

E-Marketing Score Card

		RATINGS (SCALE = 1 - 5: 5 = Excellent, 1 = Poor)							
		Q1		Q2		Q3		Q4	
Characteristics	Weight	Rating (1-5)	Value	Rating (1-5)	Value	Rating (1-5)	Value	Rating (1-5)	Value
Study customer needs and wants in market segments	20%	5	1.00	5	1.00	5	1.00	5	1.00
Allocate resources in line with target market goals	20%	5	1.00	4	0.80	5	1.00	5	1.00
Develop winning product lines	15%	4	0.60	4	0.60	3	0.45	4	0.60
Measure company and product image	15%	5	0.75	5	0.75	5	0.75	2	0.30
Continuous product development efforts	15%	4	0.60	4	0.60	4	0.60	4	0.60
Strive to provide "best" solutions	5%	3	0.15	3	0.15	3	0.15	3	0.15
Gather and analyze customer feedback	5%	2	0.10	2	0.10	2	0.10	2	0.10
Influence all to be customer centered	5%	3	0.15	3	0.15	3	0.15	3	0.15
Total (Weight must total 100%)	100%		4.35		4.15		4.20		3.90

Marketing Function Score Card Results

