Key Success Factor/ Strength Measure	Importance /Weight	Gap Inc.		TJX Companies		Ross Stores		Abercrombie & Fitch		American Eagle Outfitters	
		Rating	Weighted Score	Rating	Weighted Score	Rating	Weighted Score	Rating	Weighted Score	Rating	Weighted Score
Fashionable product line	0.20	7		6		6		9		8	
Speed to market	0.15	7		6		6		8		7	
Broad network of stores	0.20	10		8		7		7		4	
Brand building capabilities	0.20	8		6		6		9		7	
Inventory Management	0.15	5		5		5		5		5	
Low production costs	0.10	8		8		5		5		5	
Sum of weights	1.00										
Total Rating/ Score											