

Table 3: Weighted Average after changes

(we improved assortment to 7; public increases importance attached to appearance by 5 points and decreases importance of location by 5)

Segment: Chronic Users		Chronic					
		RATINGS					
	Relative Importance	Our Score	Imp x score	Competitor A	Imp x score	Competitor B	Imp x score
Speed of Service	35	7	245	5	175	3	105
Advice from Pharmacist	10	8	80	6	60	6	60
Convenient Hours	20	7	140	8	160	6	120
Broad Assortment (non Rx)	25	7	175	7	175	9	225
Store Appearance	10	7	<u>70</u>	9	<u>90</u>	9	<u>90</u>
Total	100	TOTAL	710	TOTAL	660	TOTAL	600