

Summer Homework for Business Studies

Over the Summer, all new year 12 students have been asked to complete a piece of homework for their different subjects. This should take you no more than 2 hours in total and you should aim to hand in between 2 and 4 A4 pages of work. You must hand this work in on the first lesson back in September.

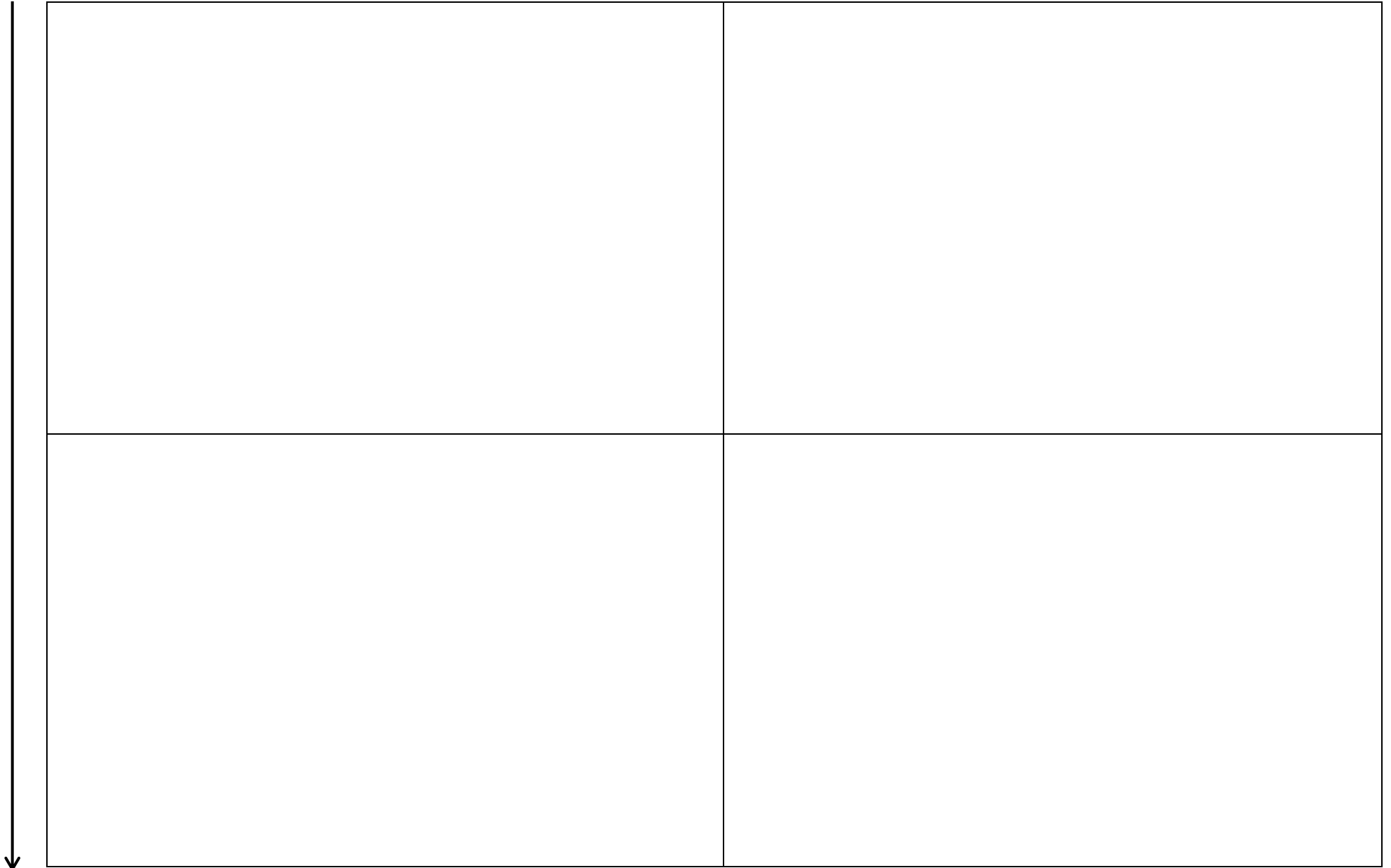
The taster lesson today was all about the Boston Matrix, product portfolios and product lifecycles. You need to take what you have learnt and apply it for your homework. So, your task is to research a business that we did not look at in the lesson. You need to:

- Write some background information about the business (this must NOT be copied straight from the internet)
- List up to 10 of its main products within the product portfolio
- Add these products to a product lifecycle model and explain each of them
- Can you identify any extension strategies that could or have been used?
- Draw a Boston Matrix, using the example on the back of this sheet, based on that business's product portfolio
- Explain the Boston Matrix for that business

High

Market
Growth

Low



Low

Market Share

High