

Exhibit 7–18: Market Entry Strategies and Organizational Goals

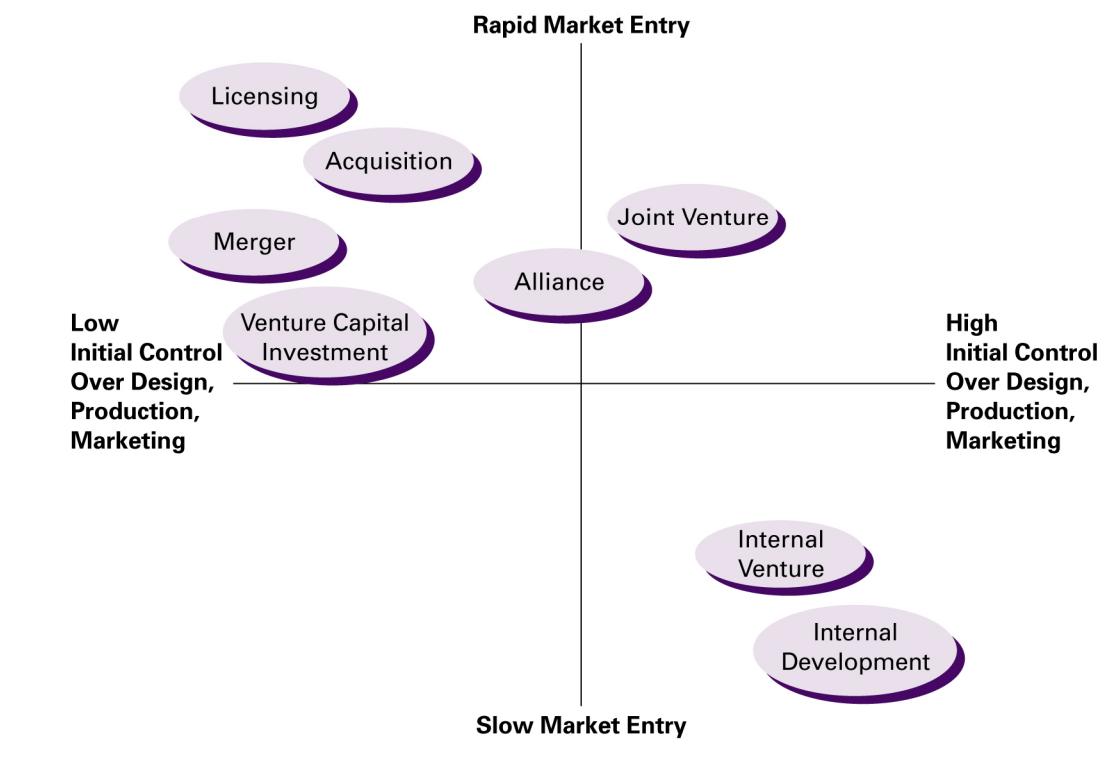


Exhibit 7-19: External Conditions Appropriate for Strategic Postures

Posture Strategy	Appropriate External Conditions
Defender	<ul style="list-style-type: none">• Stable external environment• Predictable political/regulatory change• Slow technological and competitive change• Products or services in mature stage of PLC• Relatively long PLCs• High barriers to entry
Prospector	<ul style="list-style-type: none">• Turbulent environment• Rapid technological, political/regulatory, economic change• Introduction and early growth stages of PLC• Technology may be employed across markets• Low intensity of competitive rivalry• Numerous market and product opportunities• Fairly low barriers to market entry
Analyzer	<ul style="list-style-type: none">• Moderately changing environment• Technological, regulatory, economic, social, and competitive change open new opportunities• Some competitive rivalry in old and new markets• Some stable products and markets• Some new market and product opportunities• Growth and mature stage of PLC for existing products• Growth stage of PLC for new products
