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**Appendix I: Benchmarking Manufacturing Performance**

Consider each “Manufacturing Capability Dimensions (\*meanings are provided in the table given in the bottom of this page)” and rate these products on **Importance** that attach to it in selling the products and **Performance** of your product relative to your significant competitors.

**1.IMPORTANCE OF COMPETITIVE PRIORITIES: For each dimension (i.e., Row), tick (√) in appropriate boxes.**

Manufacturing Capability Dimension	IMPORTANCE of your major product(s) in the market place.				
	1. Not Important	2. Somewhat Important	3. Quite Important	4. Very Important	5. Extremely Important
1. Cost					
2. Quality					
3. Delivery performance					
A) Dependability of delivery					
B) Speed of delivery					
4. Flexibility					
A)Product mix					
B)Production volume					
5 .Innovativeness					

**2. PERFORMANCE OF COMPETITIVE PRIORITIES: For each dimension (i.e., Row), tick (√) in appropriate boxes.**

Manufacturing Capability Dimension	PERFORMANCE [as compared to your major competitor(s)].				
	1. Significantly Lower	2. Somewhat Lower	3. About the Same	4. Somewhat Higher	5. Significantly Higher
1. Cost					
2. Quality					
3. Delivery performance					
3A) Dependability of delivery					
3B) Speed of delivery					
4. Flexibility					
4A)Product mix					
4B)Production volume					
5 .Innovativeness					

**\*Table: Dimensions of Manufacturing Capabilities [or Competitive Priorities] and their meaning**

Dimension	Meaning
1. Cost	Production and distribution of the product at low cost.
2. Quality	Manufacture of products with high quality and performance standards.
3. Delivery performance	Meet delivery schedules or promises. React quickly to customer orders.
• Dependability of delivery • Speed of delivery	
4. Flexibility	React quickly to changes in types of products manufactured. React quickly to volume changes of a given product mix.
• Product mix • Volume	
5. Innovativeness	Introduction of new products and processes.