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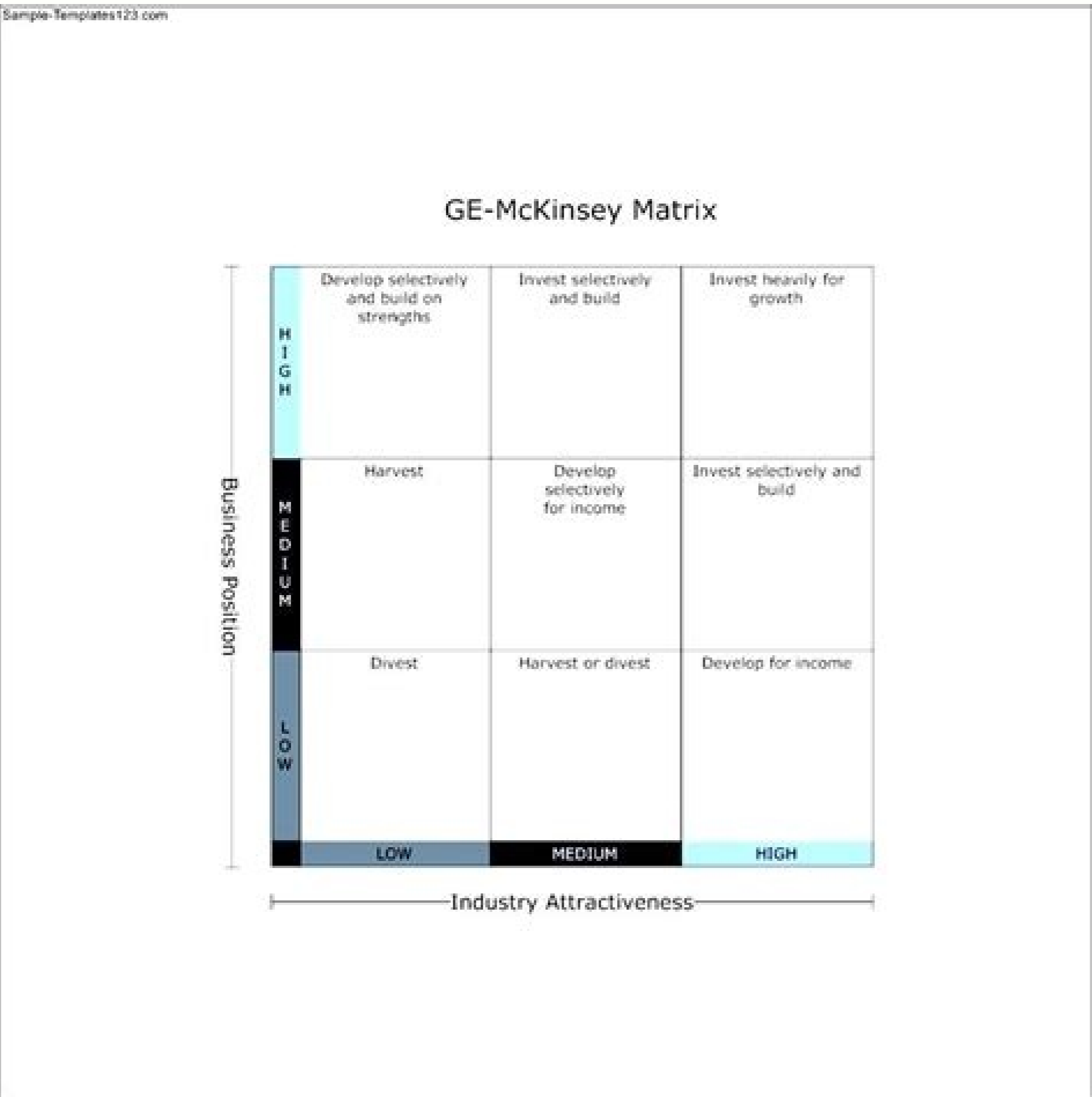
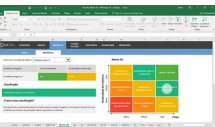
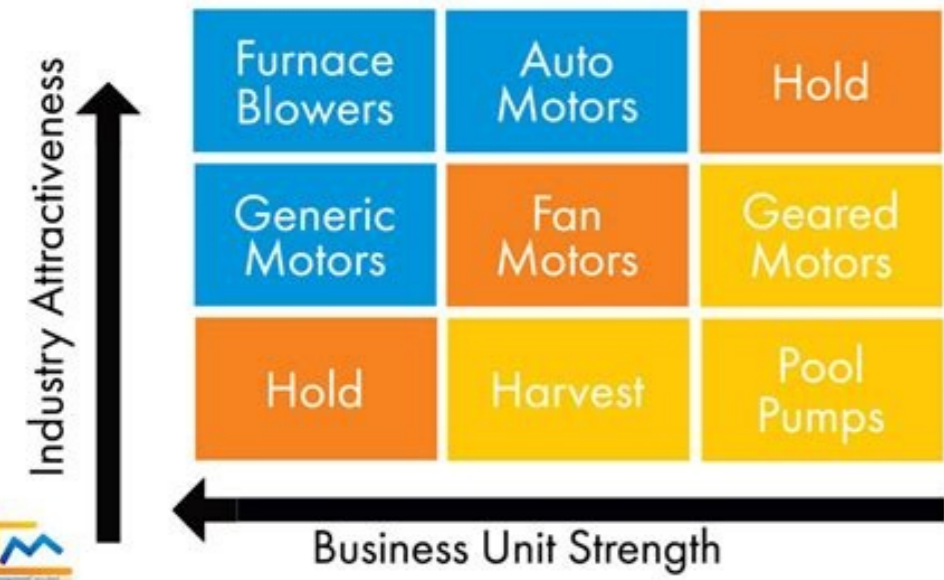
# Expert Program Management



# GE McKinsey Matrix

Explained with Example

## GE McKinsey Matrix



Ge mckinsey matrix excel template free. Ge mckinsey matrix vs bcg matrix.

05-24-2013, 11:02 AM #1 Hi All, For those of you involved in marketing, the GE Matrix (sometimes referred to as the "GE/McKinsey Matrix") is a mechanism for plotting Market Attractiveness against Competitive Positioning as a bubble chart using a pair of 1-9 ratings. One variant adds a third factor of Market Size by sizing the plot-point bubbles. The attached Excel workbook uses tables to support drop-down selection of ratings for each question in a scorecard sheet and then calculates weighted averages using assigned weighting factors. It also uses a lookup table to assign market size ratings. The tables need to be tuned for any environment in which the matrix will be used and this is relatively easy to action, but requires some common-sense when deciding on values to assign. A good rule of thumb is to work from the perspective of the company when assessing market size ratings and avoid absolute size from market surveys. In other words, if the entire market segment sales potential across all products is a billion dollars, but the company product portfolio is a restricted subset of the market needs, then prorate the market size down accordingly. The sample attached has been dummed up for a fictitious software house developing applications for local authorities in a fictitious market. Please feel free to use with the usual caveats... GE Matrix Generator - Bubble-Chart Version 1.1.xls Have fun... (I know I did!) Dave 05-29-2013, 05:45 PM #2 Great tool, saved me a lot of head scratching. Many thanks. 08-11-2013, 04:57 PM #3 10-21-2013, 11:51 PM #4 Originally Posted by DaveDeV Hi All, For those of you involved in marketing, the GE Matrix (sometimes referred to as the "GE/McKinsey Matrix") is a mechanism for plotting Market Attractiveness against Competitive Positioning as a bubble chart using a pair of 1-9 ratings. One variant adds a third factor of Market Size by sizing the plot-point bubbles. The attached Excel workbook uses tables to support drop-down selection of ratings for each question in a scorecard sheet and then calculates weighted averages using assigned weighting factors. It also uses a lookup table to assign market size ratings. The tables need to be tuned for any environment in which the matrix will be used and this is relatively easy to action, but requires some common-sense when deciding on values to assign. A good rule of thumb is to work from the perspective of the company when assessing market size ratings and avoid absolute size from market surveys. In other words, if the entire market segment sales potential across all products is a billion dollars, but the company product portfolio is a restricted subset of the market needs, then prorate the market size down accordingly. The sample attached has been dummed up for a fictitious software house developing applications for local authorities in a fictitious market. Please feel free to use with the usual caveats... Attachment 238132 Have fun... (I know I did!) Dave How do you extend the table to use more segments? Thanks 11-25-2013, 08:12 AM #5 Good job, I really appreciated it to you. Excellent work as usual tool! 09-01-2014, 04:09 PM #6 Thanks so much!!!! GE McKinsey Matrix Excel Spreadsheet Template will help you prioritize business units based on the strength and attractiveness of the market in which this unit operates. Areas and Employees Registration Record the key areas and employees of your business. Market Attractiveness Analysis x Competitive Strength For each business unit evaluated, give a note regarding the attractiveness of the market in which this unit operates and another note in relation to its competitive strength. As a result, you already see the rank in the GE / McKinsey matrix for each U.N. of your business. GE / McKinsey Matrix Ready visualization of the GE / McKinsey matrix in its 3x3 format (low, medium, high). Here you can see how many business units fall into each of the classifications. Individual Analysis of Business Units Choose a business unit and see its indicators, classification and GE / McKinsey matrix chart if you automatically update dynamically. Action plans Create action plans for your business units so that they evolve according to matrix feedback. Matrix Quadrant Analysis Simple and objective report with the number of business units per master quadrant of the matrix and with the tips that can help you to evolve in each of them. Action Plans Dashboard Control panel shown on a single screen with key data and charts related to action plans. GE McKinsey Matrix Excel Spreadsheet Template Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. Thank you for your participation! Visual Paradigm Online is available for creating professional-look GE McKinsey Matrix. As a web-based GE McKinsey Matrix maker, it is cross platform and can work very well on Windows, Mac OS, and Linux. The diagram editor comes with an intuitive interface that supports creating diagrams with drag-and-drop. Page 2 Visual Paradigm Online (VP Online) is an online diagram software that supports GE McKinsey Matrix, various charts, UML, flowchart, rack diagram, org chart, family tree, ERD, floor plan, etc. Page 3 Visual Paradigm Online (VP Online) is an online diagram software that supports GE McKinsey Matrix, various charts, UML, flowchart, rack diagram, org chart, family tree, ERD, floor plan, etc. Page 4 Visual Paradigm Online (VP Online), an online GE McKinsey Matrix drawing editor that supports GE McKinsey Matrix and other diagram types such as ERD, Organization Chart and more. With the intuitive GE McKinsey Matrix editor you can draw GE McKinsey Matrix in seconds. 編輯此模板 9-Box GE McKinsey Matrix (EN) | 9盒通用电气麦肯锡矩阵 (CN) | View this page in: EN CN TW Page 5 Try Visual Paradigm Online (VP Online). It is an online drawing software with support to GE McKinsey Matrix and other diagrams such as BPD, ERD UML, flowchart and organization chart. You can easily draw GE McKinsey Matrix through the simple, intuitive UML editor. Page 6 Introducing Visual Paradigm Online, an online diagramming software that offers great GE McKinsey Matrix maker for creating professional GE McKinsey Matrix. Page 7 Draw GE McKinsey Matrix with Visual Paradigm Online (VP Online), a web-based GE McKinsey Matrix maker. The GE McKinsey Matrix editor has tailor-designed features that ease the editing of chart. The GE matrix is now officially known as the GE-McKinsey nine-box matrix. According to the McKinsey website, the framework "offers a systematic approach for the multibusiness corporation to prioritize its investments among its business units. It was developed in the 1970s, after the development of the Boston Consulting Group (BCG) matrix. The GE-McKinsey multi-business matrix, however, is a far superior tool as compared to the BCG matrix, because it builds in multiple factors and scores them on a set criteria. Whereas, the BCG matrix uses two top-level measures to approximate business strength and industry attractiveness. Free download of the Excel template for building the GE-McKinsey matrix. An Excel template has been developed by the Marketing Study Guide so that you can build and present the GE-McKinsey matrix quickly and effectively. Please click here to download the free Excel template... free download attractiveness strength matrix 2020 How the GE-McKinsey Excel template looks Here is an example of the final GE matrix that would be produced using the free Excel template (available for free download above). How the multi-factor Excel template works As you can see above, the end result is plotting firms, brands, or strategic business units (SBU's) onto a two-dimensional matrix. This matrix shows overall industry attractiveness relative to the firm/SBU, against the overall business strength of that firm/SBU. The results are plotted on a nine box matrix. The green color boxes indicate a good match of strength and industry attractiveness - and therefore, the business should invest in this area. The yellow/gold cells running diagonally indicate a reasonable business opportunity that the corporation should either hold or selectively look to improve, but without the full on investment suggested by the green cells. The red cells are a poor match of both industry attractiveness and relative business strength and the firm is playing the wrong markets here and should look to divest and use the money more effectively somewhere else, such as in the green cells area. Here are the steps to complete the multi-factor GE-McKinsey matrix Excel template: Rate the market attractiveness factors - as shown below: As you can see, you first need to list your firm/SBUs across the top - in this example, generic types of retailing chains have been used. Then you need to allocate a percentage importance rating to each of the key factors that you want to include in your design of the matrix. If you do not want to include a particular factor, then leave the importance rating at 0%. And if you want to add your own business strength factors into the multi-factor model, you can add your own at the bottom. You then need to score, on a 1 to 10 basis, each of the firms/SBUs that you wish to include. You can score up to 10 firms using the free template. The importance ratings remain the same for each business, to ensure a consistent and relative outcome on the matrix. Next Step: Rate the market attractiveness factors - as shown below: Next we scroll down the Excel worksheet and directly underneath you will need to score the firms/SBUs on market attractiveness. Again, you construct your own GE-McKinsey matrix by selecting the percentage importance weighting of each factor that you wish to include. So the process is identical to the prior step. HOWEVER, there are some market attractiveness factors that are negative - these have been indicated in the list of key factors. For example, competitive rivalry is not good - so if competitive rivalry is high, then you should give it a low score in the template, as this makes the market relative unattractive. Final Step: Review and copy and paste your automatically generated GE-McKinsey nine box matrix. Once you have completed the above two steps, then the McKinsey matrix is produced automatically underneath the input tables. You can then copy and paste the matrix into your report or presentation. Video instructions on how to use the GE matrix template maker. Related information Ideas for business strength and market attractiveness factors for the GE-multi-factor matrix. List of possible strengths. List of possible opportunities.



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