

APPENDIX 5.2

CUSTOMER A RATINGS

User Needs	Customer Rate Of Importance	Our Company Now	Sales Point
Step 1: 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:	Step 2: 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	Step 3: How do you rate our company and the competitor in terms of the user needs? 1 = worse 2 = equal 3 = better	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
Strength	5	3	1.0
Cracking	4	1	1.2
Glueability	5	1	1.5
Flute tip formation	2	2	1.0
Runnability	5	2	1.0
Moisture resistance	2	3	1.0
Consistent moisture	5	1	1.5
Consistent weight	5	1	1.5

CUSTOMER B RATINGS

User Needs	Customer Rate Of Importance	Our Company Now	Sales Point
Step 1: 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:	Step 2: 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	Step 3: How do you rate our company and the competitor in terms of the user needs? 1 = worse 2 = equal 3 = better	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
Strength	5	1	1.0
Cracking	3	2	1.0
Glueability	4	3	1.0
Flute tip formation	4	2	1.0
Runnability	4	2	1.0
Moisture resistance	4	1	1.5
Consistent moisture	5	1	1.2
Consistent weight	5	1	1.2
Low Grit content	4	2	1.0

CUSTOMER C RATINGS

User Needs	Customer Rate Of Importance	Our Company Now	Sales Point
Step 1: 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:	Step 2: 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	Step 3: How do you rate our company and the competitor in terms of the user needs? 1 = worse 2 = equal 3 = better	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
Strength	5	1	1.0
Cracking	3	2	1.0
Glueability	3	2	1.0
Flute tip formation	3	2	1.0
Runnability	4	2	1.0
Moisture resistance	4	1	1.5
Consistent moisture	5	1	1.2
Consistent weight	5	1	1.2
Low Grit content	4	1	1.2

CUSTOMER D RATINGS

User Needs	Customer Rate Of Importance	Our Company Now	Sales Point
Step 1: 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:	Step 2: 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	Step 3: How do you rate our company and the competitor in terms of the user needs? 1 = worse 2 = equal 3 = better	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
Strength	5	3	1.0
Cracking	4	3	1.0
Glueability	4	3	1.0
Flute tip formation	3	3	1.0
Runnability	4	3	1.0
Moisture resistance	5	3	1.0

CUSTOMER E RATINGS

User Needs	Customer Rate Of Importance	Our Company Now	Sales Point
Step 1: 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:	Step 2: 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	Step 3: How do you rate our company and the competitor in terms of the user needs? 1 = worse 2 = equal 3 = better	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
Strength	5	3	1.0
Cracking	5	1	1.0
Glueability	5	3	1.0
Flute tip formation	5	3	1.0
Runnability	5	3	1.0
Moisture resistance	5	2	1.0