

Product Analysis Chart

MARKET ATTRACTIVENESS		PRODUCTS			
FACTOR	WEIGHTING	A	B	C	D
SIZE	20	10	15	18	12
MARGIN	20	10	12	15	9
GROWTH	20	15	20	20	16
BARRIER TO ENTRY	20	5	5	8	10
COMPETITION	20	10	14	14	9
TOTALS	100	50	66	75	56

MARKET ATTRACTIVENESS		PRODUCTS			
FACTOR	WEIGHTING	A	B	C	D
PEOPLE	30	15	20	10	9
SKILLS	25	12.5	20	7	7
STRENGTH	10	5	7	3	3
ALLIANCES	10	5	7	2	5
QUALITY	25	12.5	20	10	12
TOTALS	100	50	74	32	36