

# YEAR 12 – Business

WEEK 43 (Term 2) (20<sup>th</sup> June 2021 to 24<sup>th</sup> June 2021)

Zoom link for the class will be shared on the Google classroom.

## Chapter 45: Theme 3 Corporate Strategy- Ansoff Matrix

### Learning Objectives:-WALT

- Understand growth strategy using Ansoff's matrix
- Evaluate each quadrangle of the Ansoff 's matrix
- Explain the value of using Porter's generic strategies of cost leadership, differentiation, and market segmentation

### Lesson Outcome

- Identify various business activities under each quadrant of Ansoff matrix
- Explain how different businesses have or could use the Ansoff matrix as a growth strategy tool
- Justify the use of Ansoff Matrix as a growth tool
- Discuss the value of using Porter's generic strategies of cost leadership, differentiation, and market segmentation

<p>Wednesday 1<sup>st</sup> 2<sup>nd</sup> Period (Zoom)</p>	<p><i>(Zoom meeting details to be sent to students via Google classroom)</i> <b><u>Resources:-</u></b> PPT, Text : Edexcel AS/A Level Business- by Dave Hall, Rob Jones etc.</p> <p><b><u>Lesson activities</u></b></p> <ul style="list-style-type: none"><li>• Use the PowerPoint on Ansoff in the extra resources.</li><li>• Students to draw the Ansoff diagram and make notes on each strategy.</li><li>• Research task 1: students to place their examples within the grid and teacher to discuss ideas as a class.</li><li>• Do some strategies cross over two strategies? Class discussion.</li><li>• Teacher to focus on the risk factor and why some strategies carry more risk.</li><li>• Students are to write an evaluative paragraph on which strategy is the most effective for Cobra or use another relevant business as an example e.g. Apple</li></ul> <p>Discussion on the end of chapter case study.</p>
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