

3. The Jordan family has been in business for over 150 years. Jordans Ltd has a long heritage of using traditional methods in cereal craft, and it prides itself on being one of the first companies to have made wholegrain breakfast cereals. They also produce a range of cereal bars, which are promoted as a healthy alternative to traditional confectionery. The company's products are now sold in all major UK supermarkets.



Suggest ways in which the Ansoff matrix might be of use to Jordans Ltd in devising its marketing strategy. [8]