**Abstract**

Strategic analysis helps one explore the options to grow, face challenges within the industry, and make better decisions with the help of the strategist and achieve the desired goals and objectives. It is an approach to facilitating, understanding, and finding an organization’s abilities to achieve its vision and mission according to the demands of the external threats and opportunities. This paper analyzes and studies the major and essential strategic tool namely BCG Matrix which shall enable an organization about it’s market growth and competition and to determine its position in the market like dominant, favorable, weak, and so on. Such an analysis shall help the strategist in taking proper decisions with respect to the availability of resources in the business and to achieve their desired goals and objectives in the context of its vision, mission, business definition, business model and the end goals.