



## CONSULTANCY & SEMINARS

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### STRATEGIC OPTIONS Structural Issues<sup>1</sup>

— Main Topics —

1. PRODUCT MARKET MATRIX / MARKET FIELD STRATEGY: Determining the degree of utilisation of synergies  
Market penetration, -development, product development, diversification (horizontal/vertical/lateral).
2. MARKET STIMULATION STRATEGY: Price policy  
Price-volume strategy (discount concept / penetration strategy), preference strategy (brand concept / skimming strategy).
3. MARKET PARCELLING STRATEGY: Spreading  
Mass market strategy (omnipresence/ubiquity [total/partial]), segmentation strategy (total/partial).
4. AREA STRATEGY: Area factor dimension  
Local, regional, national (domestic marketing), multinational, international, world-market oriented.

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On our [website](#) you will find detailed explanations of the [core competencies/services](#) of DAVID SEIDEL-CONSULTING ([Business Keywords/Crucial Questions](#)).

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<sup>1</sup> Ansoff, H.-I., 1966, page 13 et seqq.; Becker, J., 1983, page 197 et seqq.; 1993, page 123 et seqq.; 1998, page 352 et seqq.; Seidel, D., 2011, page 44 et seqq. & page 118 et seqq..