## CUSTOMER A RATINGS

<table>
<thead>
<tr>
<th>User Needs</th>
<th>Customer Rate Of Importance</th>
<th>Our Company Now</th>
<th>Sales Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strength</td>
<td>5</td>
<td>3</td>
<td>1.0</td>
</tr>
<tr>
<td>Cracking</td>
<td>4</td>
<td>1</td>
<td>1.2</td>
</tr>
<tr>
<td>Glueability</td>
<td>5</td>
<td>1</td>
<td>1.5</td>
</tr>
<tr>
<td>Flute tip formation</td>
<td>2</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>Runnability</td>
<td>5</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>Moisture resistance</td>
<td>2</td>
<td>3</td>
<td>1.0</td>
</tr>
<tr>
<td>Consistent moisture</td>
<td>5</td>
<td>1</td>
<td>1.5</td>
</tr>
<tr>
<td>Consistent weight</td>
<td>5</td>
<td>1</td>
<td>1.5</td>
</tr>
</tbody>
</table>
CUSTOMER B RATINGS

<table>
<thead>
<tr>
<th>User Needs</th>
<th>Customer Rate Of Importance</th>
<th>Our Company Now</th>
<th>Sales Point</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Step 1:</strong> Are there any other requirements/needs that you have for fluting that are not listed in the table above, if so, please list these in the empty rows below:</td>
<td><strong>Step 2:</strong> How do you rate the importance of each of the user needs using a scale of 1 to 5, where: 1: not important 2: less important 3: neutral 4: important 5: very important</td>
<td><strong>Step 3:</strong> How do you rate our company and the competitor in terms of the user needs? 1 = worse 2 = equal 3 = better</td>
<td><strong>Step 4:</strong> Would there be any change in your sales volumes if there were changes in our product for each of the user needs? 1.0 No sales increase. 1.2 Some sales increase 1.5 Significant sales increase</td>
</tr>
<tr>
<td>Strength</td>
<td>5</td>
<td>1</td>
<td>1.0</td>
</tr>
<tr>
<td>Cracking</td>
<td>3</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>Glueability</td>
<td>4</td>
<td>3</td>
<td>1.0</td>
</tr>
<tr>
<td>Flute tip formation</td>
<td>4</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>Runnability</td>
<td>4</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>Moisture resistance</td>
<td>4</td>
<td>1</td>
<td>1.5</td>
</tr>
<tr>
<td>Consistent moisture</td>
<td>5</td>
<td>1</td>
<td>1.2</td>
</tr>
<tr>
<td>Consistent weight</td>
<td>5</td>
<td>1</td>
<td>1.2</td>
</tr>
<tr>
<td>Low Grit content</td>
<td>4</td>
<td>2</td>
<td>1.0</td>
</tr>
</tbody>
</table>
# CUSTOMER C RATINGS

<table>
<thead>
<tr>
<th>User Needs</th>
<th>Customer Rate Of Importance</th>
<th>Our Company Now</th>
<th>Sales Point</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Step 1:</strong> Are there any other requirements/needs that you have for fluting that are not listed in the table above, if so, please list these in the empty rows below:</td>
<td><strong>Step 2:</strong> How do you rate the importance of each of the user needs using a scale of 1 to 5, where: 1: not important 2: less important 3: neutral 4: important 5: very important</td>
<td><strong>Step 3:</strong> How do you rate our company and the competitor in terms of the user needs? 1 = worse 2 = equal 3 = better</td>
<td><strong>Step 4:</strong> Would there be any change in your sales volumes if there were changes in our product for each of the user needs? 1.0 No sales increase. 1.2 Some sales increase 1.5 Significant sales increase</td>
</tr>
<tr>
<td>Strength</td>
<td>5</td>
<td>1</td>
<td>1.0</td>
</tr>
<tr>
<td>Cracking</td>
<td>3</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>Glueability</td>
<td>3</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>Flute tip formation</td>
<td>3</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>Runnability</td>
<td>4</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>Moisture resistance</td>
<td>4</td>
<td>1</td>
<td>1.5</td>
</tr>
<tr>
<td>Consistent moisture</td>
<td>5</td>
<td>1</td>
<td>1.2</td>
</tr>
<tr>
<td>Consistent weight</td>
<td>5</td>
<td>1</td>
<td>1.2</td>
</tr>
<tr>
<td>Low Grit content</td>
<td>4</td>
<td>1</td>
<td>1.2</td>
</tr>
</tbody>
</table>
**CUSTOMER D RATINGS**

<table>
<thead>
<tr>
<th>User Needs</th>
<th>Customer Rate Of Importance</th>
<th>Our Company Now</th>
<th>Sales Point</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Step 1:</strong> Are there any other requirements/needs that you have for fluting that are not listed in the table above, if so, please list these in the empty rows below:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Step 2:</strong> How do you rate the importance of each of the user needs using a scale of 1 to 5, where: 1: not important 2: less important 3: neutral 4: important 5: very important</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Step 3: How do you rate our company and the competitor in terms of the user needs? 1 = worse 2 = equal 3 = better</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Step 4: Would there be any change in your sales volumes if there were changes in our product for each of the user needs? 1.0 No sales increase. 1.2 Some sales increase 1.5 Significant sales increase</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>User Needs</th>
<th>Customer Rate Of Importance</th>
<th>Our Company Now</th>
<th>Sales Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strength</td>
<td>5</td>
<td>3</td>
<td>1.0</td>
</tr>
<tr>
<td>Cracking</td>
<td>4</td>
<td>3</td>
<td>1.0</td>
</tr>
<tr>
<td>Glueability</td>
<td>4</td>
<td>3</td>
<td>1.0</td>
</tr>
<tr>
<td>Flute tip formation</td>
<td>3</td>
<td>3</td>
<td>1.0</td>
</tr>
<tr>
<td>Runnability</td>
<td>4</td>
<td>3</td>
<td>1.0</td>
</tr>
<tr>
<td>Moisture resistance</td>
<td>5</td>
<td>3</td>
<td>1.0</td>
</tr>
</tbody>
</table>
**CUSTOMER E RATINGS**

<table>
<thead>
<tr>
<th>User Needs</th>
<th>Customer Rate Of Importance</th>
<th>Our Company Now</th>
<th>Sales Point</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Step 1:</strong> Are there any other requirements/needs that you have for fluting that are not listed in the table above, if so, please list these in the empty rows below:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strength</td>
<td>5</td>
<td>3</td>
<td>1.0</td>
</tr>
<tr>
<td>Cracking</td>
<td>5</td>
<td>1</td>
<td>1.0</td>
</tr>
<tr>
<td>Glueability</td>
<td>5</td>
<td>3</td>
<td>1.0</td>
</tr>
<tr>
<td>Flute tip formation</td>
<td>5</td>
<td>3</td>
<td>1.0</td>
</tr>
<tr>
<td>Runnability</td>
<td>5</td>
<td>3</td>
<td>1.0</td>
</tr>
<tr>
<td>Moisture resistance</td>
<td>5</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td><strong>Step 2:</strong> How do you rate the importance of each of the user needs using a scale of 1 to 5, where: 1: not important 2: less important 3: neutral 4: important 5: very important</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Step 3:</strong> How do you rate our company and the competitor in terms of the user needs? 1 = worse 2 = equal 3 = better</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Step 4:</strong> Would there be any change in your sales volumes if there were changes in our product for each of the user needs? 1.0 No sales increase. 1.2 Some sales increase 1.5 Significant sales increase</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>