

PRODUCT BENEFIT ANALYSIS -- DIAGNOSTIC RESOURCE

		PRODUCT					
FACTORS AND BENEFITS	WEIGHT	A	B	C	D	E	F
Profit	20	10	20	5	15	5	10
Sales volume	20	10	5	20	15	5	5
Customer's perceived value	12	6	6	9	12	3	12
Low price sensitivity	12	6	9	3	3	3	12
Ease of gaining market share	8	4	6	8	2	2	8
Low threat of replication	8	4	2	8	6	2	8
Low time commitment	6	3	6	3	0	6	3
Building the brand	8	4	8	2	0	8	2
Innovative concept	6	3	6	0	6	3	6
TOTALS	100	50	68	58	59	37	66

What are your company's plans for increasing the product score or exiting the product?