Chapter 3  
Strategic Marketing Decisions, Choices, and Mistakes

1. Go to the website of IKEA (<https://www.ikea.com>) and choose four products. Using general knowledge and your overall sense of the products, score these four products low, medium, or high on market attractiveness and position as shown in Figure 3.5. Support your assessment.
2. Go the website of The Body Shop (<https://www.thebodyshop.com>) and comment on what you think is its current generic strategy. Making reference to Ansoff 2x2 Matrix (see Figure 3.7), where would you place the company and why?