

### Segment Attractiveness Analysis

	Segment Size	Segment Forecast Growth	Competitive Intensity	Segment Profitability	Another criterion	Segment Attractiveness
Segment 1		0	0	0	0	0
Segment 2						0
Segment 3						0
Segment 4						0
Segment 5						0
Segment 6						0
Segment 7						0
Segment 8						0
Segment 9						0
Segment 10						0
Segment 11						0
Segment 12						0
Segment 13						0
Segment 14						0

<i>Segment Attractiveness Criteria</i>	<i>Importance</i>	<i>Scale</i>		
<i>Segment Size</i>		<i>0.5 &lt; \$500,000</i>	<i>\$500,000 - \$5,000,000</i>	<i>&gt; \$5,000,000</i>
<i>Segment Forecast Growth</i>		<i>0.2 &lt; 2% pa</i>	<i>2%pa - 8%pa</i>	<i>&gt;8%pa</i>
<i>Competitive Intensity</i>		<i>0.1 Few competitors, low barrier</i>		<i>High competition, high barriers</i>
<i>Segment Profitability</i>		<i>0.2 normal margin</i>	<i>5%-10% higher margin</i>	<i>&gt; 10% higher margin</i>
<i>Another criterion</i>		<i>0 describe</i>	<i>describe</i>	<i>describe</i>

Competitive Position Analysis

	Unmet Need 1	Unmet Need 2	Unmet Need 3	Determinant Need 1	Determinant Need 2	Determinant Need 3	CSF 1	CSF 2	Competitive Position
Segment 1	0	0	0	0	0	0	0	0	0
Segment 2									0
Segment 3									0
Segment 4									0
Segment 5									0
Segment 6									0
Segment 7									0
Segment 8									0
Segment 9									0
Segment 10									0
Segment 11									0
Segment 12									0
Segment 13									0
Segment 14									0
<i>Competitive Position Analysis</i>									
<i>(CUSTOMER VIEW)</i>									
<i>Worst supplier</i>									-2
<i>Worse than all key competitors</i>									-1
<i>All equal</i>									0
<i>Better than key all competitors</i>									1
<i>Best supplier</i>									2

Analysis Segment 1

**SEGMENT NAME:**

SEGMENT ATTRACTIVENESS

Segment Size	Segment Forecast Growth	Competitive Intensity	Segment Profitability	Another criterion	Segment Attractiveness
					0

*Segment Attractiveness Criteria Importance*

*Scale*

<i>Segment Size</i>	<i>0.5 &lt; \$500,000</i>	<i>\$500,000 - \$5,000,000</i>	<i>&gt; \$5,000,000</i>
<i>Segment Forecast Growth</i>	<i>0.2 &lt; 2% pa</i>	<i>2%pa - 8%pa</i>	<i>&gt;8%pa</i>
<i>Competitive Intensity</i>	<i>0.1 Few competitors, low barrier</i>		<i>High competition, high barriers</i>
<i>Segment Profitability</i>	<i>0.2 normal margin</i>	<i>5%-10% higher margin</i>	<i>&gt; 10% higher margin</i>
<i>Another criterion</i>	<i>0 describe</i>	<i>describe</i>	<i>describe</i>

COMPETITIVE POSITION

Unmet need 1	Unmet need 2	Unmet need 3	Determinant Need 1	Determinant Need 2	Determinant Need 3	CSF 1	CSF 2	Overall Competitive Position
								0

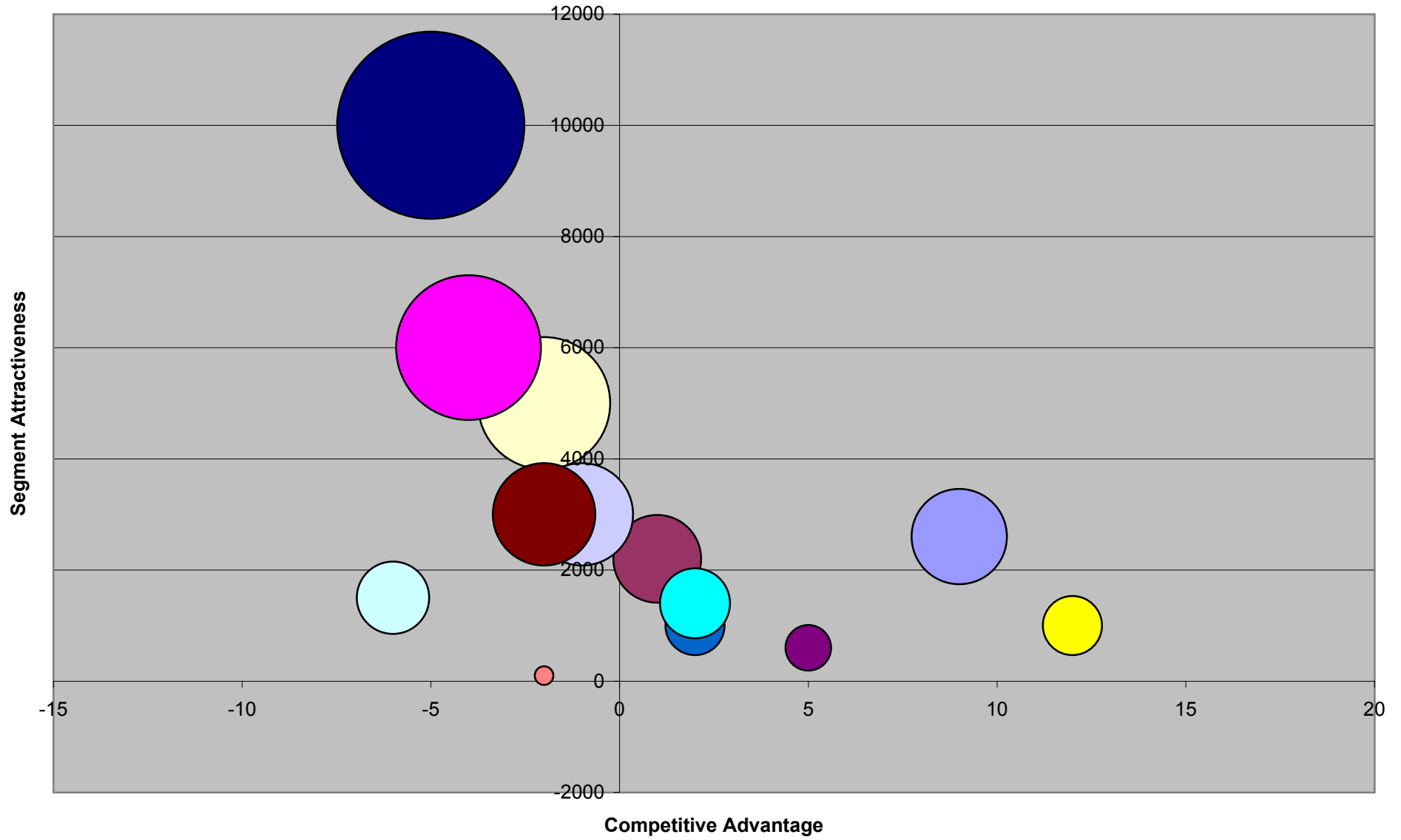
*Competitive Position Analysis (CUSTOMER VIEW)*

<i>Worst supplier</i>	<i>-2</i>
<i>Worse than all key competitors</i>	<i>-1</i>
<i>All equal</i>	<i>0</i>
<i>Better than key all competitors</i>	<i>1</i>
<i>Best supplier</i>	<i>2</i>

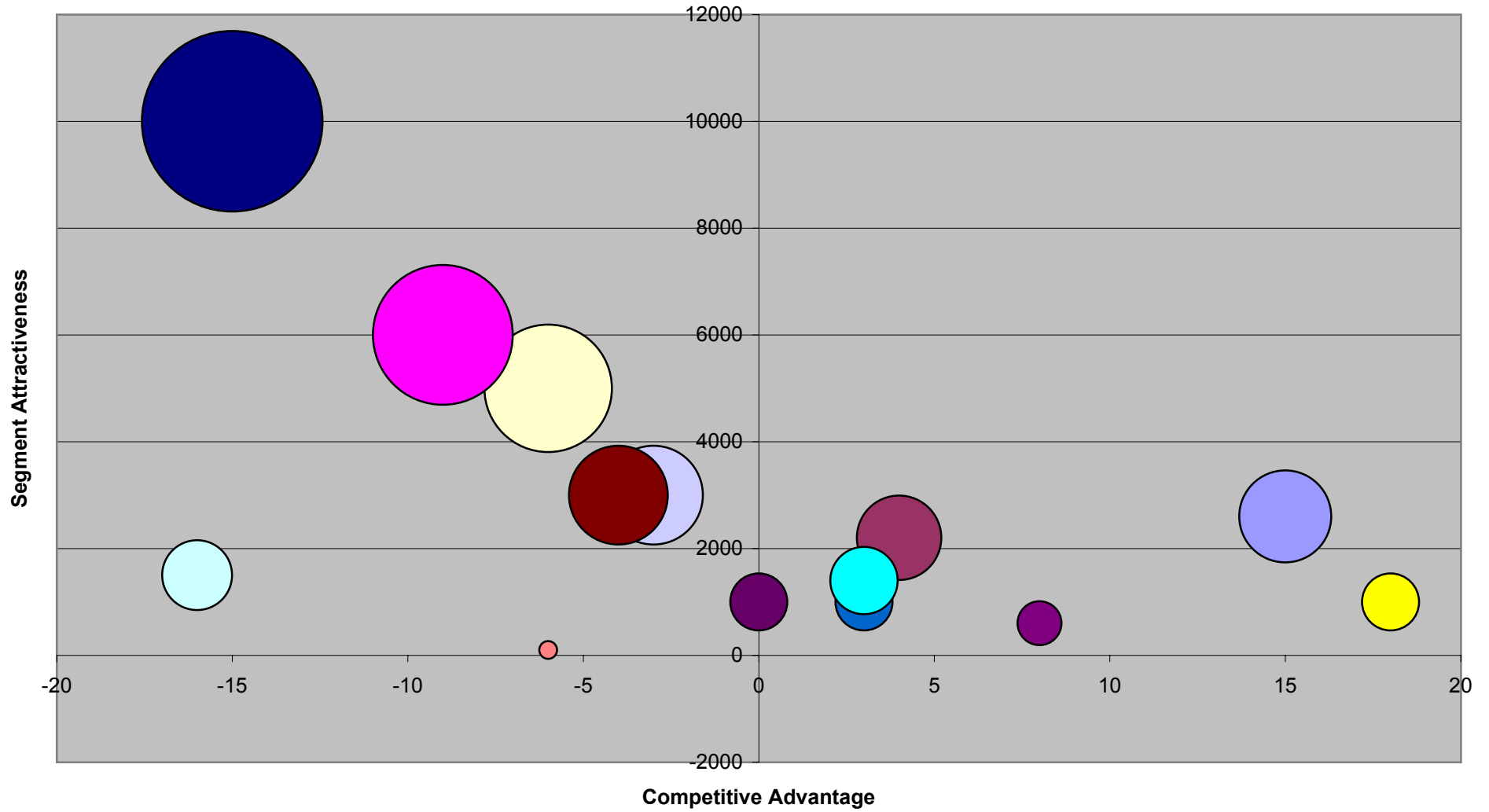
## Summary Results

	Competitive Advantage	Segment Attractiveness	Segment Attractiveness		Competitor 1	Competitor 2	Other
Segment 1	9	2600	15	15	-7	-6	-9
Segment 2	-1	3000	-3	0	2	-1	-6
Segment 3	1	2200	4	4	-3	-3	-14
Segment 4	-5	10000	-15	0	10	-5	-14
Segment 5	-2	5000	-6	0	4	-2	-6
Segment 6	-4	6000	-9	-3	5	-1	-8
Segment 7	-6	1500	-16	-1	10	-5	-12
Segment 8	12	1000	18	18	-6	-6	-14
Segment 9		1000	0	0			
Segment 10	2	1400	3	3	-5	-1	-12
Segment 11	-2	100	-6	2	-4	4	-5
Segment 12	5	600	8	8	-3	-3	-8
Segment 13	2	1000	3	3	-1	-1	-2
Segment 14	-2	3000	-4	0	2	-2	-2

# Market Options



### Market Opportunities (Delta to best competitor)



### Market Opportunities (Delta to closest performing competitor)

