



Business Department Saint Ambrose College

A Level Business (AQA) Knowledge Organiser

Unit 8 Choosing Strategic Direction

Sub-topics

1. Choosing markets and products
2. Strategic positioning

Key concepts:

- Ansoff's Matrix
- Porter's low cost differentiation and focus strategies
- Bowman's strategic clock.

Key facts / information.

Ansoff's Matrix considers the risk associated with new products and new markets

Only 3 of the 8 positions on Bowman's Strategic clock are considered to unsustainable

Extension activities.

Map out Bowman's strategy clock. Find and list companies that match each of the eight descriptors.

Further reading and sources of information.

Tutor2U have produced a series of tutorial videos and reference materials for this unit, go to: <https://www.tutor2u.net/business/collections/aqa-a-level-business-study-notes-3-8-choosing-strategic-direction>