

	High Revenue Growth		Low Revenue Growth	
Profit Margin	1. High Opportunity Headroom	2. Low Opportunity Headroom	3. High Opportunity Headroom	4. Low Opportunity Headroom
A. High	Increase	Increase	Increase	Maintain
B. Medium	Increase	Maintain	Maintain	Maintain
C. Low	Maintain	Decrease	Decrease	Decrease
D. Very Low	Decrease	Decrease	Decrease	Decrease