How can a company or firm simultaneously execute all four growth strategies of the product/market growth matrix at once?

-A firm that is executing all four market growth strategies simultaneously must find a way to first focus on selling their existing products or services in existing markets to gain a higher market share. The firm must also expand through their existing market to new users or through new uses for the product. Also, the firm must improve existing product lines to rejuvenate an existing market or create new products. Lastly, a firm must enter into additional market spaces or product lines by improving, altering, or changing existing product lines, and a firm can also create new and innovative products or services.

A real-world example of this would be if a company institutes loyalty cards with a rewards program, and in turn growing the existing market share. The company could then enter a foreign market through a partnership with a locally established company in the given region. The company would then create a new product innovation, and test the product out in an established market. Lastly the company would find a way to rebrand itself in a foreign unestablished market and revamp itself to attract new customers it would have not had access to previously.