

## **TO WHAT EXTENT CAN THE PHYSIOECONOMICAL FACTORS BE QUANTITATIVELY MEASURED TO PROVE THEIR INFLUENCE ON THE MECHANICAL RESULTS OF THE AYAL & ZIF'S MATRIX?**

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### **ABSTRACT**

The aim of this paper is to improve the Matrix of Ayal & Zif (Ayal & Zif 1979), with specific emphasis on the use of holistic variables able to offer a quantitative background for analyses and incorporating the possibility to explore the effect of physioeconomical hidden barriers on the mechanical functions of this Matrix. The expected finding is a way to draw a new quantitative Matrix for a business development strategy. The qualitative methodology pursued lies in observation-and-analysis of a range of physioeconomical data and econometric phenomena, while the quantitative aspect of research lies in the computing of the economic effect of certain factors and it is pursued thanks to a double meter: the Value meter (seen like a relationship between Volume of Sales and Operational Economical Value) and the Use of Resources during and in respect of the operational Time and in witch exact stage of the operation. The hypothesized relationships between the two complex variables are tested using data from a few different operations in order to offer a sample of the working process and can be further improved and exported on a larger scale, as a future improvement and actual limitation. Moreover, the possible audience is both academics, since the development starts from a theoretical observation: "To what extent can the physioeconomical factors be quantitatively measured to prove their influence on the mechanical results of the Ayal & Zif's Matrix?", but also a business audience since the practical application of the Matrix has been widely used to setup markets development strategies of concentration or differentiation by the industry and its enhancement can offer more realist results.

**KEYWORDS:** Ayal & Zif Matrix, Physioeconomics, Cultural Resistance, Market Concentration/Diversification