

Market size, market growth rate, profit likelihood and competitors are the factors that influence this dimension

GE-McKinsey Matrix – Overview

The GE-McKinsey Matrix is a 3x3 grid comprised of 3 core components—Industry Attractiveness, Business Unit (B.U.) Strength, and Investment Strategies.

These core components lend themselves to 3 Investment Strategies.



Plotted on the Y-axis of the grid, it measures the advantage for an enterprise to enter or compete in a market (as "high," "medium," or "low" scores).



Plotted on the X-axis, this dimension measures the ability of a firm to compete in the market. Market share, brand position, and customer loyalty are some factors affecting this dimension.



Once the B.U.'s strengths against market attractiveness has been plotted on the GE-McKinsey Matrix, executives can finalize an appropriate investment strategy from one of the following:



Business units that sit in the "Harvest" section of the GE-McKinsey grid should be divested, or invested in only if they earn more money than what was invested in them.

Complete Business Frameworks Reference Guide (407-slide PowerPoint)

This robust 400+ slide presentation is created by former McKinsey, BCG, Deloitte, EY, and Capgemini consultants. It includes over 50+ frameworks commonly used by tier 1 global consulting firms on projects with Fortune 500 clients.

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