

Criteria		Product: Marine (1/80)			Product: Mining (8/25)		
		CY	CY + 2	CY + 4	CY	CY + 2	CY + 4
Design		45	35	25	50	45	40
Quality conformance		Q	Q	Q	30	20	Q
Delivery	– reliability	QQ	QQ	QQ	QQ	QQ	QQ
	– speed	40	35	30	20	20	20
Price		15	30	45	Q	15	40

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

EXHIBIT 4.3 European cable-making company: order-winners and qualifiers for two products