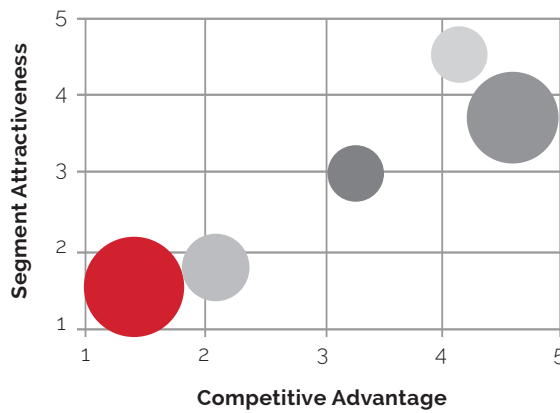


Segment attractiveness factors	Weight	Segment 1		Segment 2		Segment 3	
		Score	Total	Score	Total	Score	Total
Growth	25	6	1.5	5	1.25	10	2.5
Profitability	25	9	2.25	4	1.0	8	2.0
Size	15	6	0.9	5	0.9	7	1.05
Competitive Intensity	15	5	0.75	6	0.9	6	0.9
Cyclicalty	20	2.5	0.5	8	1.6	5	1
<b>Total</b>	<b>100</b>		<b>5.9</b>		<b>5.65</b>		<b>7.45</b>

Segment Scorecard



**Select Market Segments**

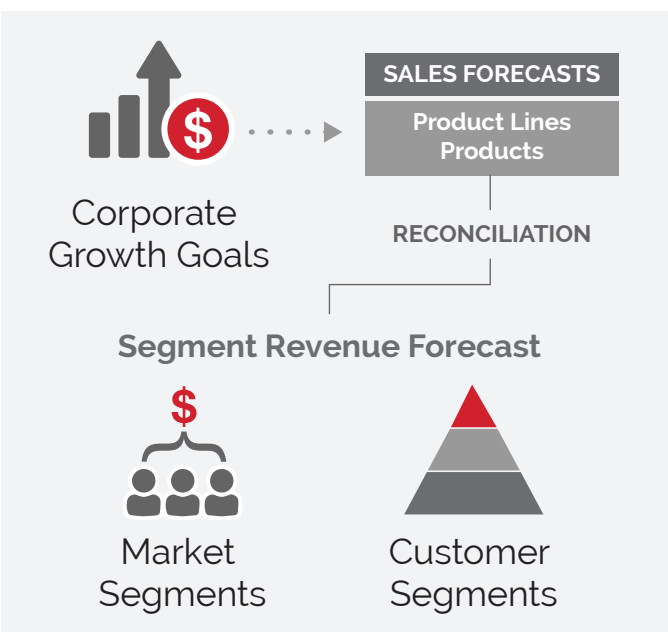
- Strategic Fit
- Growth Potential

**Investment Modeling**

- Market Share
- Sales Conversion
- Sales Volume
- Lifetime Value

**Allowable Investment**

- Allowable cost per customer
- Payback period



**SEGMENT GOALS**

		Weak	Medium	Strong	
Market Attractiveness	High	Selectivity/Earnings	Build	Protect	
	Medium	Harvest/Divest	Selectivity/Earnings	Build	
	Low	Harvest/Divest	Harvest/Divest	Selectivity/Earnings	
		Strategic Position			

**STRATEGIC PLANNING**

