

Market Attractiveness Analysis

RATINGS (SCALE = 1 - 5: 5 = Excellent, 1 = Poor)												
Characteristics	Product A			Product B			Product C			Product D		
	Weight	Rating (1-5)	Value	Weight	Rating (1-5)	Value	Weight	Rating (1-5)	Value	Weight	Rating (1-5)	Value
Overall market size	20%	5	1.00	20%	4	0.80	20%	5	1.00	20%	4	0.80
Projected market growth rate	20%	5	1.00	20%	5	1.00	20%	5	1.00	20%	5	1.00
Projected profit margin	15%	4	0.60	15%	4	0.60	15%	4	0.60	15%	3	0.45
Competitive intensity	15%	5	0.75	15%	2	0.30	15%	2	0.30	15%	2	0.30
Technological requirements	15%	4	0.60	15%	4	0.60	15%	4	0.60	15%	4	0.60
Environmental impact	5%	3	0.15	5%	3	0.15	5%	3	0.15	5%	3	0.15
Social/political/legal	5%	2	0.10	5%	2	0.10	5%	2	0.10	5%	2	0.10
Other	5%	3	0.15	5%	3	0.15	5%	3	0.15	5%	3	0.15
Total (Weight must total 100%)	100%		4.35	100%		3.70	100%		3.90	100%		3.55

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