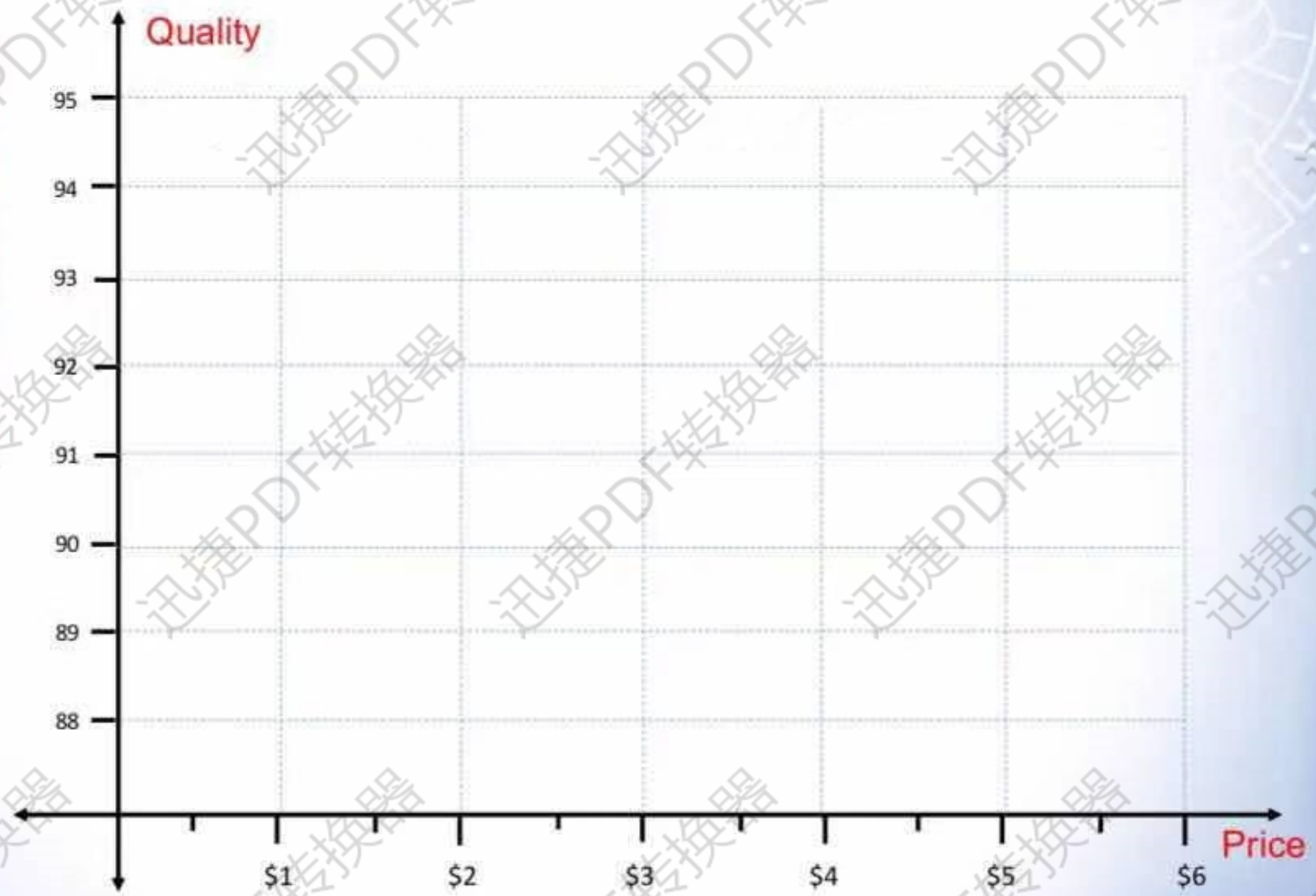


Eastman Kodak contd...

Brand	Price	Overall Quality Score
Superpremium Brands		
Fujicolor Reala	\$4.69	90
Kodak Ektar	\$4.27	92
Premium Brands		
Kodak Gold Plus	\$3.49	93
Agfacolor XRG	\$3.49	88
Economy Brands		
Fujicolor Super G	\$2.91	94
Konica Super SR	\$2.91	93
ScotchColor	\$2.69	92
Price Brands		
(S) Polaroid High Definition	\$2.49	95
(S) Kroeger	\$2.49	91
(A) Walgreen's	\$2.49	91
(S) York	\$2.40	90
(A) Clark Color	\$2.35	90
(S) Kmart Focal	\$2.29	89
(S) Target	\$2.19	92



- (S) Designates the film was procured from 3M and was equivalent to ScotchColor
- (A) Designates the film was procured from Bayer's Agfa and was equivalent to AgfaColor XRG

Kodak plans to replace Ektar with Royal Gold and introduce Funtime @ ± 20% price difference

Position all these brands on the map: