

There are three factors that are generally seen as determining the success of an SBU:

1. The degree of autonomy given to each SBU manager;
2. The degree to which an SBU shares functional programs and facilities with other SBUs; and
3. The manner in which the corporation adopts to new changes in the market

Word meaning:

Discrete	বিযুক্ত	Campaign	প্রচারণা	Composed	প্রণীত
Influence	প্রভাব	Separate	পৃথক	Autonomous	স্বশাসিত
Flexible	নমনীয়	Structure	কাঠামো	Commonalities	মিল/অভিন্ন

? Give the definition of Strategic Business Unit (SBU).

2.12 Boston Consulting Group (BCG) approach

বোস্টন কনসাল্টিং গ্রুপ অ্যাপ্রোচ

The BCG Strategic Portfolio Model is a method of approaching and analyzing business marketing and growth developed by the Boston Consulting Group. The primary guiding principle of the BCG group's strategy is that experience in a market share leads to reduced costs and higher profits. This model uses the BCG marketing matrix, a system to classify business enterprises based on their potential for profits and growth. The model also applies mathematical formulas to business enterprises or products to calculate potential growth and earnings.

