

Product Competitive Analysis

Product Name or Description: RomanQuest

Attributes	Weight	RATINGS (SCALE = 1 - 10, 1=Poor, 10 = Excellent)						
		RomanQuest	Atari	Microsoft	Hasbro	Activision	Sega	Mindvision
Price	20%	5	1	10	9	5	1	1
Quality	30%	9	7	5	6	9	10	2
Speed	10%	6	8	4	7	10	10	3
Packaging	10%	5	10	5	5	10	10	4
Distribution	10%	6	4	6	8	10	3	5
Advertising	5%	7	5	8	9	3	4	6
Interactivity	5%	8	6	9	10	4	6	7
Support	10%	9	7	10	10	5	7	8
Total (Weights must total 100%)	100%							
Perceived Value		7.05	5.75	6.85	7.55	7.55	6.70	3.45

Product Competitive Analysis Score

