## PROCESS QUALITY ASSOCIATES INC.

"We Engineer the Quality of Your Success"

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## **9 Competitive Factors**

- 1. Price
  - < Best price for each sale
  - < Tracking/Predicting Market Trends
- 2. Profit Margin
  - < Flexibility
  - < Re-investment
- 3. Quality of Design

(Knowing, communicating, & acting on customer's needs)

- < Stated Needs
- < Implied Needs
- 4. Quality of Manufacturing (every part/service exactly to spec)
- 5. On-time Delivery (calls, quotes, product, etc.)
- 6. Order Lead Time
- 7. Features & Services (non-product related)
- 8. Sales, Marketing, Brand Name, Reputation
- 9. Technology