



Tool: The customer - product matrix

Outcome: You recognise the importance of products and customers in terms of profitability and potential growth.

Product group	Product 1	Product 2	Product 3	Product 4
Customer group				
Customer 1				
Customer 2				
Customer 3				
Customer 4				
Customer 5				

Check your Customer-Product matrix and analyse the following:

- Product opportunities
- Product replicability
- Product synergy against other products and customer groups
- Product completion speed
- Product efficiency to bring in cashflow

Next:

- 1) Select the key products for your business plan.
- 2) Create a monthly plan for developing the first product.
- 3) Create a three-year plan for their development.

