

# Business Strength Analysis

Characteristics	RomanQuest			War 2112			Global Challenge			Galaxy Terminator		
	1 Poor, 5 Excellent			1 Poor, 5 Excellent			1 Poor, 5 Excellent			1 Poor, 5 Excellent		
	Weight	Rating (1-5)	Value	Weight	Rating (1-5)	Value	Weight	Rating (1-5)	Value	Weight	Rating (1-5)	Value
Market Share	20%	5	1.00	0.2	4	0.80	0.2	5	1.00	0.2	4	0.80
Projected share growth	20%	5	1.00	0.2	5	1.00	0.2	5	1.00	0.2	5	1.00
Product quality	15%	4	0.60	0.15	4	0.60	0.15	4	0.60	0.15	3	0.45
Brand equity	15%	5	0.75	0.15	2	0.30	0.15	2	0.30	0.15	2	0.30
Distribution system	15%	4	0.60	0.15	4	0.60	0.15	4	0.60	0.15	4	0.60
Promotional effectiveness	5%	3	0.15	0.05	3	0.15	0.05	3	0.15	0.05	3	0.15
Productive capacity	5%	2	0.10	0.05	2	0.10	0.05	2	0.10	0.05	2	0.10
Product cost	5%	3	0.15	0.05	3	0.15	0.05	3	0.15	0.05	3	0.15
<b>Total (Weight must total 100%)</b>	<b>100%</b>		<b>4.35</b>	<b>1.0</b>		<b>3.70</b>	<b>1.0</b>		<b>3.90</b>	<b>1.0</b>		<b>3.55</b>

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