

VALUE STUDY - ANALYSIS MATRIX

PROJECT: Timber Wolf Lake		FUNCTION: Support Presentation																	
COMPONENT: Project		FUNCTION: Support Presentation																	
RATING 5 - EXCELLENT 4 - VERY GOOD 3 - GOOD 2 - FAIR 1 - POOR	Satisfies and/or performs the function	FIRST RANK	C. Increase Value		A. Implementable		B. Saleable		D.		E.		F.		G.		H. Total Weighted Value (Raw Score)		Final ranking of acceptance
			Relative weight	Relative weight	Relative weight	Relative weight	Relative weight	Relative weight	Relative weight	Relative weight	Relative weight	Relative weight	Relative weight	Relative weight	Relative weight				
			Eval	6	Eval	6	Eval	3	Eval	2	Eval		Eval		Eval		Eval		
ALTERNATIVES																			
1 . Original Concept - As of 10/16/2000		4	24	1	6	4	12	4	8									50	
2 . Message		4.1	24.6	2	12	2	6	2	4									46.6	
3 . Flexibility		4.4	26.4	5	30	4	12	3	6									74.4	
4 . Sinning Set		4.1	24.6	2	12	2	6	2	4									46.6	
5 . WOW Adult		4	24	1	6	3	9	3	6									45	
6 . Retail		4.2	25.2	4	24	4	12	2	4									65.2	
7 . Cost Reduction		4	24	5	30	4	12	3	6									72	
8 . Nature		3	18	----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
9 . Snow		4	24	4	24	4	12	4	8									68	
10 . Cleanliness		4	24	4	24	4	12	3	6									66	
11 . Technology		4.2	25.2	3	18	3	9	2	4									56.2	
12 . Sell		4.4	26.4	4	24	4	12	2	4									66.4	
13 . Changing Feel		4.2	25.2	2	12	3	9	2	4									50.2	
14 . Staff		3.1	18.6	----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
15 . Exterior		4	24	4	24	4	12	3	6									66	
16 . Interior		4	24	4	24	4	12	3	6									66	
17 . Illumination		4.1	24.6	4	24	4	12	3	6									66.6	
18 . Energy		4	24	4	24	3	9	4	8									65	
19 . Stage		4.1	24.6	3	18	4	12	2	4									58.6	
20 . Structure		4	24	4	24	4	12	3	6									66	
21 . Roof		4	24	4	24	4	12	3	6									66	

IF RANK VALUE DOES NOT EQUAL OR EXCEED 4 (very good) THE ALTERNATIVE IS DROPPED

VALUE STUDY - ANALYSIS MATRIX RESULT GRAPH

