



# UTILITY ANALYSIS

## Supplier for new product ABC3000

**FOR**

ABC GmbH

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Utilisys V1.2.3

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# Project Description

In this utility analysis, a supplier for our new product ABC3000 shall be selected.



# Must Haves

*A Must Have is a mandatory feature of a subject. It is either available or not existent. There is no partial manifestation of a Must Have. A subject has to fulfill all its Must Haves in order to maintain its state as a valid candidate. As soon as one Must Have of a subject is not fulfilled it is disqualified for further rating and should not be regarded as a possible choice at the end. The following list represents all necessary Must Haves for this project's requirements with its descriptions.*

## Location inside EU

The supplier must be inside of the EU for shipping reasons.

# Compliance

The suppliers compliance must match our compliance.

# Properties

*A property is a feature of a subject. It is rated for its degree of fulfillment in a subject, where 0 is the least manifestation and 10 is the most. Properties are also rated against each other in order to get a ranking of the importance for the project. The following list represents all necessary properties for this project's requirements with descriptions of the different degrees of fulfillment.*

## Production cost

### High Fulfillment Description (8 - 10)

1,00 - 2,99 €

### Medium Fulfillment Description (4 - 7)

3,00 - 4,99 €

### Low Fulfillment Description (0 - 3)

5,00 - 7,99 €

# Quality standards

## High Fulfillment Description (8 - 10)

75 - 100% of wanted standards

## Medium Fulfillment Description (4 - 7)

35 - 74% of wanted standards

## Low Fulfillment Description (0 - 3)

0 - 34% of wanted standards

## **Distance from HQ**

### **High Fulfillment Description (8 - 10)**

0 - 499 km

### **Medium Fulfillment Description (4 - 7)**

500 - 1299 km

### **Low Fulfillment Description (0 - 3)**

1400 - 4000 km



# **Know How**

## **High Fulfillment Description (8 - 10)**

- very good know how
- state of the art or even pioneer

## **Medium Fulfillment Description (4 - 7)**

- basic to good know how
- almost state of the art

## **Low Fulfillment Description (0 - 3)**

- low to no know how
- introduction of new technologies

# Property Weighting

#	Name	1	2	3	4	Sum	Rel.
1	Production cost	1	1	2	2	6	0,38
2	Quality standards	1	1	2	1	5	0,31
3	Distance from HQ	0	0	1	0	1	0,06
4	Know How	0	1	2	1	4	0,25

# Subjects

## Bingo GmbH

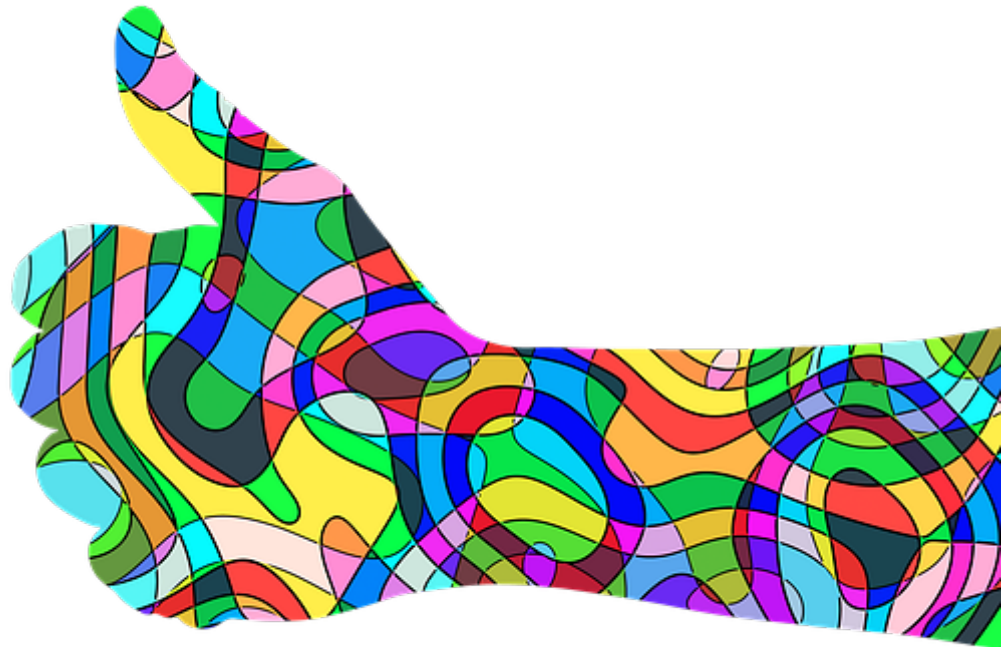
- in Germany
- fulfills quality requirements completely
- production cost: EUR 5,78
- very good know how



BINGO

## Top Ltd.

- in Ireland
- fulfills quality requirements mostly (80%)
- production cost: EUR 4,86
- good know how



# All Inc.

- in Spain
- fulfills quality requirements partly (60%)
- production cost: EUR 3,11
- not completely matching with our compliance standards
- very good know how



# Must Have Rating

Name	Bingo GmbH	Top Ltd.	All Inc.
Location inside EU	YES	YES	YES
Compliance	YES	YES	NO
RESULT	YES	YES	NO

# Property Rating

Name	Bingo GmbH	Top Ltd.	All Inc.
Production cost	3	4	7
Quality standards	10	8	6
Distance from HQ	9	4	2
Know How	10	7	10

# Subject Rating

Name	Weight	Bingo GmbH		Top Ltd.		All Inc.	
		Rating	Sub T.	Rating	Sub T.	Rating	Sub T.
Location inside EU	Must	YES		YES		YES	
Compliance	Must	YES		YES		NO	
Production cost	0,38	3	1,13	4	1,50	7	2,63
Quality standards	0,31	10	3,13	8	2,50	6	1,88
Distance from HQ	0,06	9	0,56	4	0,25	2	0,13
Know How	0,25	10	2,50	7	1,75	10	2,50
<b>RESULT</b>			<b>7,3</b>		<b>6,0</b>		<b>7,1</b>



# Result

*Regarding the given Must Haves And properties, as well As their ratings against each other and the final rating of the subjects to them, the following list shows all qualified subjects ordered by their degree Of fulfillment from top to down according to the requirements with their final rating. A 0 indicates the worst possible match of a subject to the requirements, whereas a 10 indicates the best possible match.*

*The first subject in the list matches best to the requirements and should therefore be considered as the subject of choice.*

## 1. Bingo GmbH (7,3)

## 2. Top Ltd. (6,0)

*The following list shows all the disqualified subjects, that don't fulfill all Must Haves.*

## All Inc. (7,1)