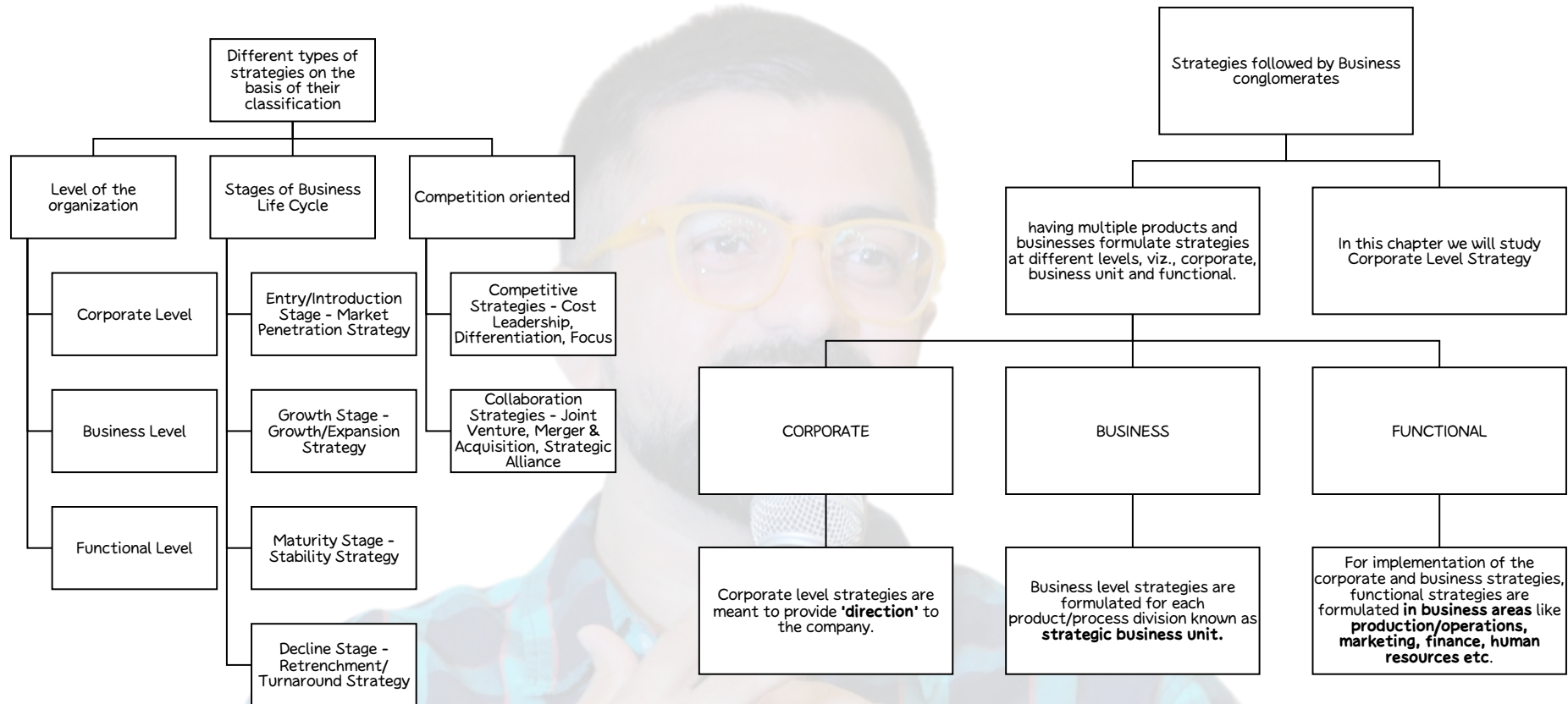
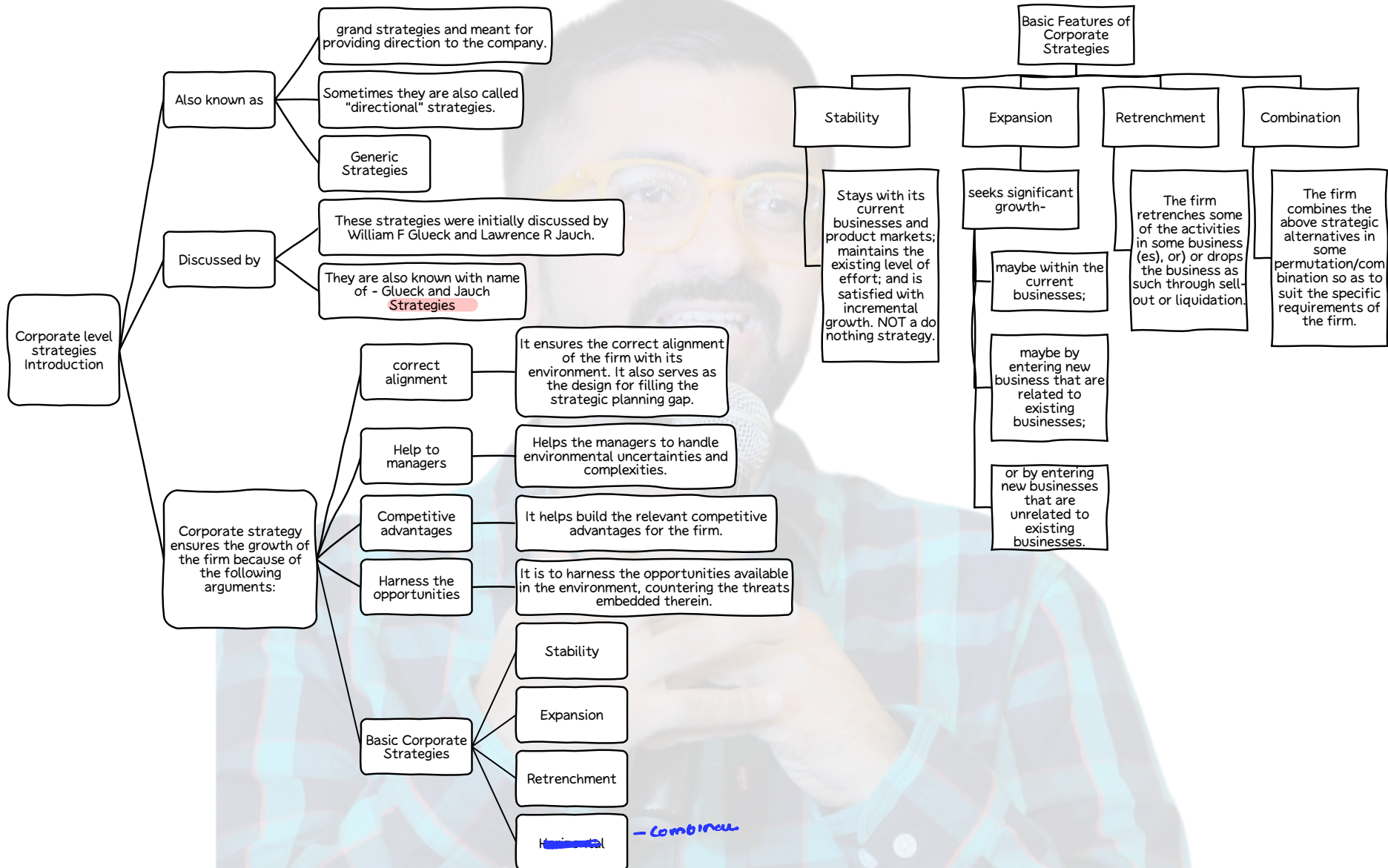
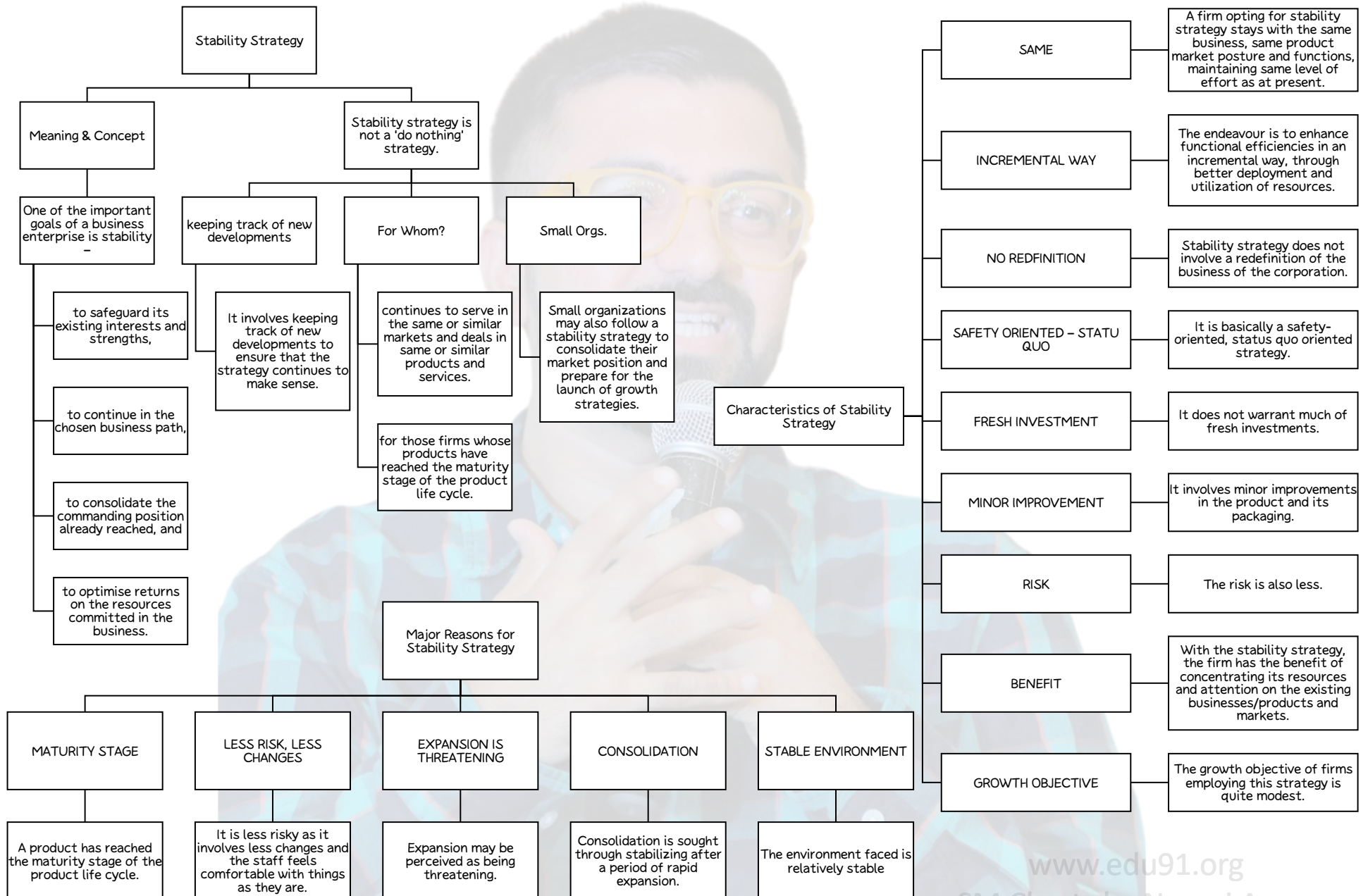
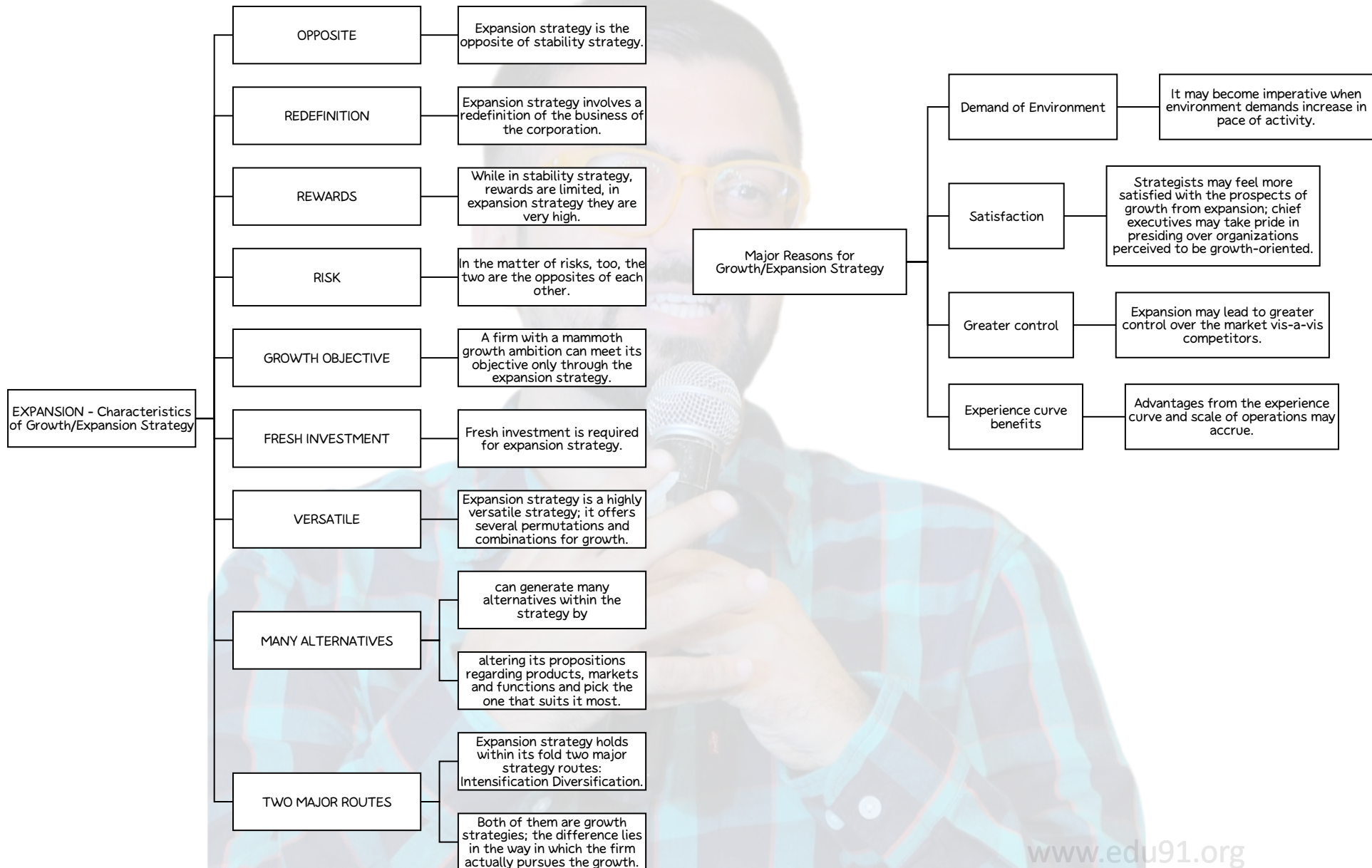
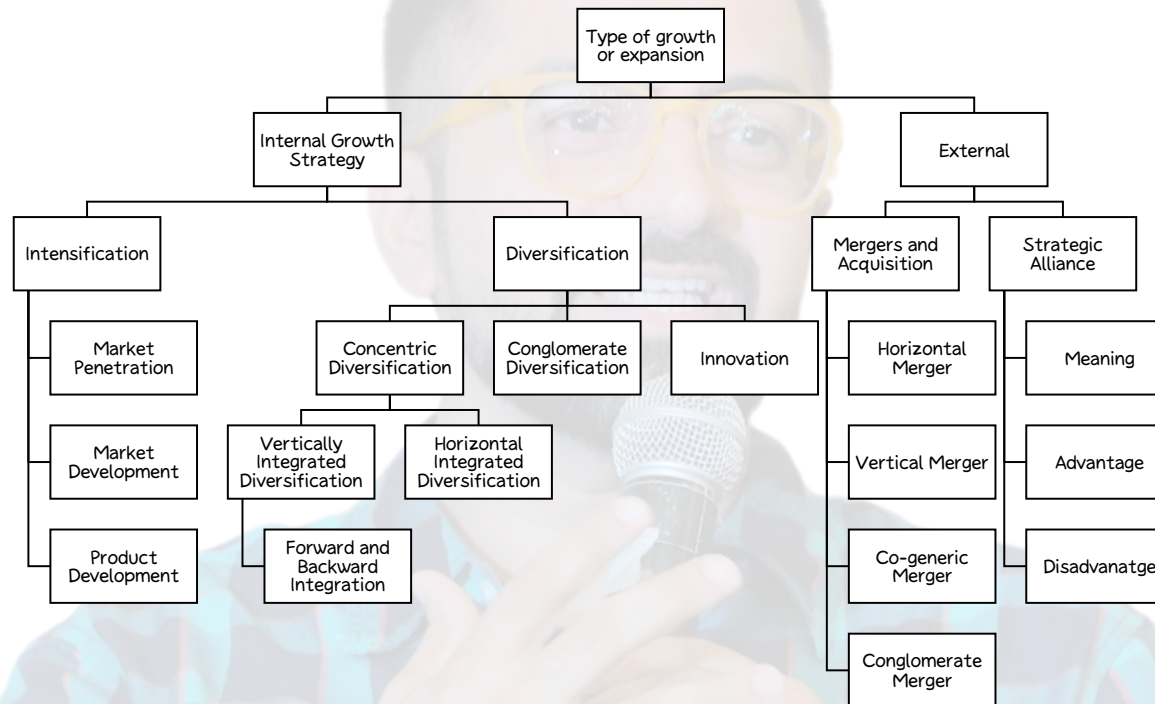


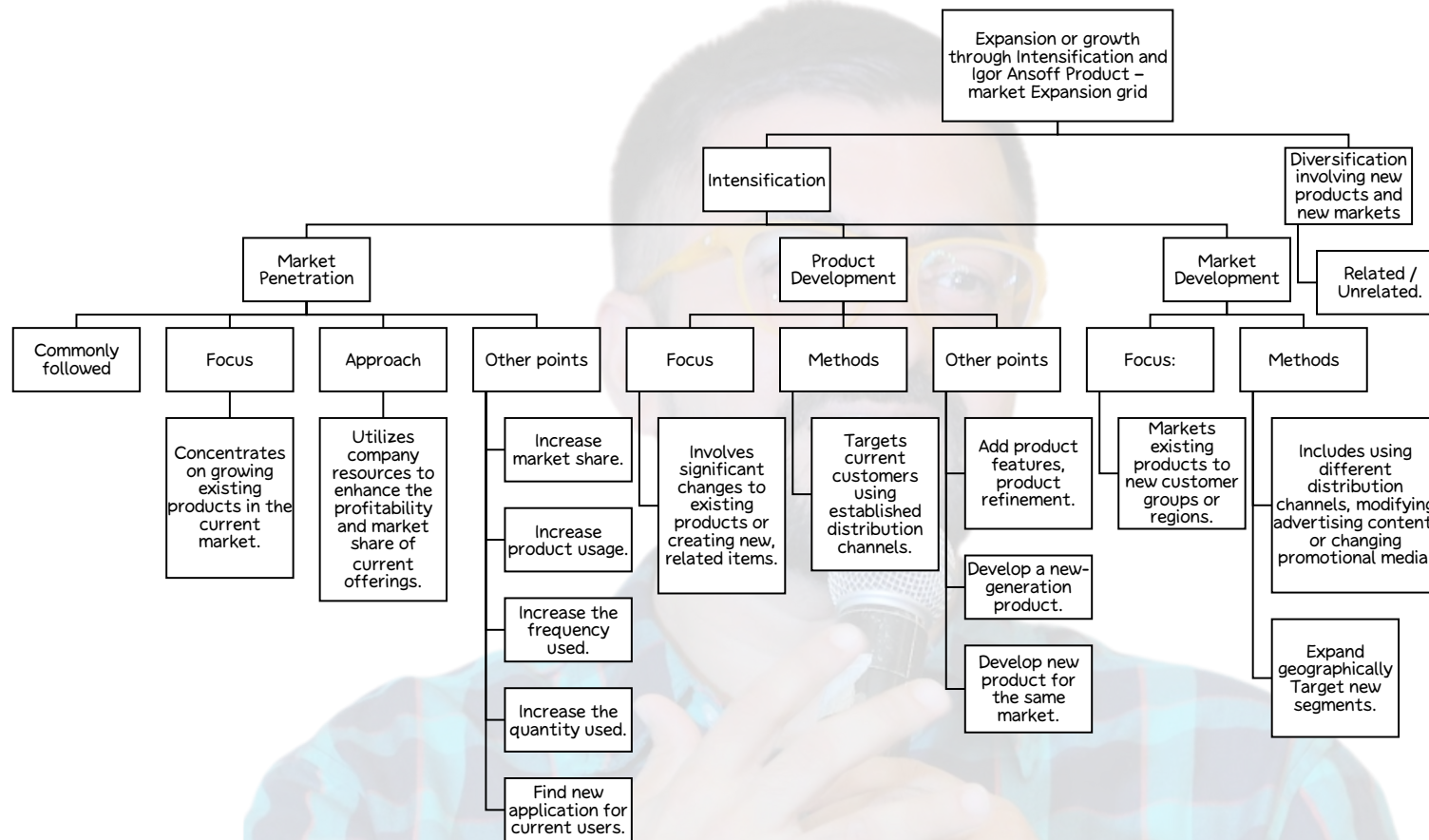


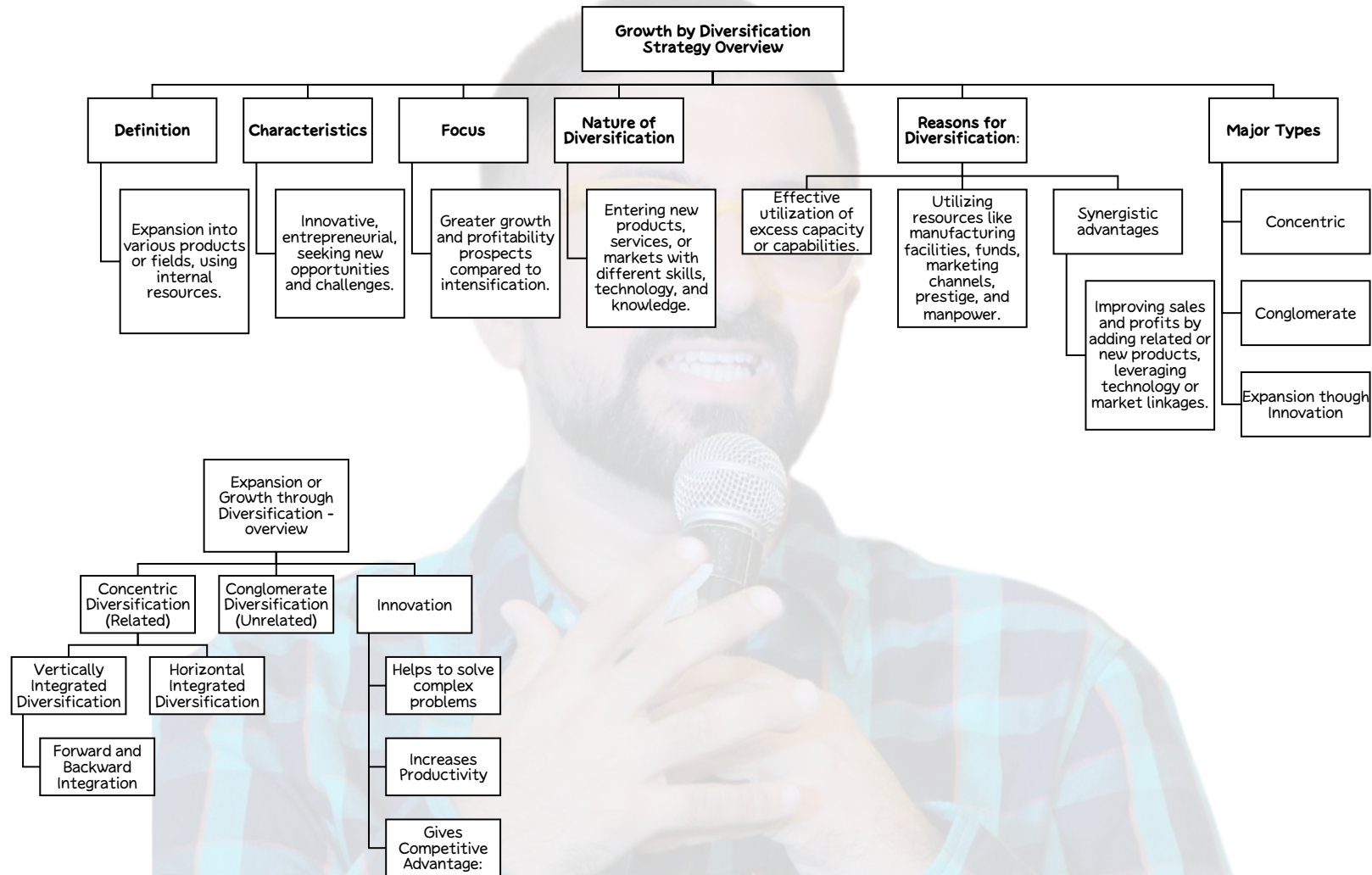


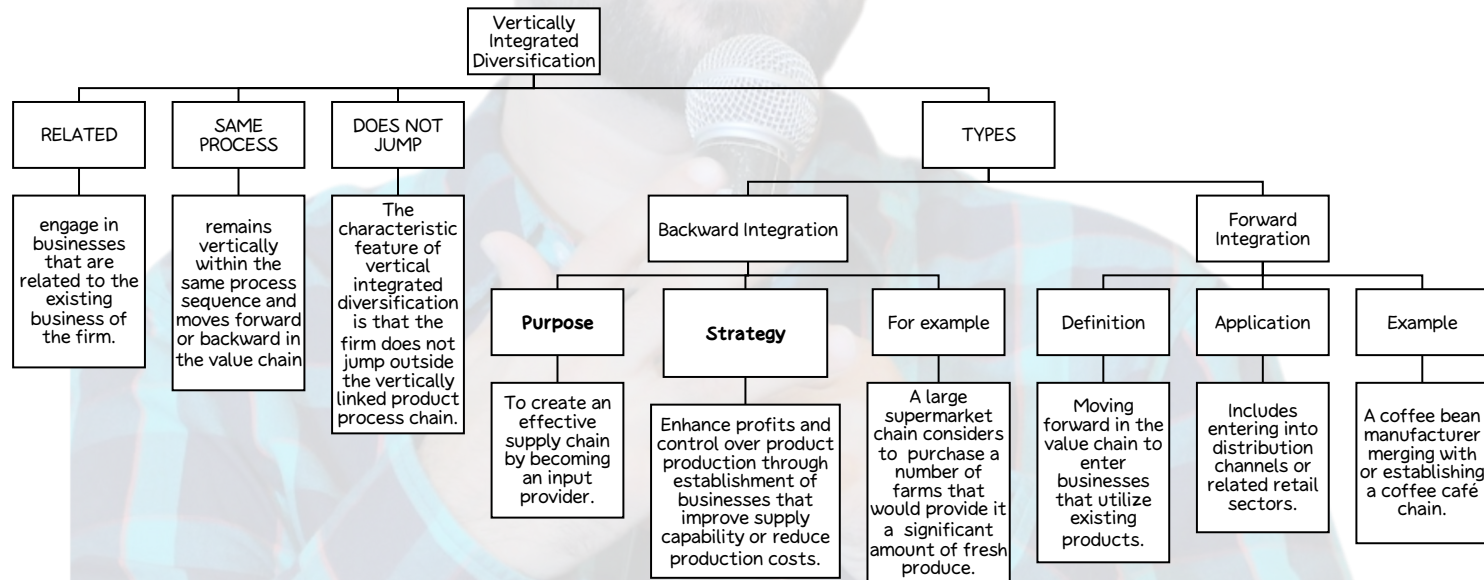
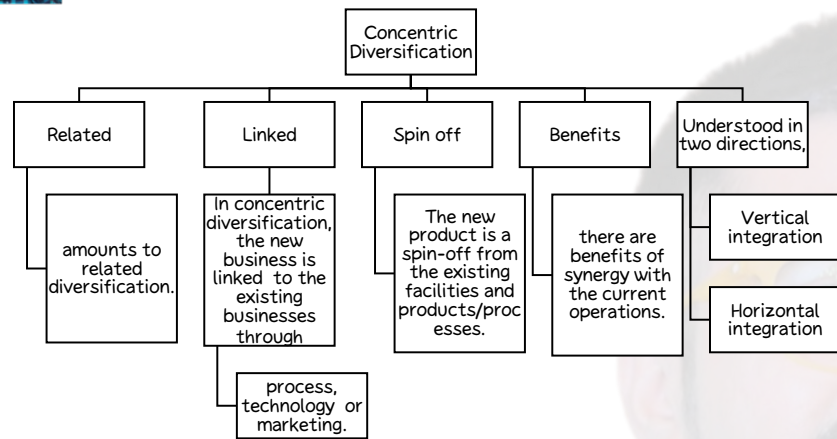


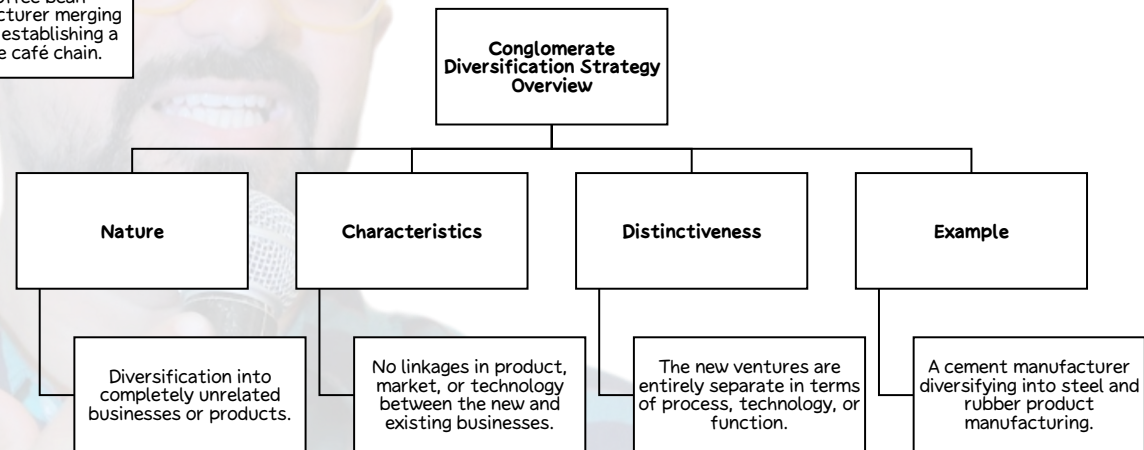
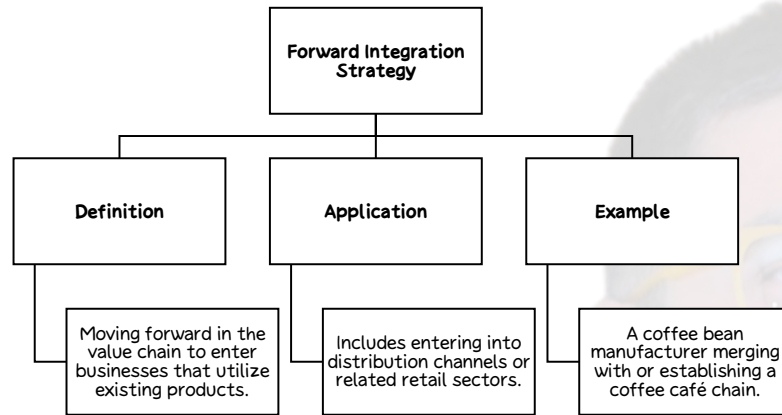


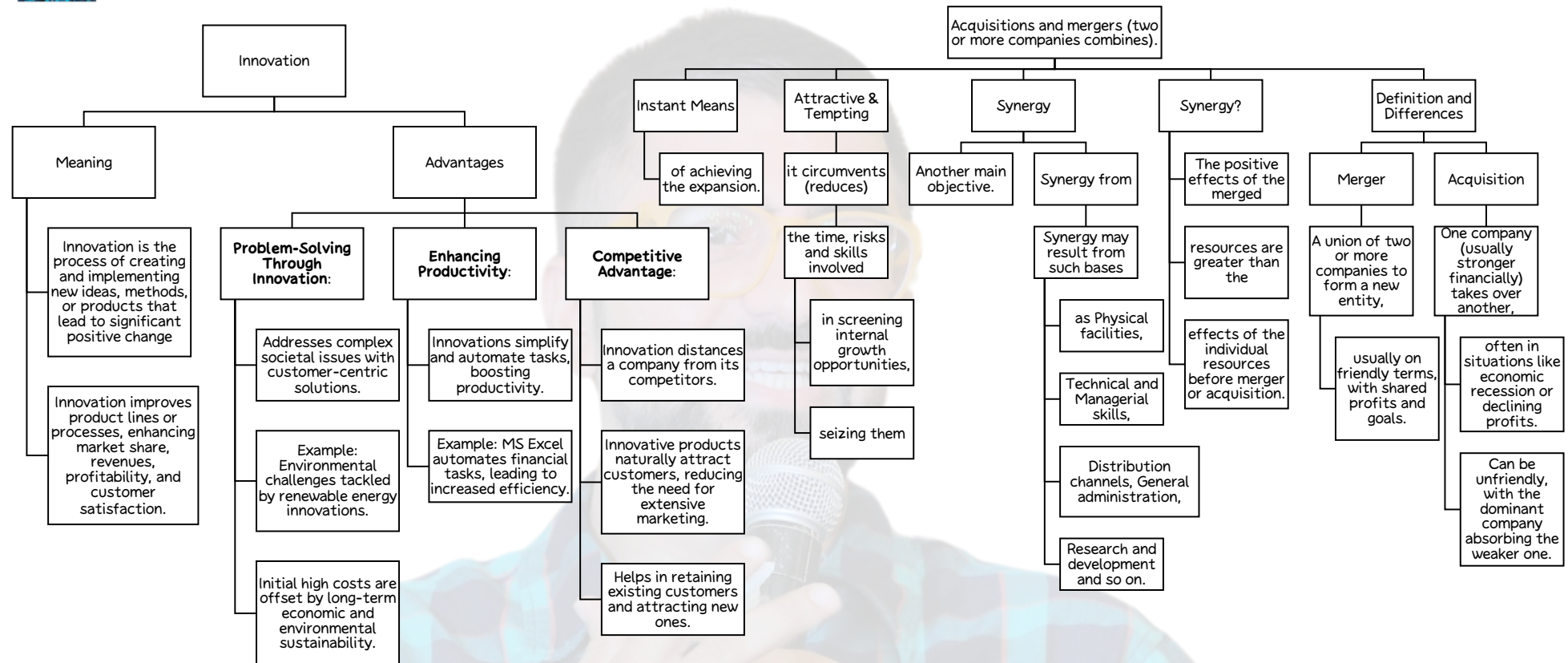


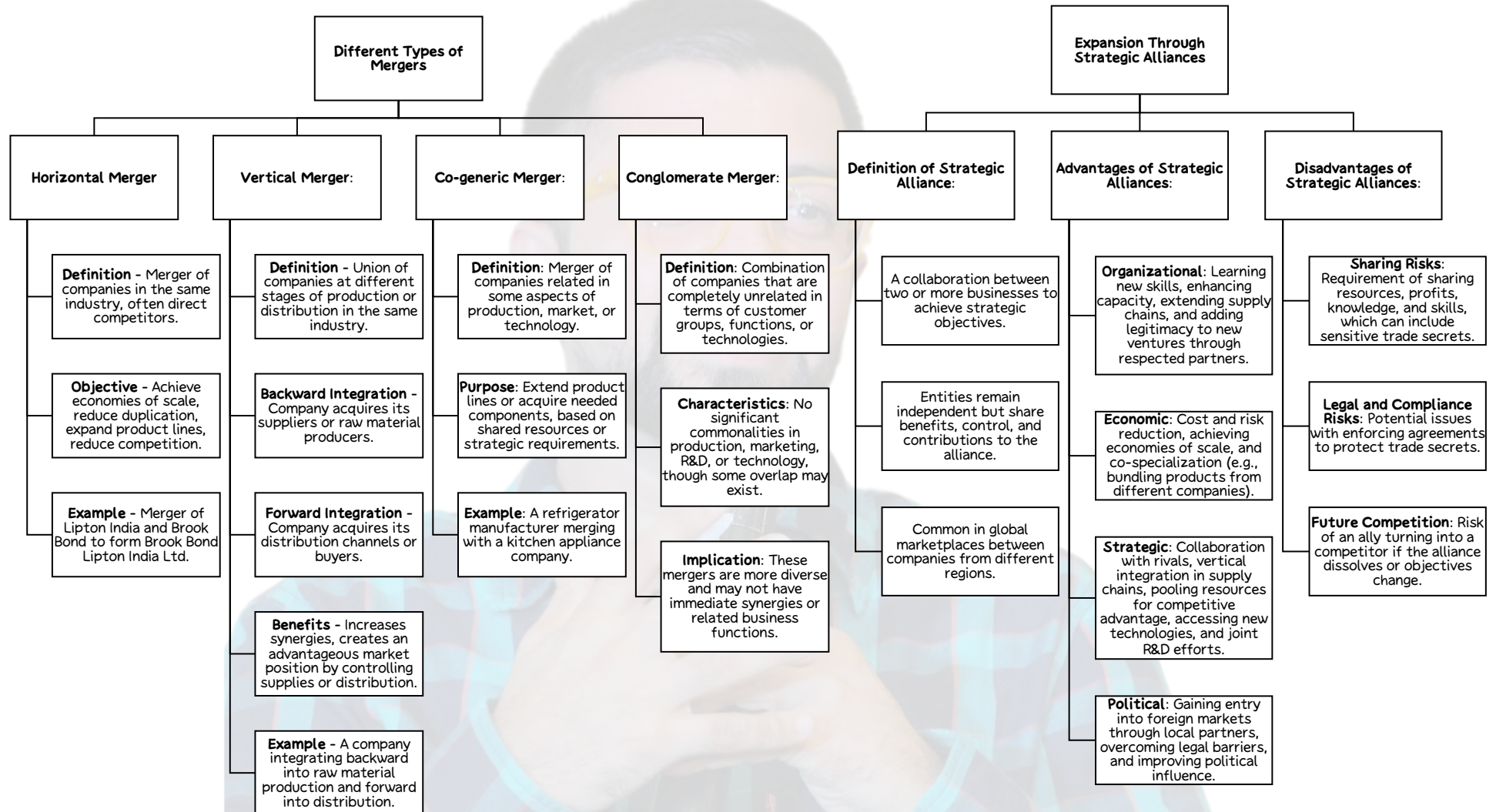


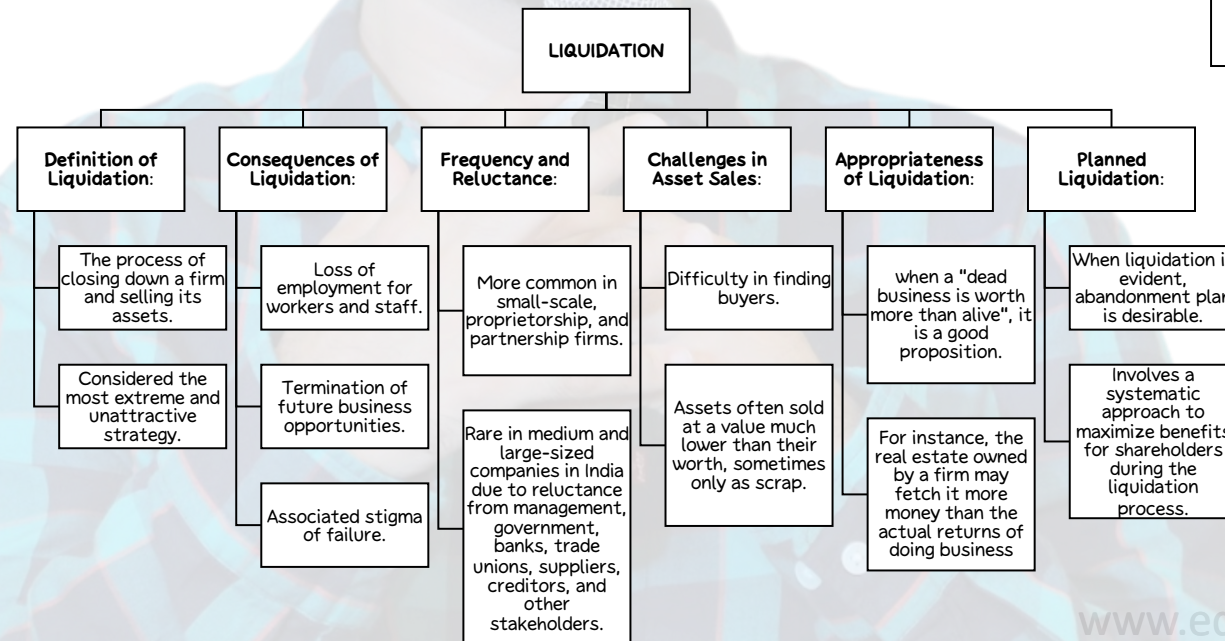
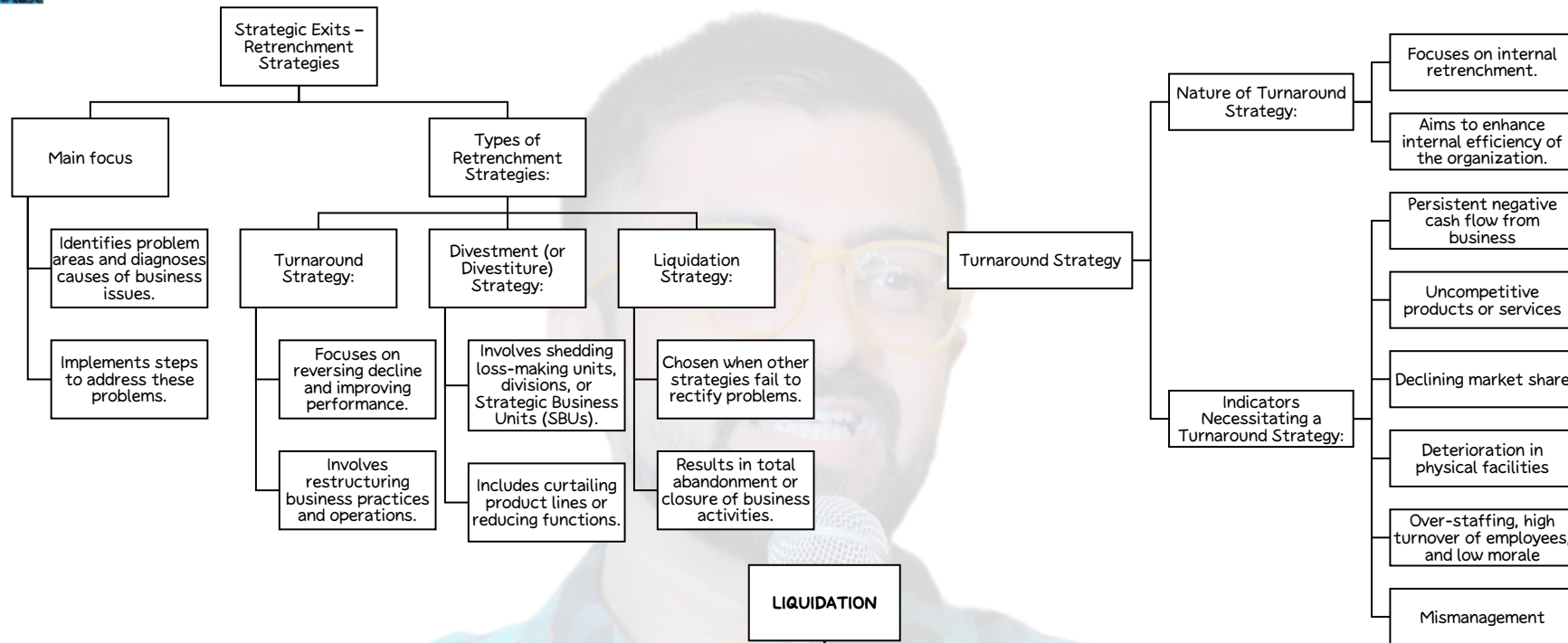




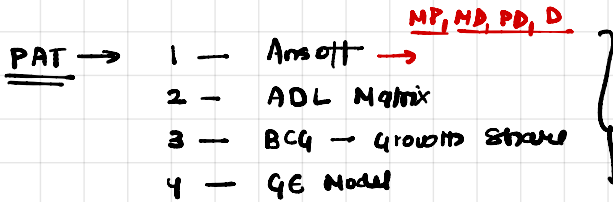
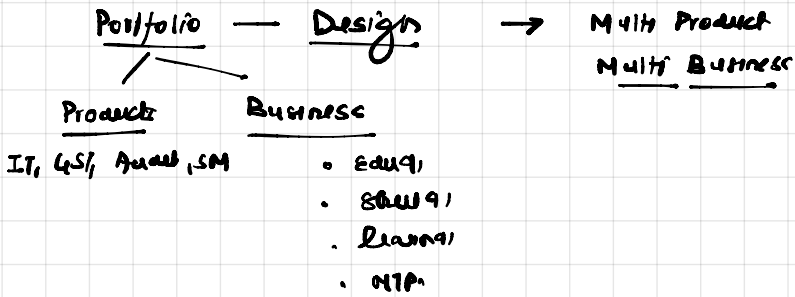




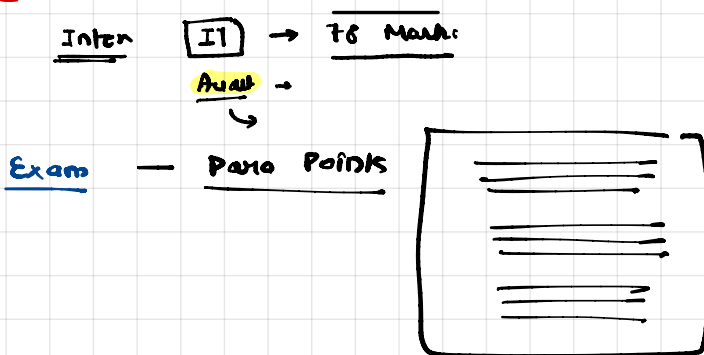


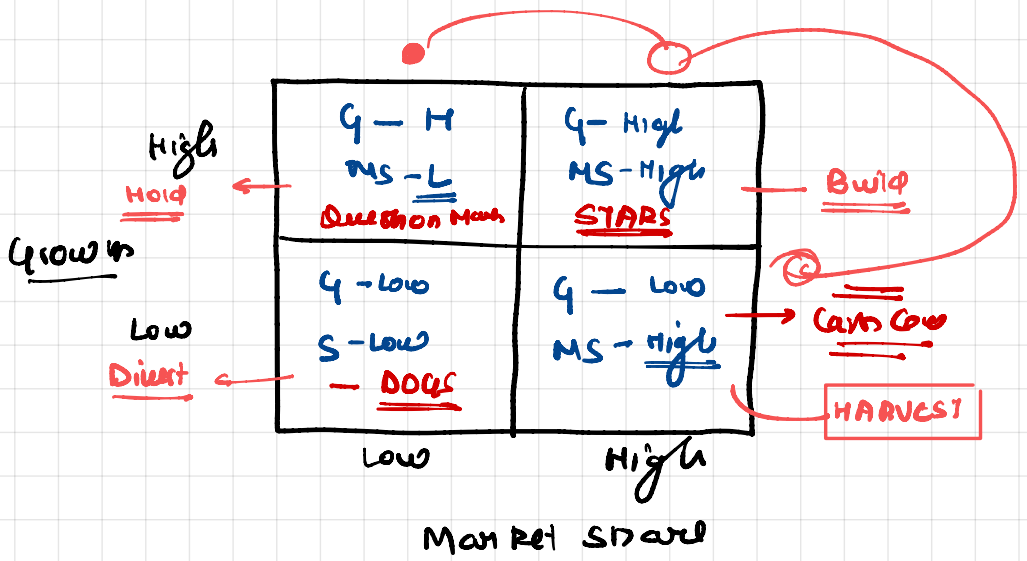


persistent -ve cash flow se business ke market share mei decline aaya, uncompetitive product or service and physical facilities deteriorate hogyi, mismanagement ke chalte overstaffing, high turnover and low morale of employees



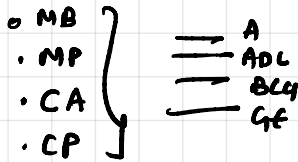
- used for Competitive Analysis
Corporate Strategic planning
- used in — Multi product, Multi business
Organisation
- Resources can be channelled → Businesses
Product Navin
Best Potential



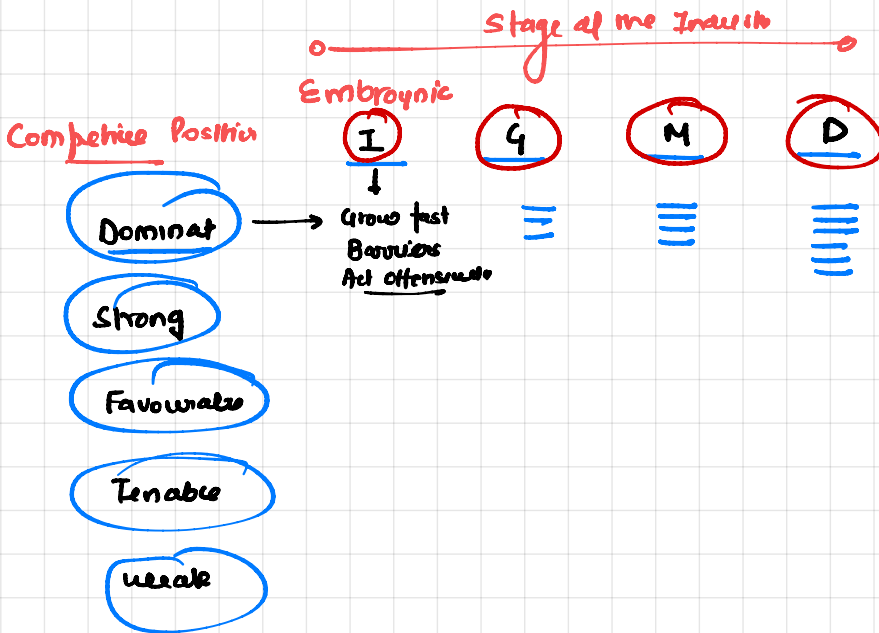
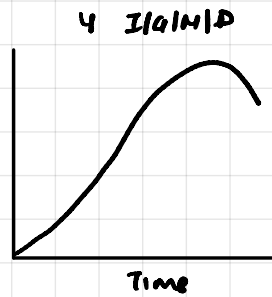


ADL Matrix — PLC

• Portfolio Analysis



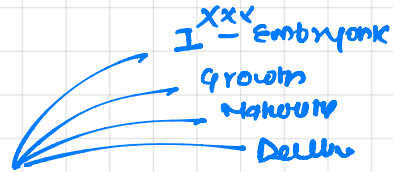
Sales



- Portfolio Analysis technique

- Based on Product Life cycle

- Name — Arthur D. Little



- Horizontal Axis — Stage of Industry Maturity

- Vertical Axis — Competitive Position (S)

→ Stage

- 4 x 5 Matrix

└ Competitive Position

- Dominant
- Strong
- Favourable
- Tenable
- Weak