



T. L. KUHN, M. A. KARLSON AND J. R. WILSON • 2023

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base	base
base (base)	base (base)
base + 5	base + 5
base (base) + 5	base (base) + 5
base + 10	base + 10

Category	Description	Quantity	Unit	Value	Unit Value	Cost	Unit Cost	Margin	Unit Margin	Profit	Unit Profit
Category A	Sub-category A1	100	Units	100	100	80	80	20	20	20	20
Category B	Sub-category B1	100	Units	100	100	70	70	30	30	30	30
Category C	Sub-category C1	100	Units	100	100	60	60	40	40	40	40
Category D	Sub-category D1	100	Units	100	100	50	50	50	50	50	50
Category E	Sub-category E1	100	Units	100	100	40	40	60	60	60	60
Category F	Sub-category F1	100	Units	100	100	30	30	70	70	70	70
Category G	Sub-category G1	100	Units	100	100	20	20	80	80	80	80
Category H	Sub-category H1	100	Units	100	100	10	10	90	90	90	90
Category I	Sub-category I1	100	Units	100	100	0	0	100	100	100	100
Category J	Sub-category J1	100	Units	100	100	-10	-10	110	110	110	110
Category K	Sub-category K1	100	Units	100	100	-20	-20	120	120	120	120
Category L	Sub-category L1	100	Units	100	100	-30	-30	130	130	130	130
Category M	Sub-category M1	100	Units	100	100	-40	-40	140	140	140	140
Category N	Sub-category N1	100	Units	100	100	-50	-50	150	150	150	150
Category O	Sub-category O1	100	Units	100	100	-60	-60	160	160	160	160
Category P	Sub-category P1	100	Units	100	100	-70	-70	170	170	170	170
Category Q	Sub-category Q1	100	Units	100	100	-80	-80	180	180	180	180
Category R	Sub-category R1	100	Units	100	100	-90	-90	190	190	190	190
Category S	Sub-category S1	100	Units	100	100	-100	-100	200	200	200	200
Category T	Sub-category T1	100	Units	100	100	-110	-110	210	210	210	210
Category U	Sub-category U1	100	Units	100	100	-120	-120	220	220	220	220
Category V	Sub-category V1	100	Units	100	100	-130	-130	230	230	230	230
Category W	Sub-category W1	100	Units	100	100	-140	-140	240	240	240	240
Category X	Sub-category X1	100	Units	100	100	-150	-150	250	250	250	250
Category Y	Sub-category Y1	100	Units	100	100	-160	-160	260	260	260	260
Category Z	Sub-category Z1	100	Units	100	100	-170	-170	270	270	270	270

Business Overview						
Financial Performance		Operational Efficiency		Strategic Initiatives		
Key Indicator	Current Value	Target Value	Performance	Resource Utilization	Market Share	Risk Exposure
Revenue Growth (%)	12.5%	15.0%	Below Target	80%	35.0%	Medium
Net Profit Margin (%)	10.2%	12.0%	Below Target	75%	32.0%	Medium
Customer Acquisition Cost (\$)	500	450	Above Target	90%	38.0%	Low
Retention Rate (%)	85%	90%	Below Target	85%	36.0%	Medium
Employee Turnover (%)	15%	10%	Above Target	95%	34.0%	Medium
Supply Chain Lead Time (Days)	18	15	Above Target	98%	33.0%	Low
Logistics Efficiency (%)	88%	90%	Below Target	92%	32.0%	Medium
Quality Defect Rate (%)	1.2%	1.0%	Above Target	99%	31.0%	Low
Production Cycle Time (Days)	150	140	Above Target	97%	30.0%	Medium
Inventory Turnover (Times)	4.5	5.0	Below Target	90%	29.0%	Medium
Customer Satisfaction Score (CFS)	78	82	Below Target	93%	28.0%	Medium
Employee Satisfaction Score (ESS)	65	70	Below Target	94%	27.0%	Medium
Product Innovation Index (PII)	82	85	Below Target	91%	26.0%	Medium
Brand Perception Score (BPS)	70	75	Below Target	92%	25.0%	Medium
Market Share (%)	15.0	18.0	Below Target	90%	24.0%	Medium
Risk Exposure Level	Medium	Low	Below Target	93%	23.0%	Medium
Future Outlook	Stable	Growing	Below Target	94%	22.0%	Medium
Overall Rating	3.5	4.0	Below Target	95%	21.0%	Medium

General Information		Financial Performance		Operational Efficiency		Strategic Initiatives		Market Positioning		Risk & Compliance	
Project Alpha	Phase 1	100	100	80	80	90	90	70	70	60	60
Project Beta	Phase 2	150	150	90	90	100	100	80	80	70	70
Project Gamma	Phase 3	200	200	100	100	110	110	90	90	80	80
Project Delta	Phase 4	250	250	110	110	120	120	100	100	90	90
Project Epsilon	Phase 5	300	300	120	120	130	130	110	110	100	100
Project Zeta	Phase 6	350	350	130	130	140	140	120	120	110	110
Project Eta	Phase 7	400	400	140	140	150	150	130	130	120	120
Project Theta	Phase 8	450	450	150	150	160	160	140	140	130	130
Project Iota	Phase 9	500	500	160	160	170	170	150	150	140	140
Project Kappa	Phase 10	550	550	170	170	180	180	160	160	150	150
Project Lambda	Phase 11	600	600	180	180	190	190	170	170	160	160
Project Mu	Phase 12	650	650	190	190	200	200	180	180	170	170
Project Nu	Phase 13	700	700	200	200	210	210	190	190	180	180
Project Xi	Phase 14	750	750	210	210	220	220	200	200	190	190
Project Omicron	Phase 15	800	800	220	220	230	230	210	210	200	200
Project Pi	Phase 16	850	850	230	230	240	240	220	220	210	210
Project Rho	Phase 17	900	900	240	240	250	250	230	230	220	220
Project Sigma	Phase 18	950	950	250	250	260	260	240	240	230	230
Project Tau	Phase 19	1000	1000	260	260	270	270	250	250	240	240
Project Upsilon	Phase 20	1050	1050	270	270	280	280	260	260	250	250
Project Phi	Phase 21	1100	1100	280	280	290	290	270	270	260	260
Project Chi	Phase 22	1150	1150	290	290	300	300	280	280	270	270
Project Psi	Phase 23	1200	1200	300	300	310	310	290	290	280	280
Project Omega	Phase 24	1250	1250	310	310	320	320	300	300	290	290
Project Epsilon	Phase 25	1300	1300	320	320	330	330	310	310	300	300
Project Zeta	Phase 26	1350	1350	330	330	340	340	320	320	310	310
Project Eta	Phase 27	1400	1400	340	340	350	350	330	330	320	320
Project Theta	Phase 28	1450	1450	350	350	360	360	340	340	330	330
Project Iota	Phase 29	1500	1500	360	360	370	370	350	350	340	340
Project Kappa	Phase 30	1550	1550	370	370	380	380	360	360	350	350
Project Lambda	Phase 31	1600	1600	380	380	390	390	370	370	360	360
Project Mu	Phase 32	1650	1650	390	390	400	400	380	380	370	370
Project Nu	Phase 33	1700	1700	400	400	410	410	390	390	380	380
Project Xi	Phase 34	1750	1750	410	410	420	420	400	400	390	390
Project Omicron	Phase 35	1800	1800	420	420	430	430	410	410	400	400
Project Pi	Phase 36	1850	1850	430	430	440	440	420	420	410	410
Project Rho	Phase 37	1900	1900	440	440	450	450	430	430	420	420
Project Sigma	Phase 38	1950	1950	450	450	460	460	440	440	430	430
Project Tau	Phase 39	2000	2000	460	460	470	470	450	450	440	440
Project Upsilon	Phase 40	2050	2050	470	470	480	480	460	460	450	450
Project Phi	Phase 41	2100	2100	480	480	490	490	470	470	460	460
Project Chi	Phase 42	2150	2150	490	490	500	500	480	480	470	470
Project Psi	Phase 43	2200	2200	500	500	510	510	490	490	480	480
Project Omega	Phase 44	2250	2250	510	510	520	520	500	500	490	490
Project Epsilon	Phase 45	2300	2300	520	520	530	530	510	510	500	500
Project Zeta	Phase 46	2350	2350	530	530	540	540	520	520	510	510
Project Eta	Phase 47	2400	2400	540	540	550	550	530	530	520	520
Project Theta	Phase 48	2450	2450	550	550	560	560	540	540	530	530
Project Iota	Phase 49	2500	2500	560	560	570	570	550	550	540	540
Project Kappa	Phase 50	2550	2550	570	570	580	580	560	560	550	550
Project Lambda	Phase 51	2600	2600	580	580	590	590	570	570	560	560
Project Mu	Phase 52	2650	2650	590	590	600	600	580	580	570	570
Project Nu	Phase 53	2700	2700	600	600	610	610	590	590	580	580
Project Xi	Phase 54	2750	2750	610	610	620	620	600	600	590	590
Project Omicron	Phase 55	2800	2800	620	620	630	630	610	610	600	600
Project Pi	Phase 56	2850	2850	630	630	640	640	620	620	610	610
Project Rho	Phase 57	2900	2900	640	640	650	650	630	630	620	620
Project Sigma	Phase 58	2950	2950	650	650	660	660	640	640	630	630
Project Tau	Phase 59	3000	3000	660	660	670	670	650	650	640	640
Project Upsilon	Phase 60	3050	3050	670	670	680	680	660	660	650	650
Project Phi	Phase 61	3100	3100	680	680	690	690	670	670	660	660
Project Chi	Phase 62	3150	3150	690	690	700	700	680	680	670	670
Project Psi	Phase 63	3200	3200	700	700	710	710	690	690	680	680
Project Omega	Phase 64	3250	3250	710	710	720	720	700	700	690	690
Project Epsilon	Phase 65	3300	3300	720	720	730	730	710	710	700	700
Project Zeta	Phase 66	3350	3350	730	730	740	740	720	720	710	710
Project Eta	Phase 67	3400	3400	740	740	750	750	730	730	720	720
Project Theta	Phase 68	3450	3450	750	750	760	760	740	740	730	730
Project Iota	Phase 69	3500	3500	760	760	770	770	750	750	740	740
Project Kappa	Phase 70	3550	3550	770	770	780	780	760	760	750	750
Project Lambda	Phase 71	3600	3600	780	780	790	790	770	770	760	760
Project Mu	Phase 72	3650	3650	790	790	800	800	780	780	770	770
Project Nu	Phase 73	3700	3700	800	800	810	810	790	790	780	780
Project Xi	Phase 74	3750	3750	810	810	820	820	800	800	790	790
Project Omicron	Phase 75	3800	3800	820	820	830	830	810	810	800	800
Project Pi	Phase 76	3850	3850	830	830	840	840	820	820	810	810
Project Rho	Phase 77	3900	3900	840	840	850	850	830	830	820	820
Project Sigma	Phase 78	3950	3950	850	850	860	860	840	840	830	830
Project Tau	Phase 79	4000	4000	860	860	870	870	850	850	840	840
Project Upsilon	Phase 80	4050	4050	870	870	880	880	860	860	850	850
Project Phi	Phase 81	4100	4100	880	880	890	890	870	870	860	860
Project Chi	Phase 82	4150	4150	890	890	900	900	880	880	870	870
Project Psi	Phase 83	4200	4200	900	900	910	910	890	890	880	880
Project Omega	Phase 84	4250	4250	910	910	920	920	900	900	890	890
Project Epsilon	Phase 85	4300	4300	920	920	930	930	910	910	900	900
Project Zeta	Phase 86	4350	4350	930	930	940	940	920	920	910	910
Project Eta	Phase 87	4400	4400	940	940	950	950	930	930	920	920
Project Theta	Phase 88	4450	4450	950	950	960	960	940	940	930	930
Project Iota	Phase 89	4500	4500	960	960	970	970	950	950	940	940
Project Kappa	Phase 90	4550	4550	970	970	980	980	960	960	950	950
Project Lambda	Phase 91	4600	4600	980	980	990	990	970	970	960	960
Project Mu	Phase 92	4650	4650	990	990	1000	1000	980	980	970	970
Project Nu	Phase 93	4700	4700	1000	1000	1010	1010	990	990	980	980
Project Xi	Phase 94	4750	4750	1010	1010	1020	1020	1000	1000	990	990
Project Omicron	Phase 95	4800	4800	1020	1020	1030	1030	1010	1010	1000	1000
Project Pi	Phase 96	4850	4850	1030	1030	1040	1040	1020	1020	1010	1010
Project Rho	Phase 97	4900	4900	1040	1040	1050	1050	1030	1030	1020	1020
Project Sigma	Phase 98	4950	4950	1050	1050	1060	1060	1040	1040	1030	1030
Project Tau	Phase 99	5000	5000	1060	1060	1070	1070	1050	1050	1040	1040
Project Upsilon	Phase 100	5050	5050	1070	1070	1080	1080	1060	1060	1050	1050

