

ANALIZA BENCHMARKING A DOUA MAGAZINE ELECTRONICE (DOMO & FLANCO)

(cele 5 criterii de relevanta – Crawford)

| Grupe de criterii/Caracteristici | Ponderea in grupa | Ierarhizarea analitica a caracteristicilor (%) | Maturitate | | | | | Scor ponderat | |
|---|-------------------|--|------------|-----|-----|-----|------|---------------|---------------|
| | | | 0% | 25% | 50% | 75% | 100% | Domo | Flanco |
| 1. Acces(.....) | 200 | | | | | | | | |
| Locatia | 250 | 50 | | | | DF | | 37,5 | 37,5 |
| Contextul | 400 | 80 | | | | DF | | 60 | 60 |
| Atmosfera | 350 | 70 | | | DF | | | 35 | 35 |
| Total | 1000 | | | | | | | 132,5 | 132,5 |
| 2. Brand (Produs)/Serviciu (.....) | 250 | | | | | | | | |
| Produs/Serviciu | 350 | 87,5 | | | | DF | | 65,63 | 65,63 |
| Siguranta/Securitatea | 250 | 62,5 | | | | DF | | 46,88 | 46,88 |
| Impachetarea si etichetarea | 150 | 37,5 | | | | DF | | 28,13 | 28,13 |
| Fiabilitate/Incredere | 250 | 62,5 | | | D | F | | 31,25 | 46,88 |
| Total | 1000 | | | | | | | 171,89 | 187,52 |
| 3. Pret/Valoare(.....) | 200 | | | | | | | | |
| Valoarea pentru timp | 400 | 80 | | | | DF | | 60 | 60 |

| | | | | | | | | | |
|--|-------------|------|--|--|----|----|--|---------------|---------------|
| Valoarea pentru bani | 600 | 120 | | | DF | | | 60 | 60 |
| Total | 1000 | | | | | | | 120 | 120 |
| 4. Varietate (Assortment)/Alegere (.....) | 200 | | | | | | | | |
| Mixul de oferta/categoria | 1000 | 200 | | | | DF | | 150 | 150 |
| Total | 1000 | | | | | | | 150 | 150 |
| 5. Componente ale experientei (.....) | 150 | | | | | | | | |
| Elemente spirituale si emotionale | 400 | 60 | | | D | F | | 30 | 45 |
| Mediul social si trend | 250 | 37,5 | | | D | F | | 18,75 | 28,13 |
| Actul comercial si efecte/relatia generata | 350 | 52,5 | | | | DF | | 39,38 | 39,38 |
| Total | 1000 | | | | | | | 88,13 | 112,51 |
| TOTAL SCOR | 1000 | | | | | | | 132,50 | 140,51 |