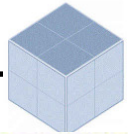
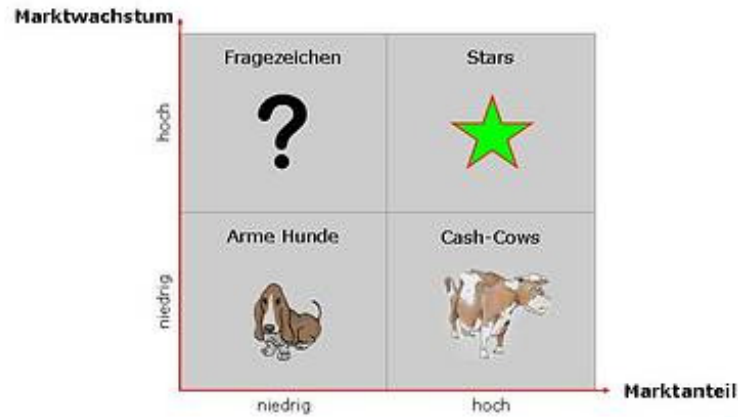


# Dekonstruktion einiger publizierter BCG-Portfolios

*Inwiefern glauben Sie, dass folgende  
BCG-Portfolios (un-)plausibel bzw.  
dekonstruierbar sind?*

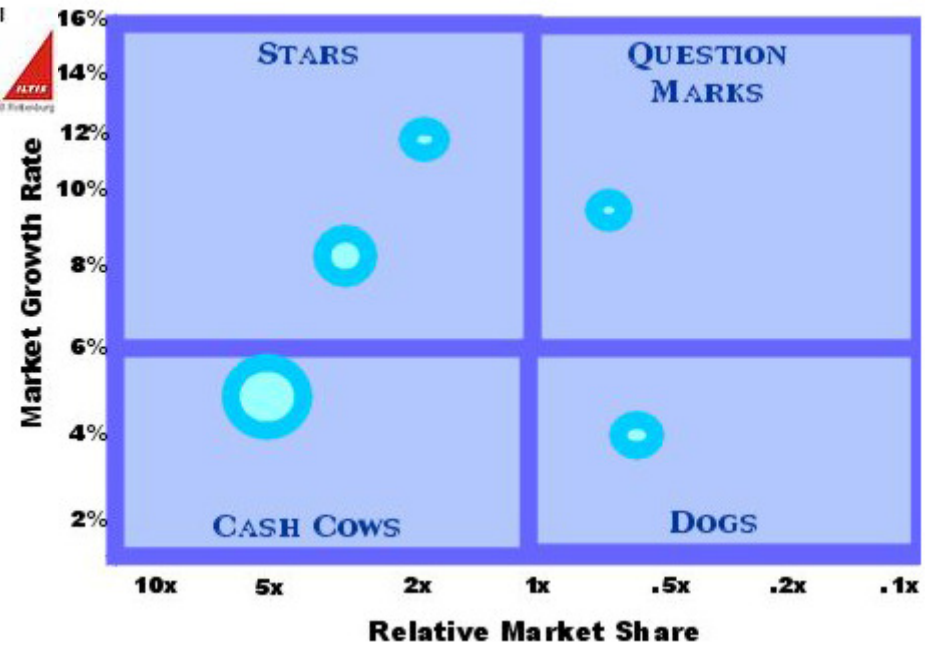


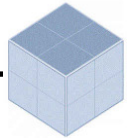
### Marktwachstum-Marktanteil-Portfolio der BCG



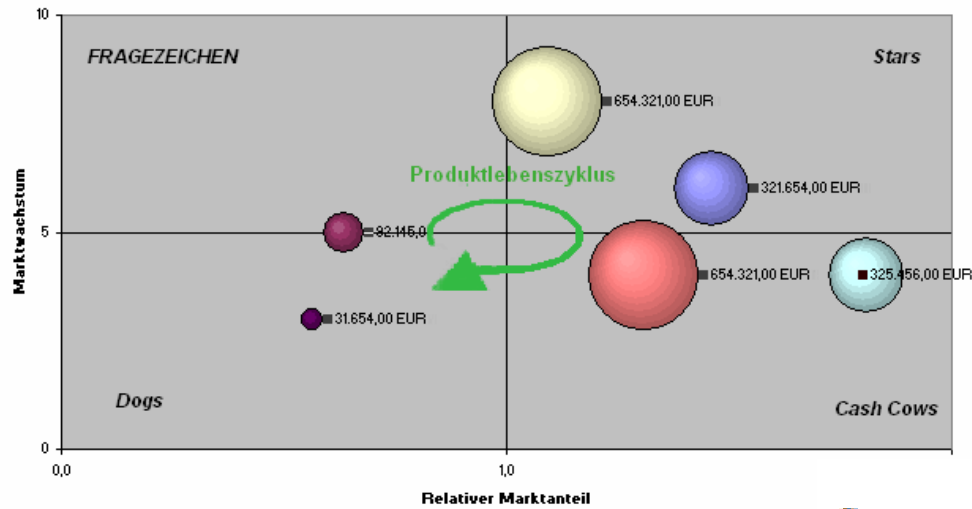
Portfolio

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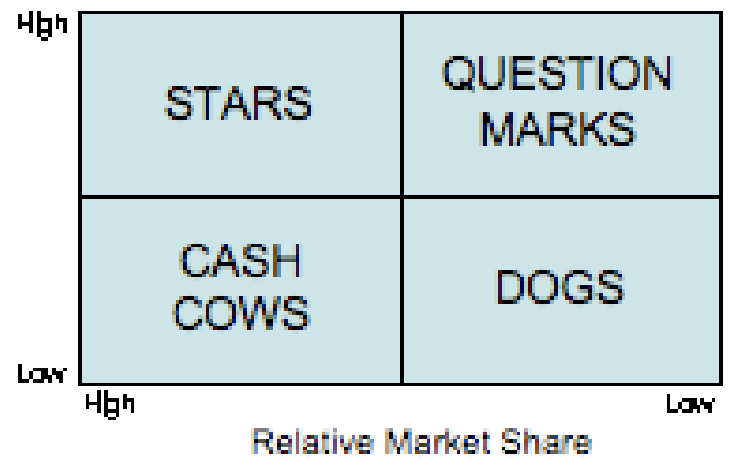


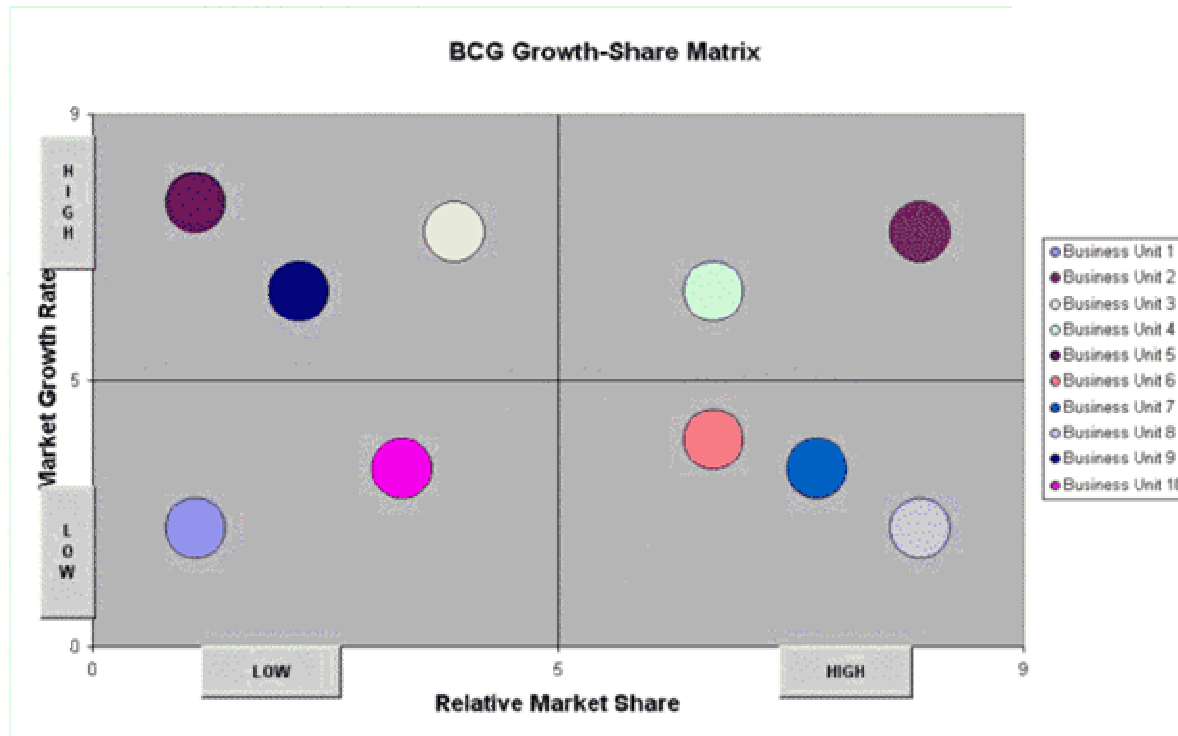
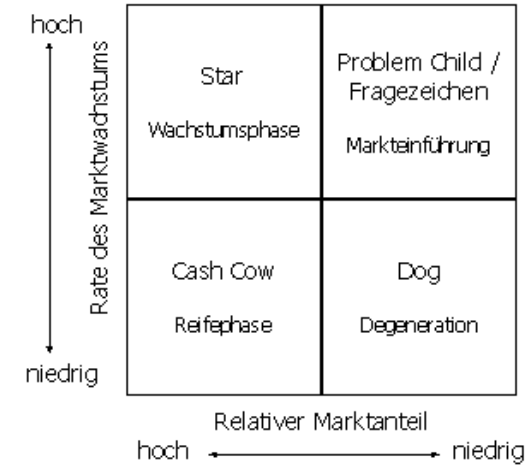
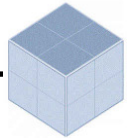


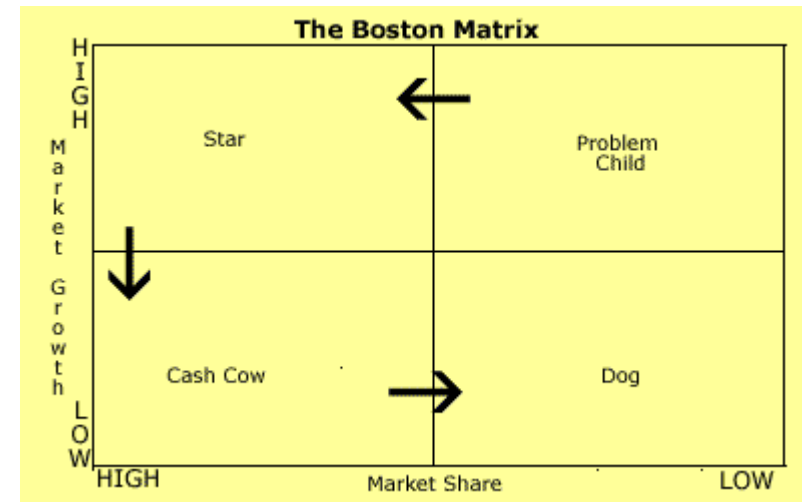
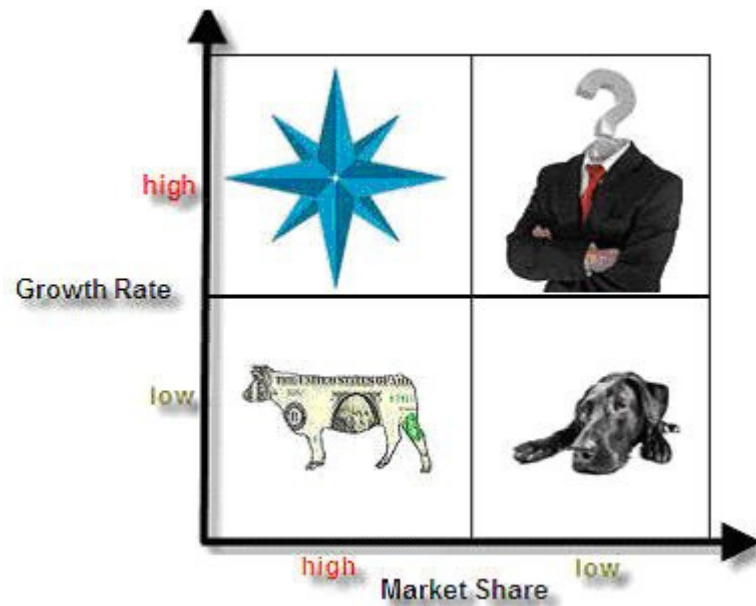
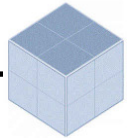
### Boston Consulting Group Portfolioanalyse

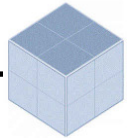


Growth Rate of Service in the Market (not just the firm)

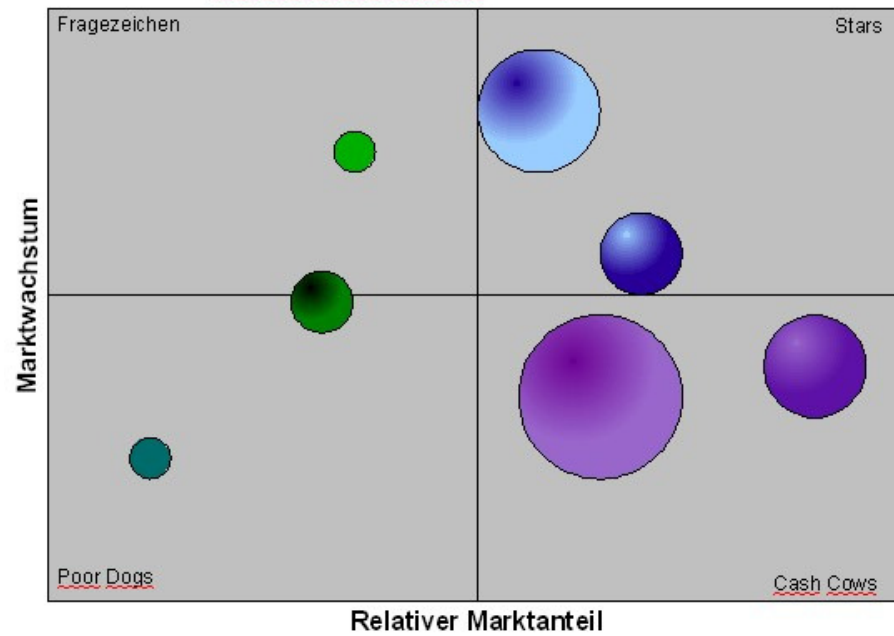




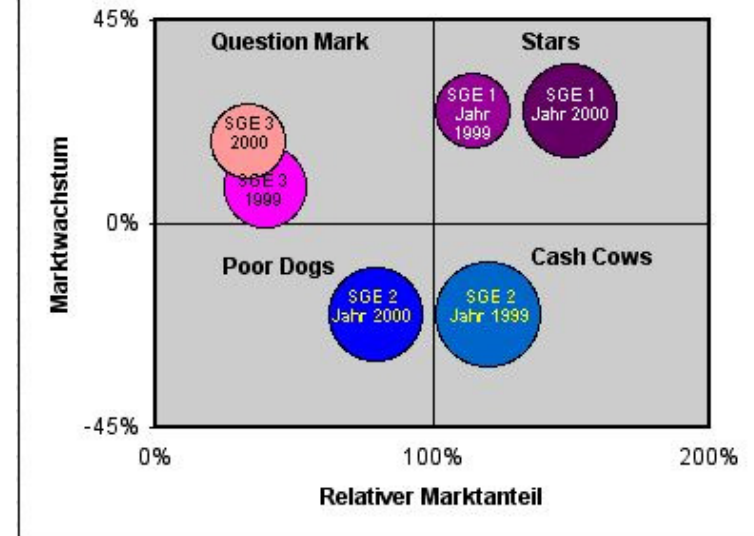


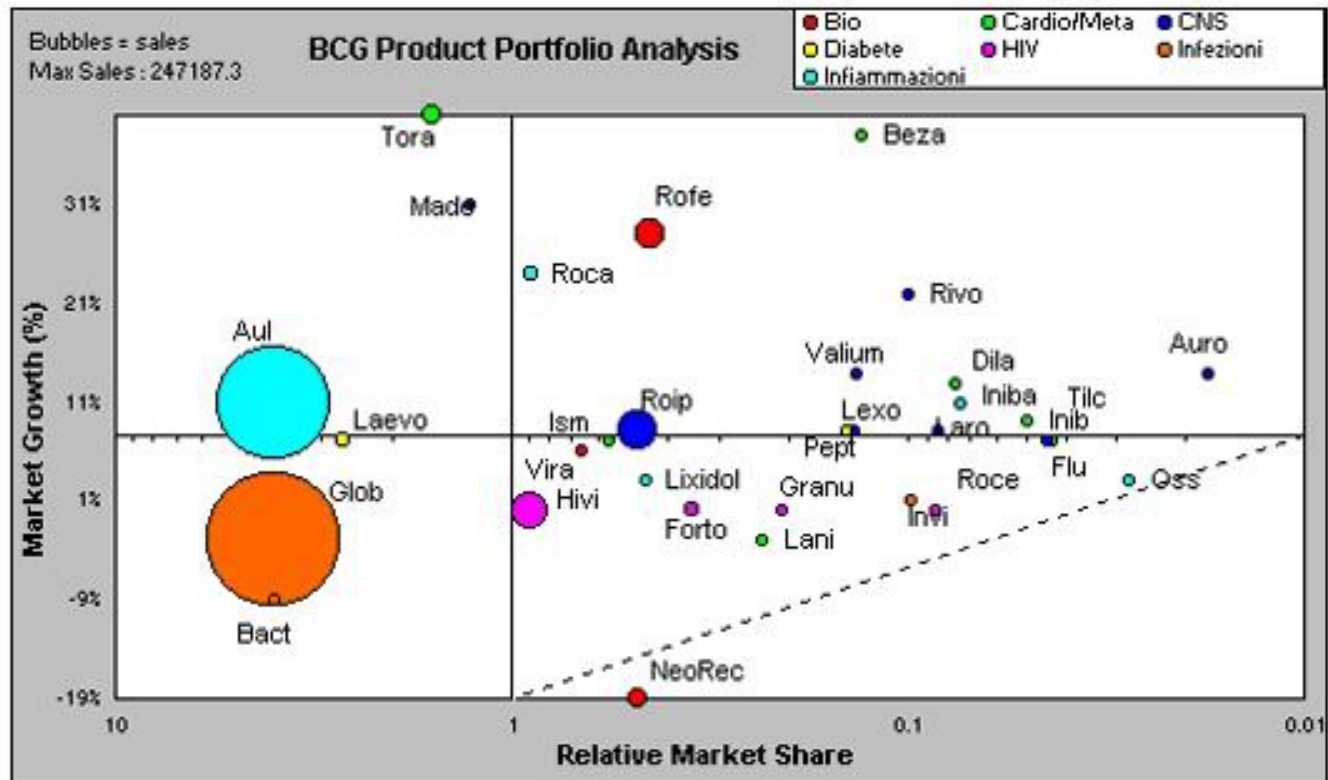
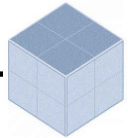


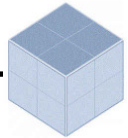
### Portfolioanalyse der Medienbox



### Produkt/Markt - Portfolio

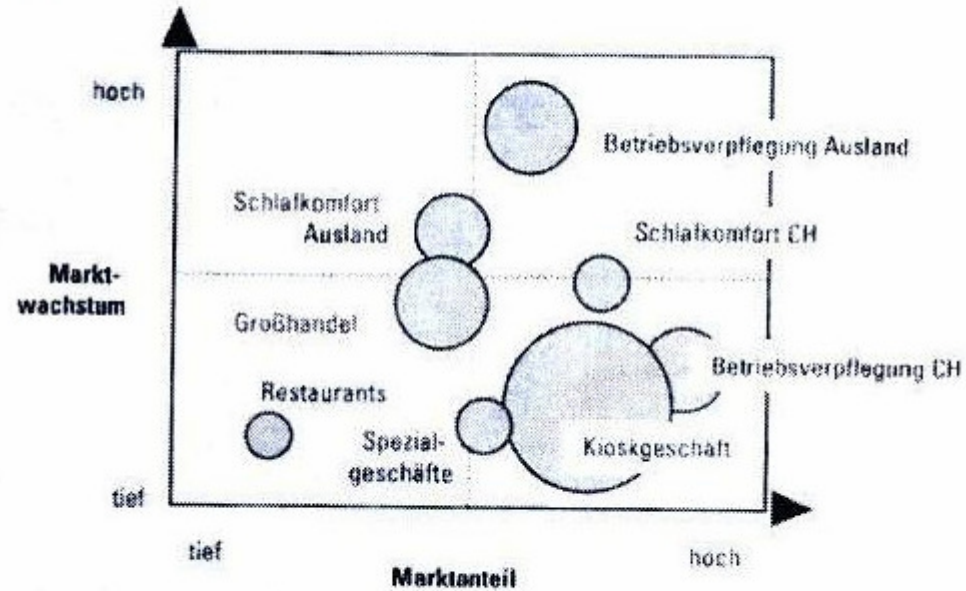






### Fallbeispiel MERKUR

Wie das Ergebnis einer Portfolio-Analyse visualisiert werden kann, zeigt das Bereichsportfolio der schweizer MERKUR AG. Die Kreisgröße ist dabei proportional zum Umsatz gezeichnet.



Marktwachstum	hoch	STARS	QUESTION MARKS
	niedrig	CASH COWS	DOGS
		hoch	niedrig
		Marktanteil	

Dr. Sandra Rothenberger

OPM  
Universität Salzburg

