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| **Business Strengths and Weaknesses Survey** |
| Capability | **Importance to Business** | **How Does the Company Rate?** |
| **Research and development** | Low | Medium | *High* | Poor | *Fair* | Good | Excellent |
| **Operations** | Low | *Medium* | *High* | Poor | *Fair* | Good | Excellent |
| **Marketing** | Low | *Medium* | *High* | Poor | *Fair* | Good | Excellent |
| **Distribution and delivery** | Low | *Medium* | High | Poor | *Fair* | Good | Excellent |
| **Customer service** | Low | *Medium* | *High* | Poor | *Fair* | Good | Excellent |
| **Management** | Low | *Medium* | *High* | Poor | *Fair* | Good | Excellent |
| **Organization** | Low | *Medium* | *High* | Poor | *Fair* | Good | Excellent |
| **Financial condition** | Low | *Medium* | *High* | Poor | *Fair* | Good | Excellent |