



Marketing Tip of the Month

Markitects ID² Matrix[®]

Populate this simple matrix to identify your strategy

WWW.MARKITECTS.CO.ZA

Simplifying "Blue Ocean Strategy" using the best of Michael Porter

As a forerunner to selecting your Primary Strategy, complete the ID Matrix for each of your business units.

A case in point would be Apple's iPod vs. Sony's Discman. Apple *Innovated & Introduced* software, *Increased* the play-list capacity, *Ditched* CDs and a mechanical bass control completely, and *Decreased* the physical size and volume output.

Savings are made by *Ditching & Decreasing* superfluous characteristics, this cost and component saving creates an opportunity for *Innovating & Introducing* more relevant benefits.



Markitects' ID² Matrix[®]

Marketer's have the thinking-edge because of carefully selected marketing models at their disposal. Using your Vision Statement as a framework, and having completed a thorough analysis (Objectives, SWOT, PESTGEL, Key Issues, Segmentation, etc.) for a particular Strategic Business Unit, you can now disseminate the strategic ideas into the below ID² Matrix. Markitects Consulting developed this step-by-step guide to create a snap-shot of key strategic data. The matrix assist creative thinking and embraces Michael Porter's strategic model of Low Cost (Ditch, Dispose, Decrease), and Differentiation (Innovate, Pre-empt, Introduce, Increase). Once the four quadrants are completed, the strategic ideas can be processed into Primary, Secondary, Defensive and Stop/Ignore Strategies.

ID your Strategy: Markitects ID² Matrix[®]

	Innovate & Introduce	
	1) Keep the pipeline of new products open 2) Merge with a partner or ... 3) Adapt Marketing Plan & Business Model	4) Carefully look at mitigating risk 5) Create a crisis management team 6) Loyalty Programme
	Increase	
	1) R&D pipeline for 'recession products' 2) Invest in people development 3) Repair Department Service Levels	4) Customer retention strategies 5) Promote for short term top line sales 6) Research Customers, Channel & Suppliers
Decrease		
1) Inventory and slow moving products 2) Long-term advertising 3) Decease Costs (increase efficiencies)	4) Reduce receivable (watch credit days) 5) 6)	
Ditch & Dispose		
1) Ditch 'nice' to have projects 2) Sell unproductive assets & businesses	3) Ditch a supplier and consolidate bulk buy 4) Ditch products that don't sell	