

# Competitor Analysis

Attributes	RATINGS (SCALE = 1 - 5: 5 = Excellent, 1 = Poor)							Interactive Games
	Weight	MirrorImage	Game Inc.	Solo 2000	Dialup Games	Net Games	Virtual Gamer	
Customer Awareness	20%	4.0	4.0	3.5	4.0	3.0	4.0	4.0
Product Quality	30%	2.0	4.0	2.0	4.0	3.0	4.0	2.0
Product Availability	20%	1.0	4.0	2.0	4.0	2.5	4.0	1.0
Technical Assistance	10%	2.0	3.0	2.0	4.0	1.0	3.0	1.5
Selling Staff	20%	4.0	3.0	3.0	4.0	3.0	4.0	3.0
Total (Weight must total 100%)	100%							
<b>Score (Average)</b>		2.6	3.7	2.5	4.0	2.7	3.9	2.4

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