Market share and price index

- Total market in volume: 500,000,000 liters
- Total market in value: 550,000,000$
- Sales Competitor A = 25,500,000 liters; 28,800,000$
- Sales Competitor B = 13,000,000 liters; 10,000,000$
- Sales Competitor C = 11,300,000 liters; 15,000,000$
- Other Competitors= 450,200,000 liters; 496,200,000 $

- Market share in volume competitor C? 11,300,000 / 500,000,000 x 100=**2.26%**
- Market share in value competitor C? 15,000,000 / 550,000,000 x 100=**2.72%**
- Relative market share competitor C? 15,000,000/28,800,000=**0.52**
- Relative market share competitor A? 28,800,000/15,000,000=**1.92**

The Ajax company has 4 SBUs, as shown in the table below:

a)   prepare the BCG Matrix for Ajax SBUs

SBU	Ajax SBU market share (%)	Largest competitor's market share (%)	Market growth rate (%)	Dollar sales ($ millions)
A	30	10	8	5.0
B	40	20	14	2.0
C	10	40	5	1.0
D	10	30	16	0.5

SBU A is a Cash Cow (leader, low mkt growth) (C.P. 3, M.A. 8)
SBU B is a Star (leader, high mkt growth) (C.P. 2, M.A. 14)
SBU C is a Dog (follower, low mkt growth) (C.P. 0.25, M.A. 5)
SBU D is a Question Mark (follower, high mkt growth) (C.P. 0.33, M.A. 16)