

Three new-product ideas have been suggested. These ideas have been rated as shown in the Table below

Criteria	Product*			Weight (%)
	A	B	C	
Development cost	P	F	VG	10
Sales prospects	VG	E	G	15
Producibility	P	F	G	10
Competitive advantage	E	VG	F	15
Technical risk	P	F	VG	20
Patent protection	F	F	VG	10
Compatibility with strategy	VG	F	F	20
				100
* P = poor, F = fair, G = good, VG = very good, E = excellent				