

Competitive Profile Matrix

		Your Company		Competitor 1		Competitor 2	
Critical Success Factors	Weight %	Rating	Weighted Score	Rating	Weighted Score	Rating	Weighted Score
Product Quality	5%	4	0.2	1	0.05	2	0.1
Customer Service	10%	3	0.3	2	0.2	3	0.3
Pricing	10%	4	0.4	3	0.3	3	0.3
Innovation	5%	4	0.2	4	0.2	4	0.2
Brand Reputation	10%	4	0.4	1	0.1	4	0.4
Distribution Network	5%	3	0.15	4	0.2	4	0.2
Digital Presence	10%	1	0.1	4	0.4	4	0.4
Operational Efficiency	10%	2	0.2	4	0.4	2	0.2
Environmental Impact	10%	3	0.3	3	0.3	4	0.4
Research and Development (R&D)	10%	4	0.4	3	0.3	4	0.4
Financial Stability	10%	3	0.3	3	0.3	3	0.3
Partnerships and Alliances	5%	2	0.1	1	0.05	2	0.1
Total Score	100%		3.05		2.8		3.3

Competitive Profile Matrix And Swot Analysis

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Setianto, Nidya Arina, Ade Gafar
Abdullah, Asep Nandiyanto, Ratih
Hurriyati**

Competitive Profile Matrix And Swot Analysis:

Decoding **Competitive Profile Matrix And Swot Analysis**: Revealing the Captivating Potential of Verbal Expression

In a period characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its capability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Competitive Profile Matrix And Swot Analysis**," a mesmerizing literary creation penned by a celebrated wordsmith, readers embark on an enlightening odyssey, unraveling the intricate significance of language and its enduring effect on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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