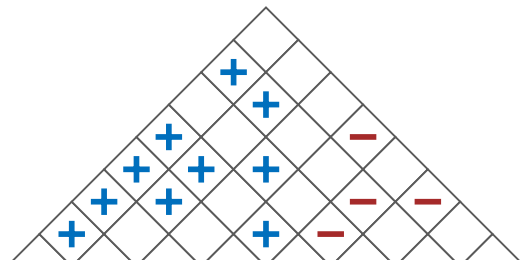


Enterprise Management HOQ



By David 2005-9-20		
+	Name	+1
-	Name	-1
⊙	Strong	9
◇	Medium	3
○	Weak	1

	Importance weight	Increase communication with customers	Reduce product fulfillment cycle time	Reduce support response cycle time	Strengthen after-sales service	Reduce product development cycle time	Shorten the development cycle of new products	Increase internet advertising	Improve staff incentives	Baseline
Reduce requirements analysis cycle time	1		◇					○		3 days
Increase design investment	3					○				5 days
Reduce product development cycle time	4	◇					◇		⊙	15 days
Reduce fulfillment cycle time	3			◇				○		5 days
Increase customer satisfaction	5	⊙				◇				>95%
Increase customer loyalty	4								◇	>50%
Reduce chargeback rate	2			◇						<5%
Increase market share	4	○					○	⊙		>15%
Increase profit	5	⊙			○			⊙		20 million
Increase employee satisfaction	3									>80%
Target		daily meeting	5 days	in 24 hours	tel support	15 days	25 days	3 min	increase 25% awards	
Weight		9	8	6	5	4	8	10	4	
Relative Importance										