

**QSPM (Quantitative Strategic Planning Matrix) for XYZ company**

Key Factors	Alternative 1 - <i>Acquire Competitor</i>			Alternative 2 - <i>Expand Internally</i>		
	Weight	Attractiveness Scores	Total Attractiveness Score	Weight	Attractiveness Scores	Total Attractiveness Score
<b>Strengths</b>						
Unique product	0.11	2	<b>0.22</b>	0.08	1	<b>0.08</b>
Location of your business	0.09	3	<b>0.27</b>	0.06	2	<b>0.12</b>
Worker's unique skill set	0.15	1	<b>0.15</b>	0.13	4	<b>0.52</b>
Quality of product	0.11	4	<b>0.44</b>	0.15	4	<b>0.60</b>
Increasing work productivity	0.09	0	<b>0.00</b>	0.12	3	<b>0.36</b>
<b>Weaknesses</b>						
Lack of quality and customer service	0.10	4	<b>0.40</b>	0.13	3	<b>0.39</b>
Poor marketing and sales	0.15	2	<b>0.30</b>	0.10	1	<b>0.10</b>
Undifferentiated product	0.08	3	<b>0.24</b>	0.17	0	<b>0.00</b>
Negatively sensitive to globalization	0.12	1	<b>0.12</b>	0.06	1	<b>0.06</b>
<i>Sum Weights</i>	<b>100%</b>			<b>100%</b>		
<b>Opportunities</b>						
A new emerging or developing market	0.09	4	<b>0.36</b>	0.12	0	<b>0.00</b>
Possible acquisition of a competitor	0.14	4	<b>0.56</b>	0.08	2	<b>0.16</b>
Membership in trade alliance	0.16	0	<b>0.00</b>	0.10	1	<b>0.10</b>
<b>Threats</b>						
Increasing competition in the market	0.08	4	<b>0.32</b>	0.12	1	<b>0.12</b>
Price war	0.10	3	<b>0.30</b>	0.14	0	<b>0.00</b>
Competitor oligopoly	0.18	2	<b>0.36</b>	0.09	1	<b>0.09</b>
US dollar exchange rate	0.09	0	<b>0.00</b>	0.20	0	<b>0.00</b>
Infavorable taxes	0.16	0	<b>0.00</b>	0.15	0	<b>0.00</b>
<i>Sum Weights</i>	<b>100%</b>			<b>100%</b>		
<b>Sum Total Attractiveness Score</b>			<b>4.04</b>	>	<b>2.70</b>	

# The Quantitative Strategic Planning Matrix Qspm Applied

**S Ben Porath**



## **The Quantitative Strategic Planning Matrix Qspm Applied:**

## Whispering the Secrets of Language: An Mental Quest through **The Quantitative Strategic Planning Matrix Qspm Applied**

In a digitally-driven earth where displays reign supreme and quick interaction drowns out the subtleties of language, the profound strategies and mental subtleties hidden within words frequently move unheard. However, located within the pages of **The Quantitative Strategic Planning Matrix Qspm Applied** a captivating literary treasure sporting with organic feelings, lies an extraordinary quest waiting to be undertaken. Composed by a skilled wordsmith, this enchanting opus encourages viewers on an introspective trip, softly unraveling the veiled truths and profound affect resonating within ab muscles fabric of every word. Within the mental depths with this poignant evaluation, we will embark upon a honest exploration of the book is primary styles, dissect its charming publishing design, and succumb to the powerful resonance it evokes serious within the recesses of readers hearts.

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