**Boston Matrix past paper question**

1. **McCain Foods**

McCain Foods is the world’s leading producer of frozen potato products. Although McCain Foods is perhaps best known for producing oven chips, its product lines are much wider. In the UK they include various other potato products such as McCain Wedges and McCain Home Roasts, as well as McCain Sweet Potato and McCain Micro Pizza. In other countries McCain Foods sells a variety of foods including frozen vegetables, ready meals and desserts. Some products, for example McCain Oven Chips, captured the public imagination immediately and continue to sell well without needing to be changed. In terms of the **Boston Matrix**, Oven Chips are certainly a cash cow for McCain Foods. Other products, however, change through time or are adapted to create new variations, e.g. curly fries or thin and crispy fries.

**Evaluate the usefulness of the Boston Matrix to McCain Foods when using it to manage its large product portfolio. [10]**