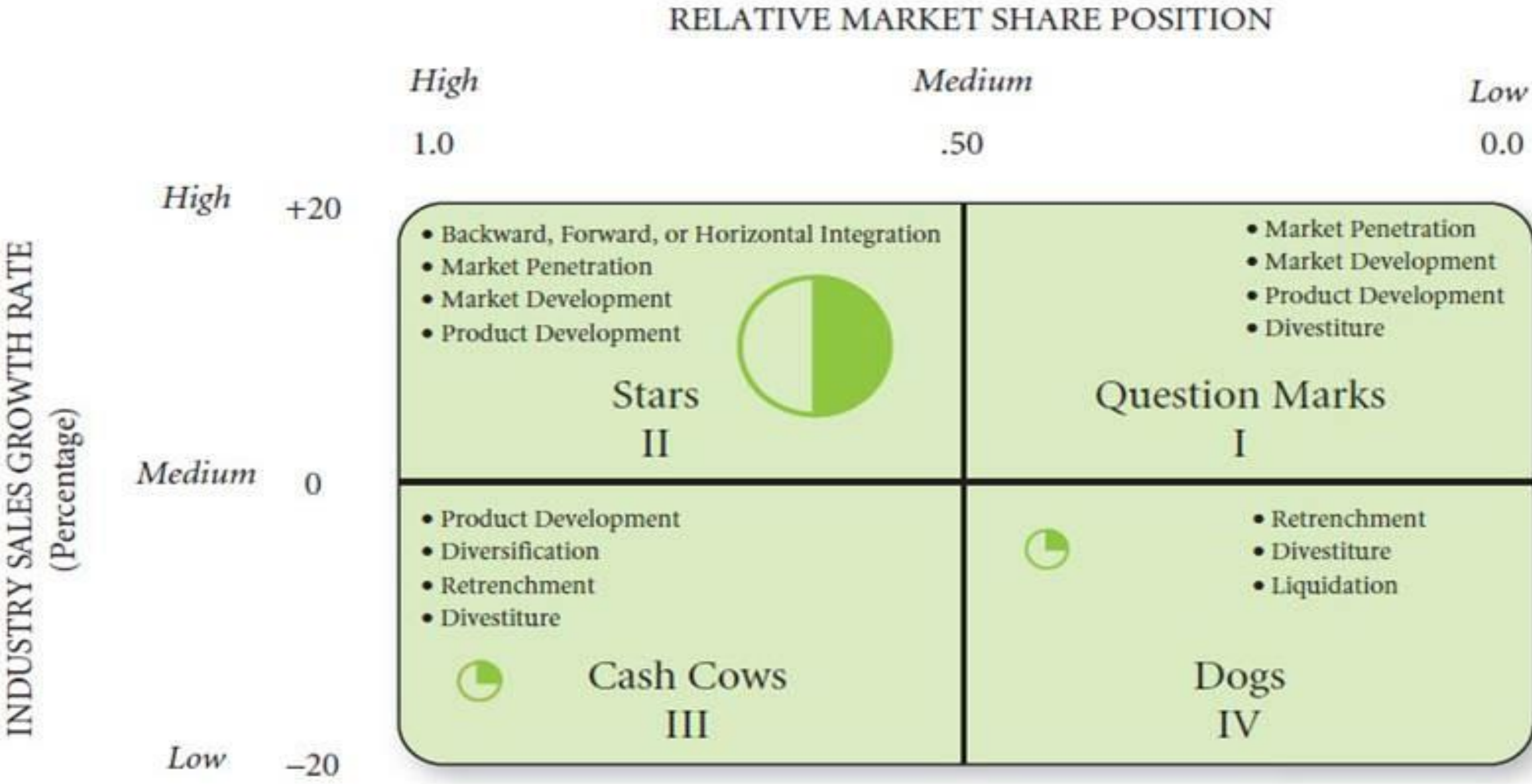
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The BCG Matrix






RELATIVE MARKET SHARE

HIGH


LOW

• Backward, Forward, or Horizontal Integration
• Market Penetration
• Market Development
• Product Development



Doughnuts

• Market Penetration
• Market Development
• Product Development
• Divestiture



International Franchise


Domestic Franchise

• Product Development
• Diversification
• Retrenchment
• Divestiture



**Company Stores ;
Coffee & Drinks**

• Retrenchment
• Divestiture
• Liquidation



Merchandise

MARKET GROWTH RATE

HIGH

LOW

BCG MATRIX

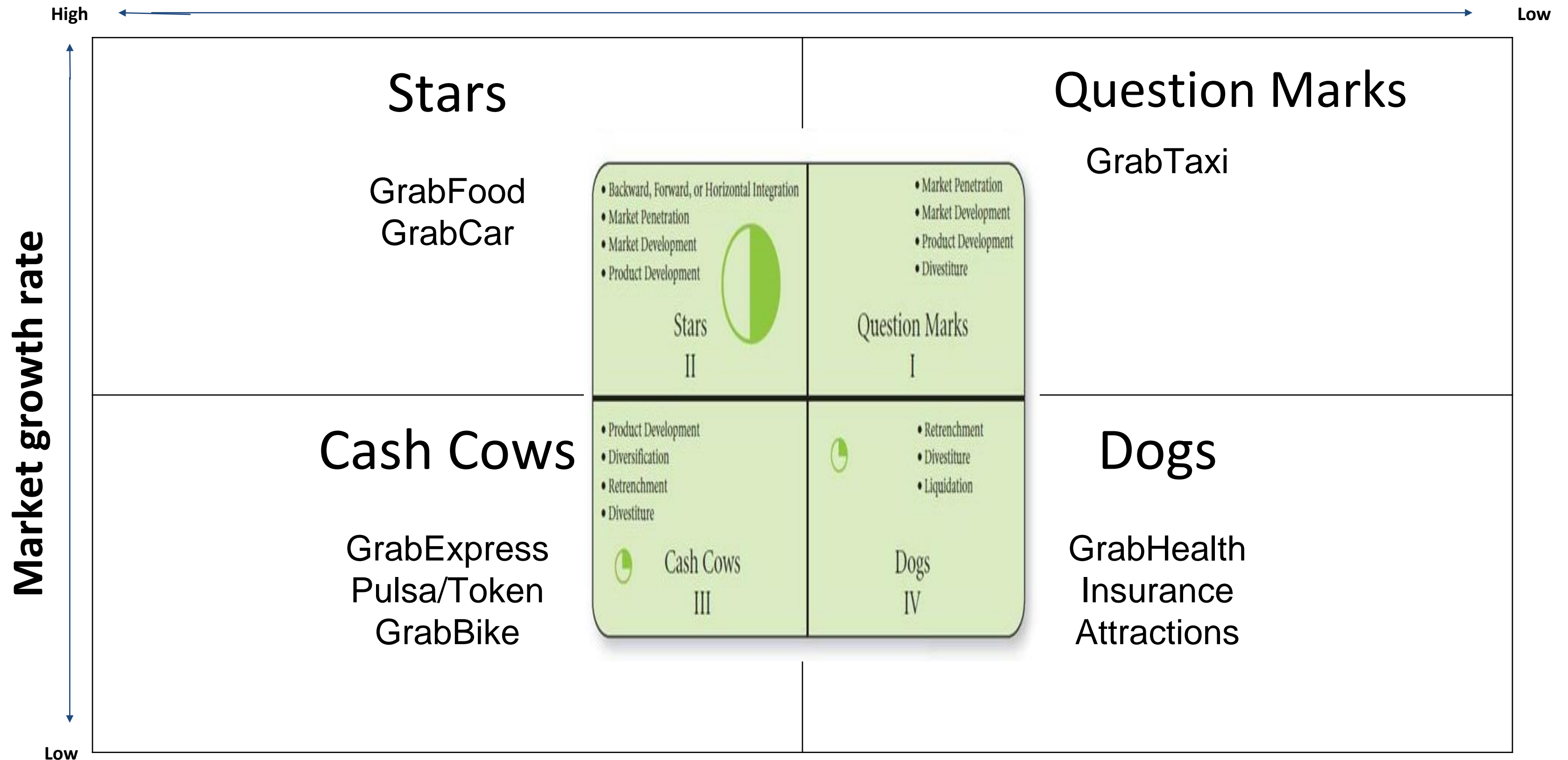
BCG MATRIX



BCG Matrix

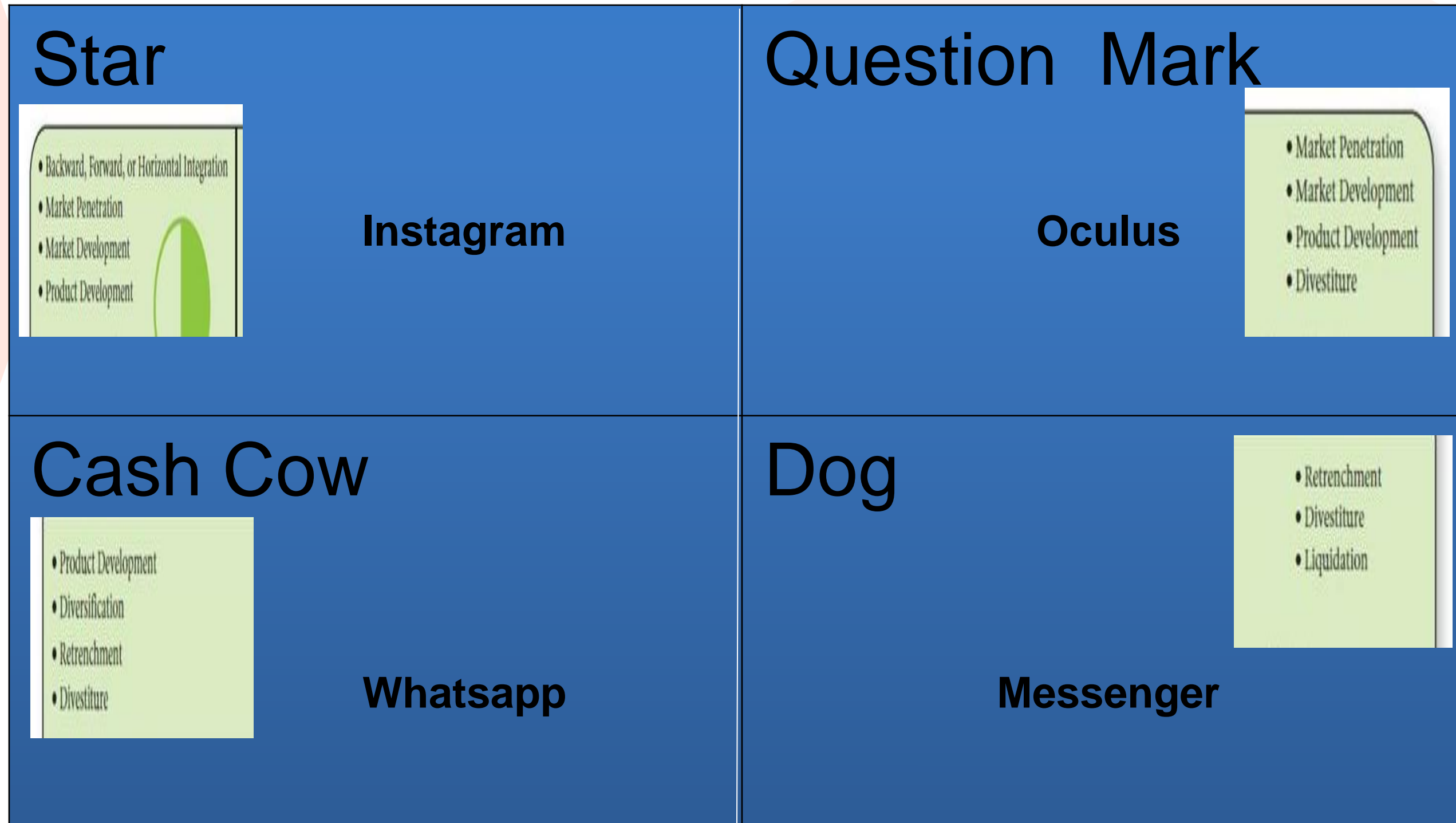


Relative Market Share





Market Growth Rate



Relative Market Share



TERIMA KASIH

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