

DECISION MATRIX

Client Name: _____

Date: _____ 9/08/2012

Step 1. Brainstorm the factors that would impact on your decision and place them down the left hand side.

Step 2. Work out the weighting factors for each decision and place it in the Weighting factors column (Total Score must equal to 100)

Step 3. Record the rating products in top section of this table and input relevant data to be computed.

Step 4. Work down each weighting factor row and score the 'decision' out of maximum number of points available based on the weighting of the factor.

for example: If you have weighted your factor 'Price' as 40 points out of 100 you would then work through your various decision options and rate them each with a maximum of 40 if it rates highly and if the 'Benefits' of that option are low mark them accordingly. In section weighting factors are formulas and they might need some adjustments or user might weight and enter its own factors without the formulas.

Step 5. After working through each row a total will appear at the end and the factor with the highest score will appear in ranking section as no# 1. This would be the most strategic option to go based on your criteria.

Matrix: Purchase of new products X

Attributes / Decision factors	Weighting factors	Product A	Product B	Product C	Product D	Product E
Price (\$)		3699.00	3700.00	4150.00	3990.00	3800.00
Weighting factors	40.00	40.00	39.95	17.48	25.47	34.96
*12 months Running cost (\$)		550.00	600.00	650.00	650.00	600.00
Weighting factors	20.00	20.00	13.94	7.88	7.88	13.94
Dry Weight (Kg)		99.00	81.00	75.00	80.00	85.00
Weighting factors	10.00	4.00	8.50	10.00	8.75	7.50
Tank Capacity (L)		11.00	6.60	5.50	8.00	8.00
Weighting factors	10.00	10.00	4.13	3.53	6.47	6.47
Warranty (km)		4000.00	4000.00	6000.00	4000.00	6000.00
Weighting factors	20.00	10.00	10.00	20.00	10.00	20.00
Total Score	100.00	84.00	76.52	58.89	58.57	82.87
Ranking		1.00	3.00	4.00	5.00	2.00

*Running cost- based on petrol cost and services per year (6,000km)

*Weighting factors and Attributes are critical in working proper valuation so therefore they should be unbiased.

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