Reframing Matrix 4P Method for Analyzing Business Problem

Product Perspective

Planning Perspective

Analyze and evaluate the product in terms of pricing, marketing, quality, and popularity.

This perspective involves business and marketing plans and strategies.

Business Problem

Potential Perspective

People Perspective

Think about how to increase sales and what are the restriction of potential increases.

Analyze the people impacts and implication of the problem. Pay attention to customer feedback.

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