

1. Create the BCG Matrix based on the following data.

Products to be Mapped		Market share for the product/brand	Market share for their largest competitor	Relative market share	Market growth rate %	Revenue pa
1	iPhone	11,70%	23,70%		57,00%	51 182
2	iPad	23,00%	18,00%		11,00%	8 985
3	iPod	72,00%	10,00%		-20,00%	2 689
4	iTunes	80,00%	10,00%		30,00%	4 799
5	Mac PC	10,00%	40,00%		5,00%	6 944

2. Create the GE Matrix based on the following data.

	Factor weighting (%)	Business Unit 1	Business Unit 2
Market share	20	5	4
Profitability relative to competitors	20	4	2
Management team	15	3	3
Labour costs	10	4	1
Distribution channel access	10	5	2
R & D capability	5	6	2
Production technology	5	7	4
Customer focus	5	5	1
Industry specialization	5	4	2
Financial resources	5	3	3
Markets size	20	4	1
Market growth rate	20	8	1
Sector profitability	15	9	1
Competitive environment	10	9	2
Global opportunities	10	9	3
Regulatory régime	5	8	1
Opportunity to differentiate	5	9	1
Demand patterns	5	9	1
Entry barriers	5	9	5
Distribution structure	5	9	5