



Cut costs

Analysis of Alternatives

Sun Feb 21 12:45:18 CET 2010

This document was generated by **Welldecided** Decision Support Application
(www.cbsolution.net/welldecided/)



Evaluated alternatives

1. ***Reduce PPC budget***
2. ***Reduce 50% Night Shift***
3. ***Cancel X90 Project***
4. ***Suspend 'Help your friend' campaign***

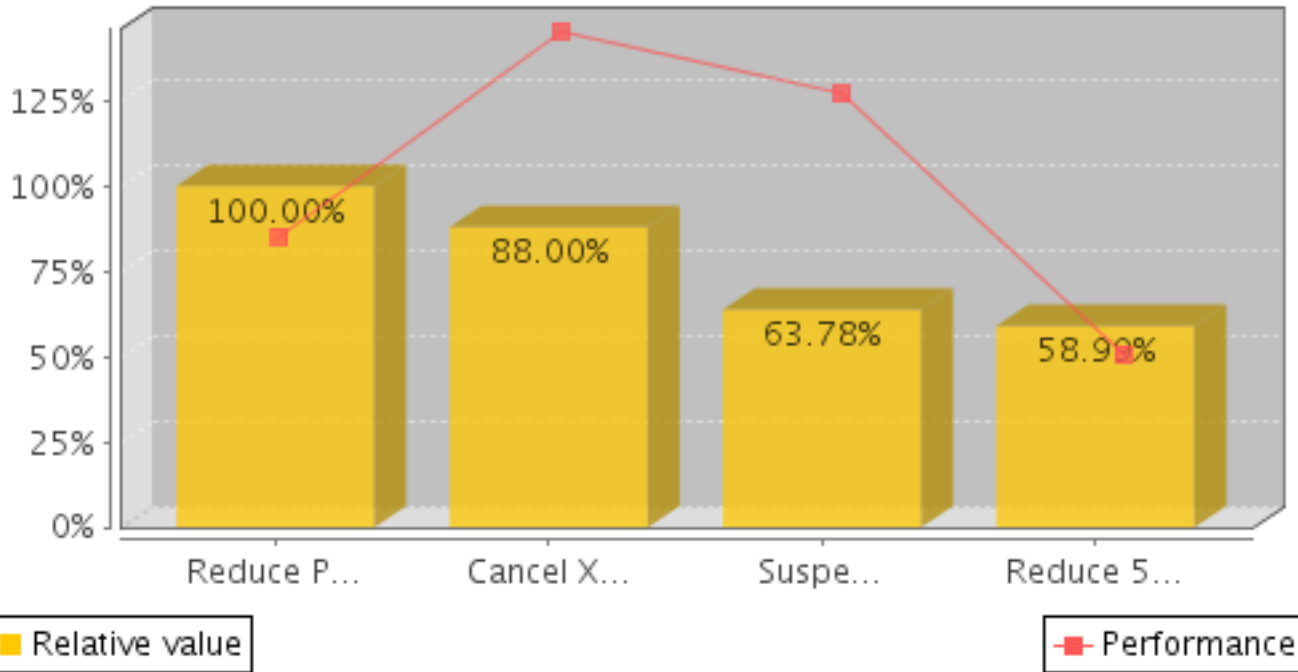


Evaluation factors

1. ***Customer Impact***
2. ***Internal Impact***
3. ***Growth Impact***



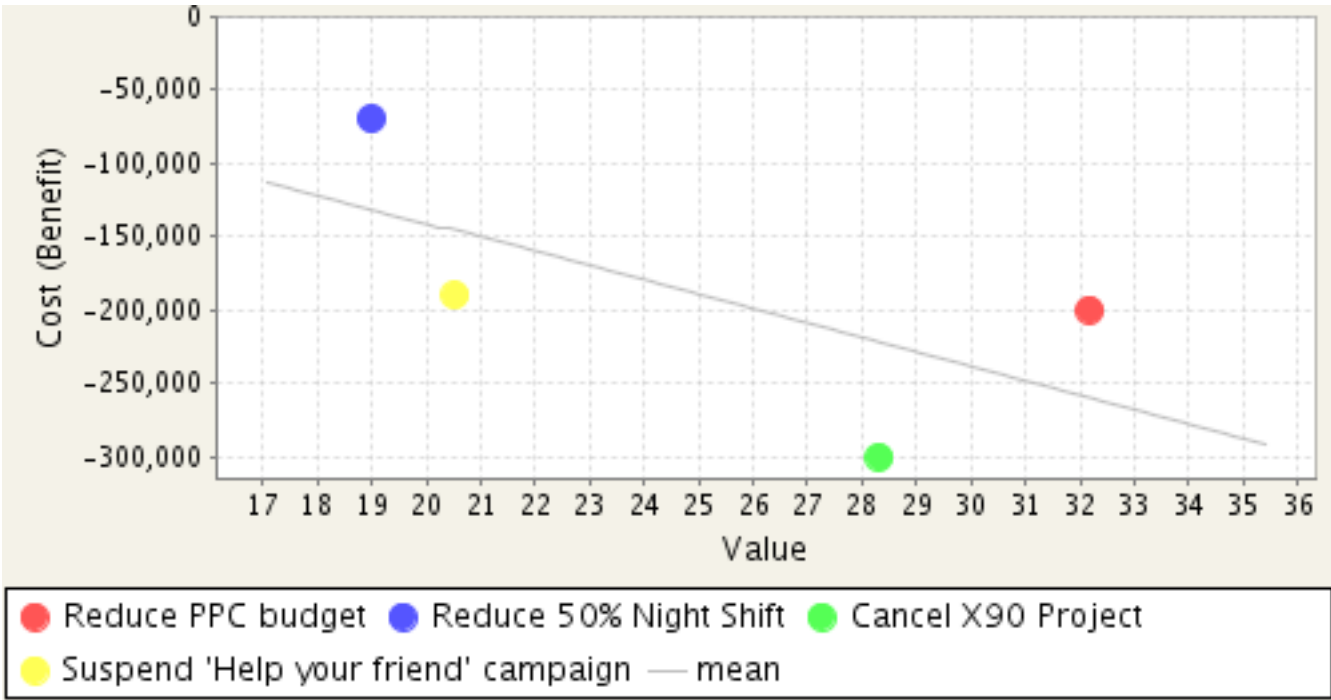
Ranking



	Value	Relative value	Cost (Benefit)	Performance
Reduce PPC budget	32.18	100.00%	-200,000	81.78%
Cancel X90 Project	28.32	88.00%	-300,000	139.40%
Suspend 'Help your friend' campaign	20.52	63.78%	-190,000	121.82%
Reduce 50% Night Shift	18.98	58.99%	-70,000	48.52%

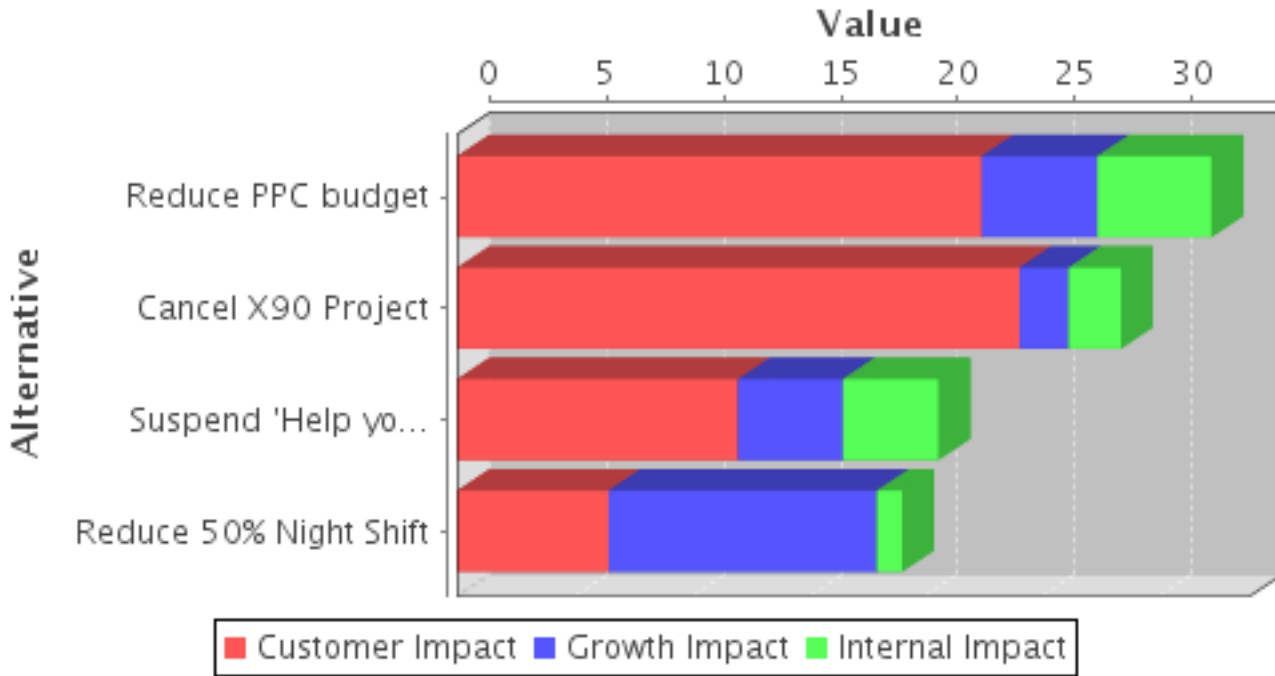


Cost x Benefit





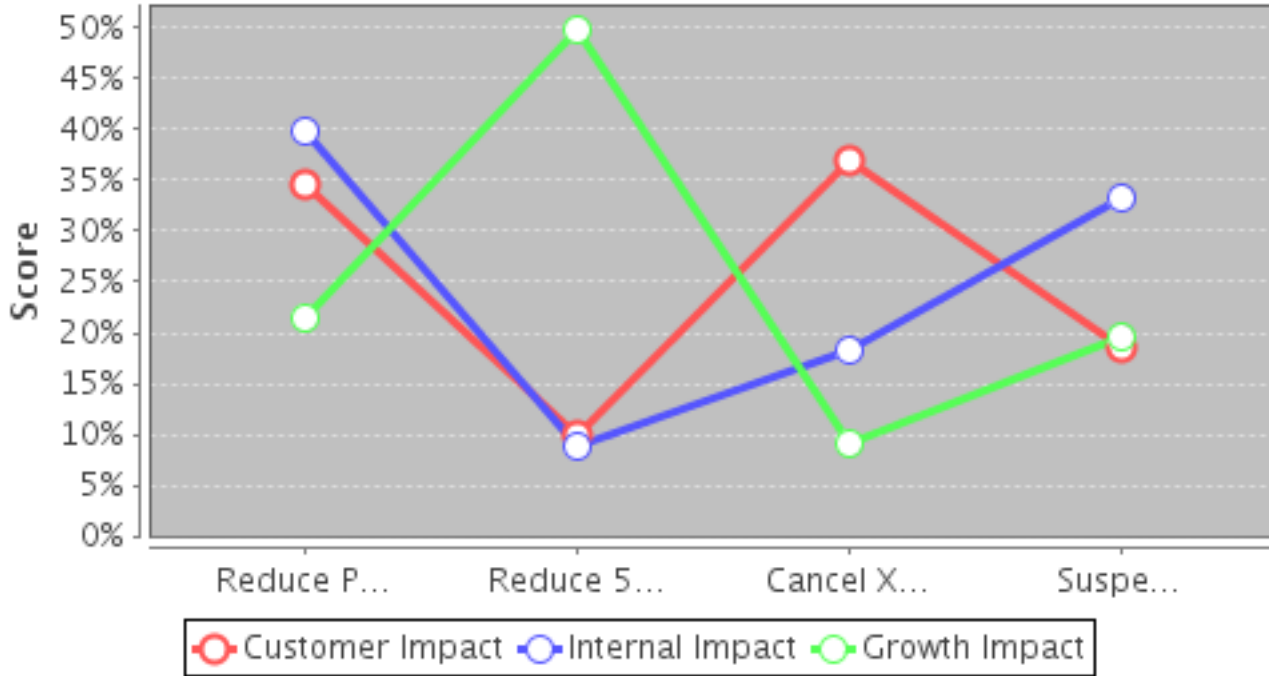
Values



	Reduce PPC budget	Cancel X90 Project	Suspend 'Help your friend' campaign	Reduce 50% Night Shift
[General]	32.18	28.32	20.52	18.98
Customer Impact	22.38	23.99	12.00	6.46
Internal Impact	4.86	2.22	4.05	1.07
Growth Impact	4.94	2.10	4.47	11.45



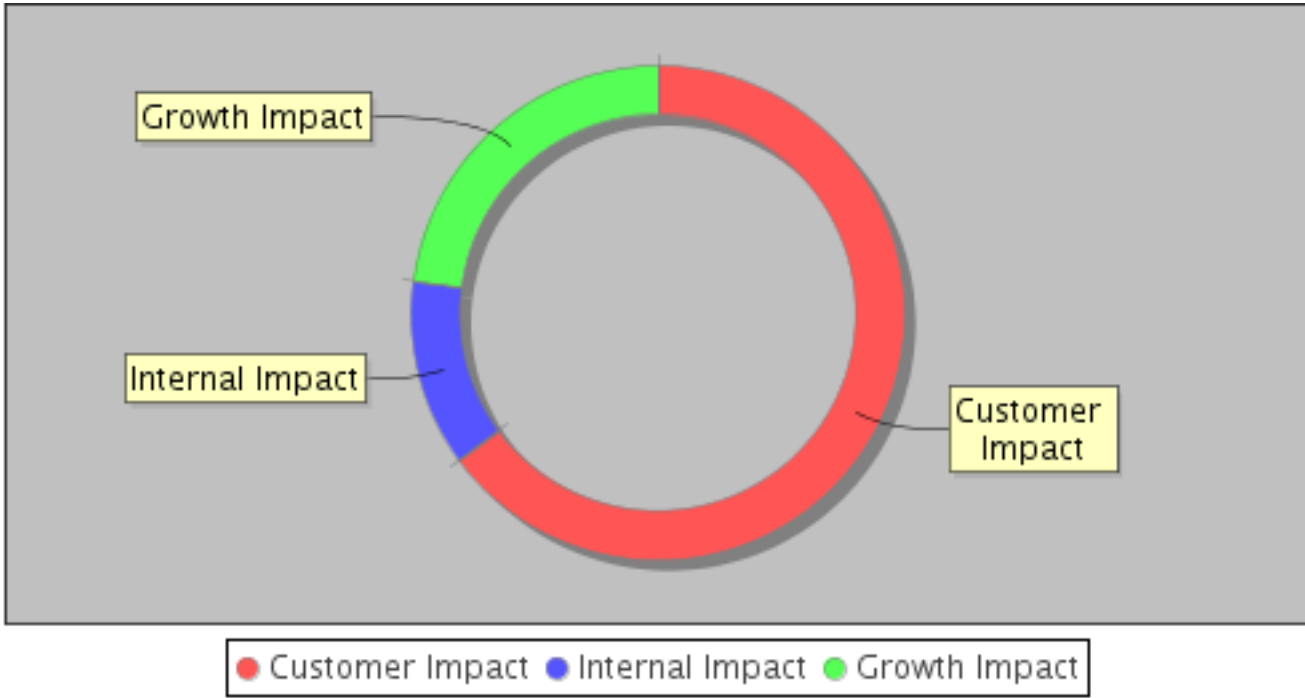
Scores



	Reduce PPC budget	Cancel X90 Project	Suspend 'Help your friend' campaign	Reduce 50% Night Shift
Customer Impact	34.52	37.01	18.50	9.97
Internal Impact	39.81	18.20	33.21	8.77
Growth Impact	21.51	9.16	19.48	49.85



Weights



	Weight	
	Relative	Absolute
[General]	100.00%	100.00%
Customer Impact	64.83%	64.83%
Internal Impact	12.20%	12.20%
Growth Impact	22.97%	22.97%