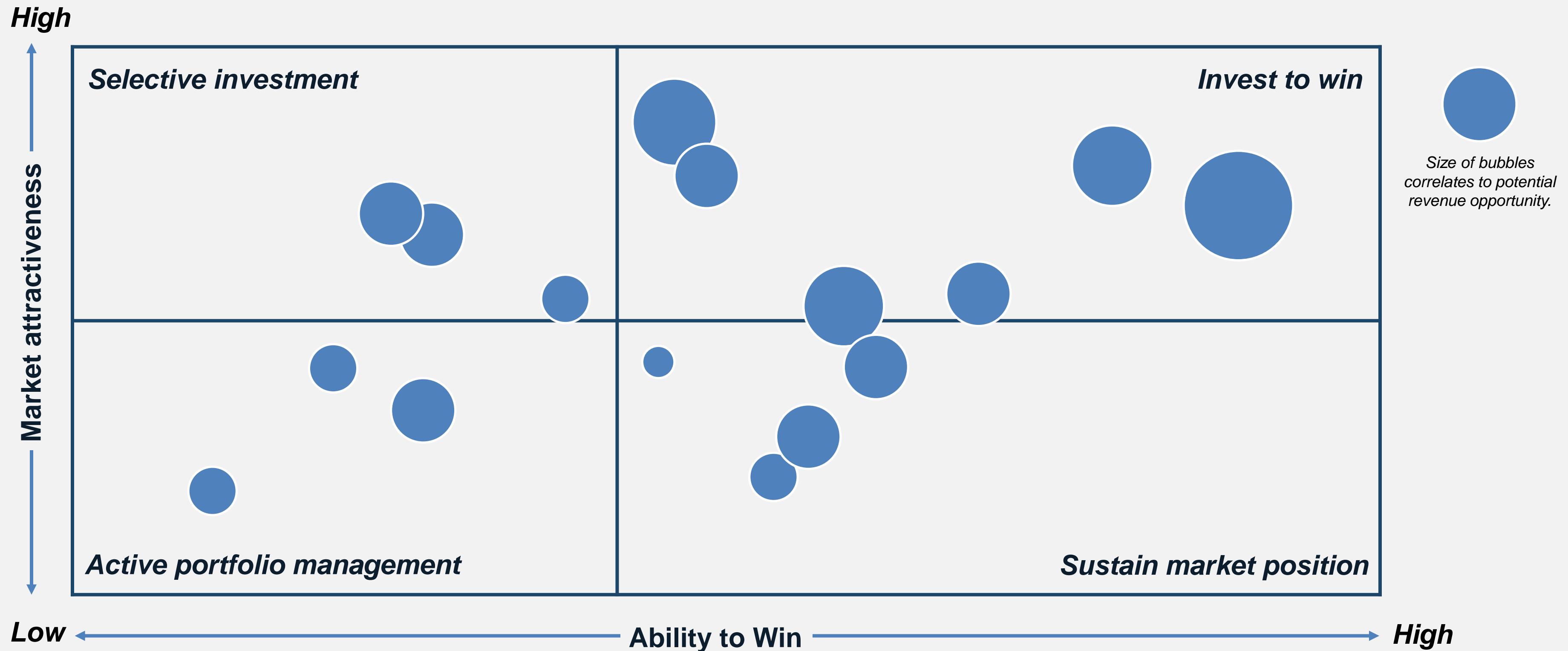


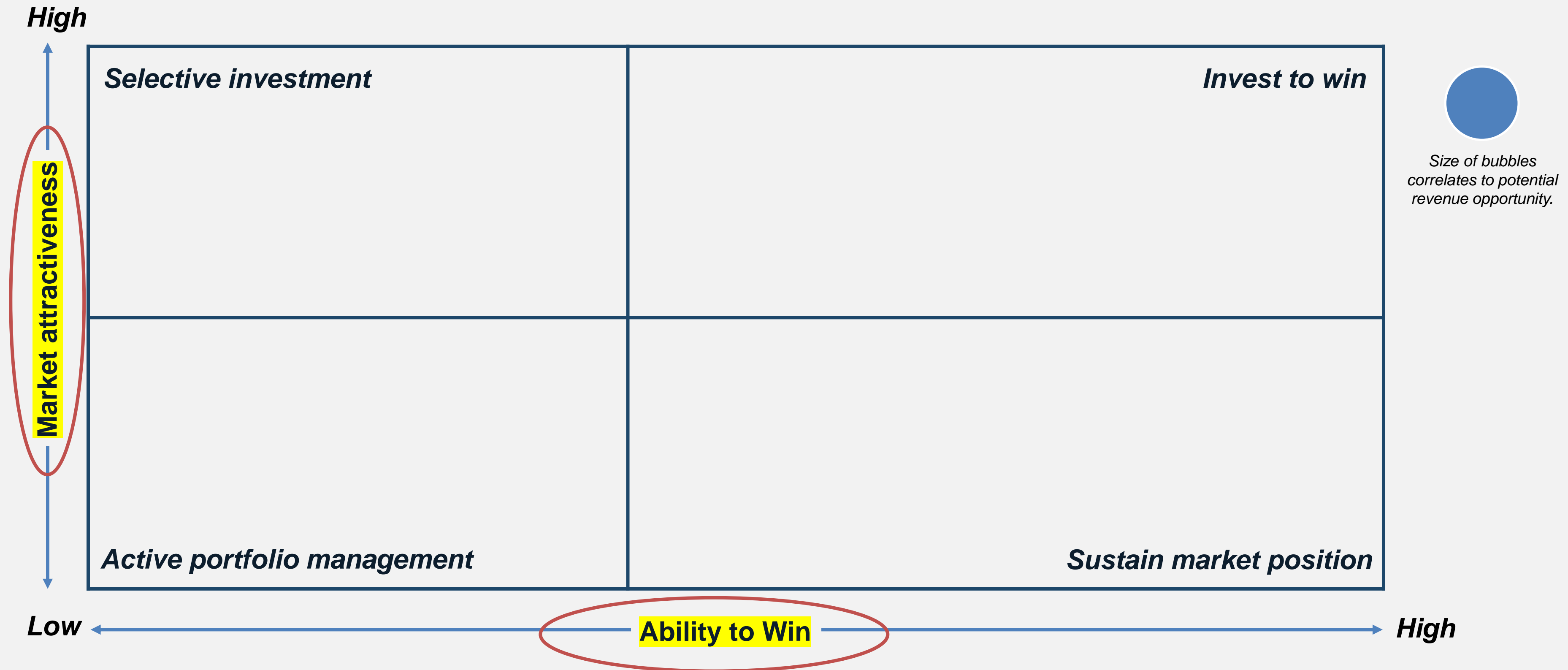
# Market Attractiveness to Ability to Win Matrix

Focus Your Efforts: Using a Growth Opportunities Matrix



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# Market Attractiveness to Ability to Win Matrix

Focus Your Efforts: Using a Growth Opportunities Matrix



High



Market attractiveness

Low

Ability to Win

High



Size of bubbles correlates to potential revenue opportunity.