

# Deciding where to start<sup>1</sup>

- Draw up a list of current or potential products and/or services.
- Decide where each of these products and/or services fits in the trading strategies matrix, making a note of it in the appropriate box below.
- Use the positions within the matrix to decide where to start, and to consider what might be involved.

Remember – market penetration carries the least risk and diversification is the highest risk strategy.

	Existing Product/Services	New Product / Services
Existing Customers	Market penetration	Product/service development
New Customers	Market development	Diversification

<sup>1</sup> Taken from the 'Introductory Pack on Funding and Finance: Guide to Trading' – developed by NCVO for the Finance Hub