**ABSTRACT**

**Objective:** The aim of the study is to identify the scope in which business groups in Poland apply the diversification strategy and examine it influence on the performance of a business group.

**Methodology:** The research method is a critical analysis of academic literature as well as documents analysis (desk research). Authors applied also statistical inference.

**Findings:** Conducted research on business groups in Poland showed that business groups in Poland are moderately diversified. The study showed also that the diversification strategy does not differentiate the performance of business groups.

**Value Added:** The paper is a unique summary of the researches about diversification strategy and business group performance. The theory review and empirical studies deepen research on business groups and their strategies.

**Recommendations:** It is recommended for business groups to explore the diversification strategies in the context of performance as implementing it may be crucial for further business group development.