

Criteria		Customer A			Customer B		
		CY	CY + 1	CY + 2	CY	CY + 1	CY + 2
Design (product specification)		40	40	40	30	40	50
Price		Q	Q	Q	40	20	Q
Delivery	– reliability	QQ	QQ	QQ	QQ	QQ	QQ
	– speed	30	20	Q	30	20	Q
Quality conformance		QQ	QQ	QQ	QQ	QQ	QQ
R&D support services		30	40	60	–	20	50

NOTE: Q denotes qualifier, QQ denotes an order-losing sensitive qualifier, CY denotes current year.

**EXHIBIT 2.14** US graphics company: order-winners and qualifiers for two customers