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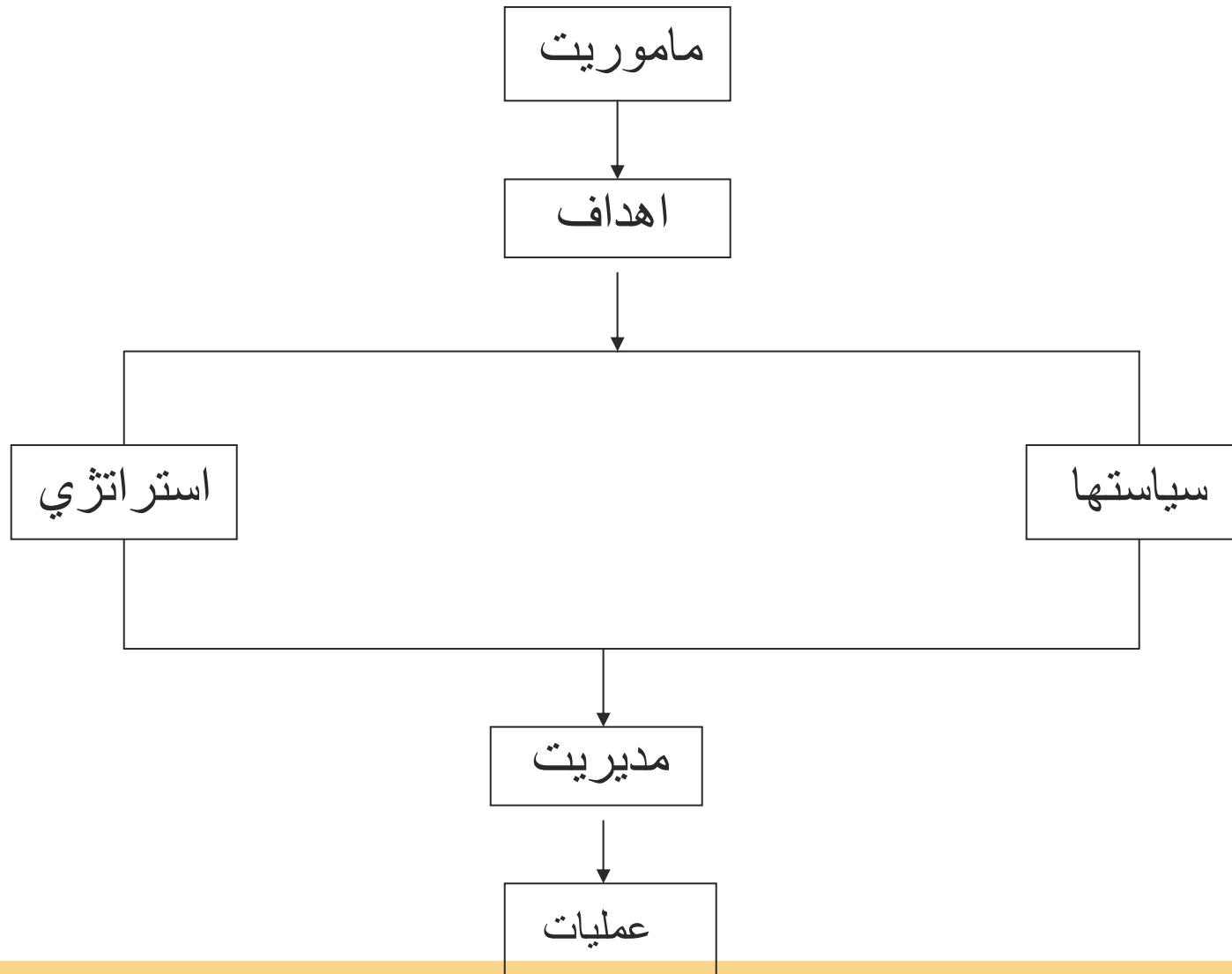
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# Benchmarking

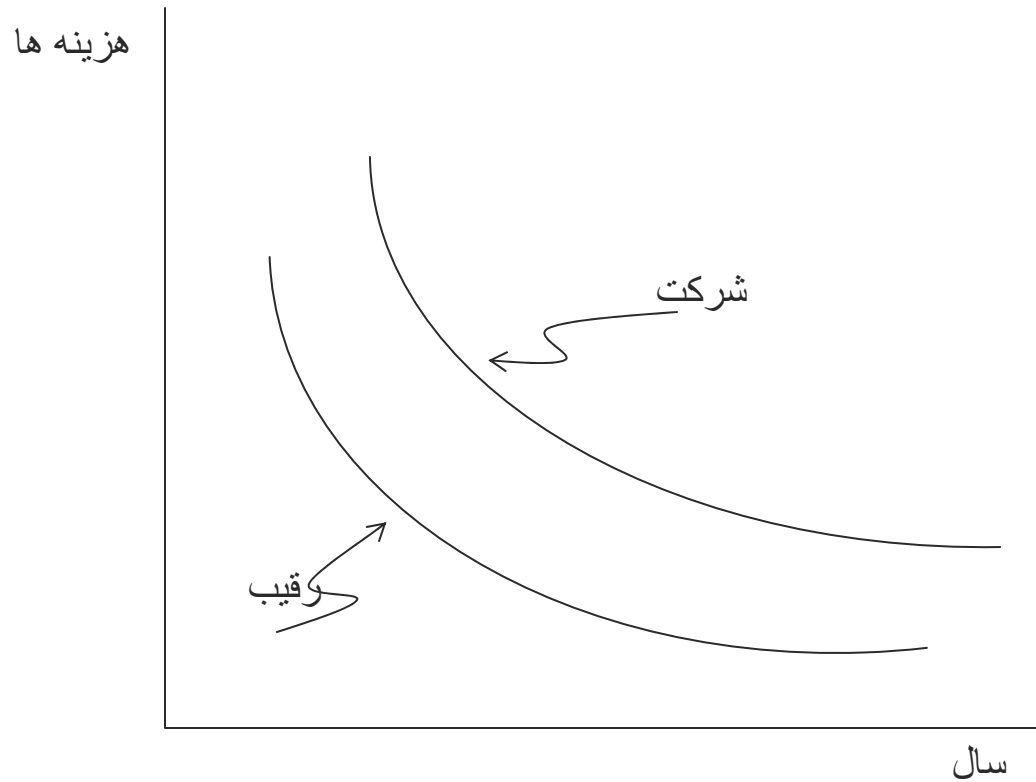
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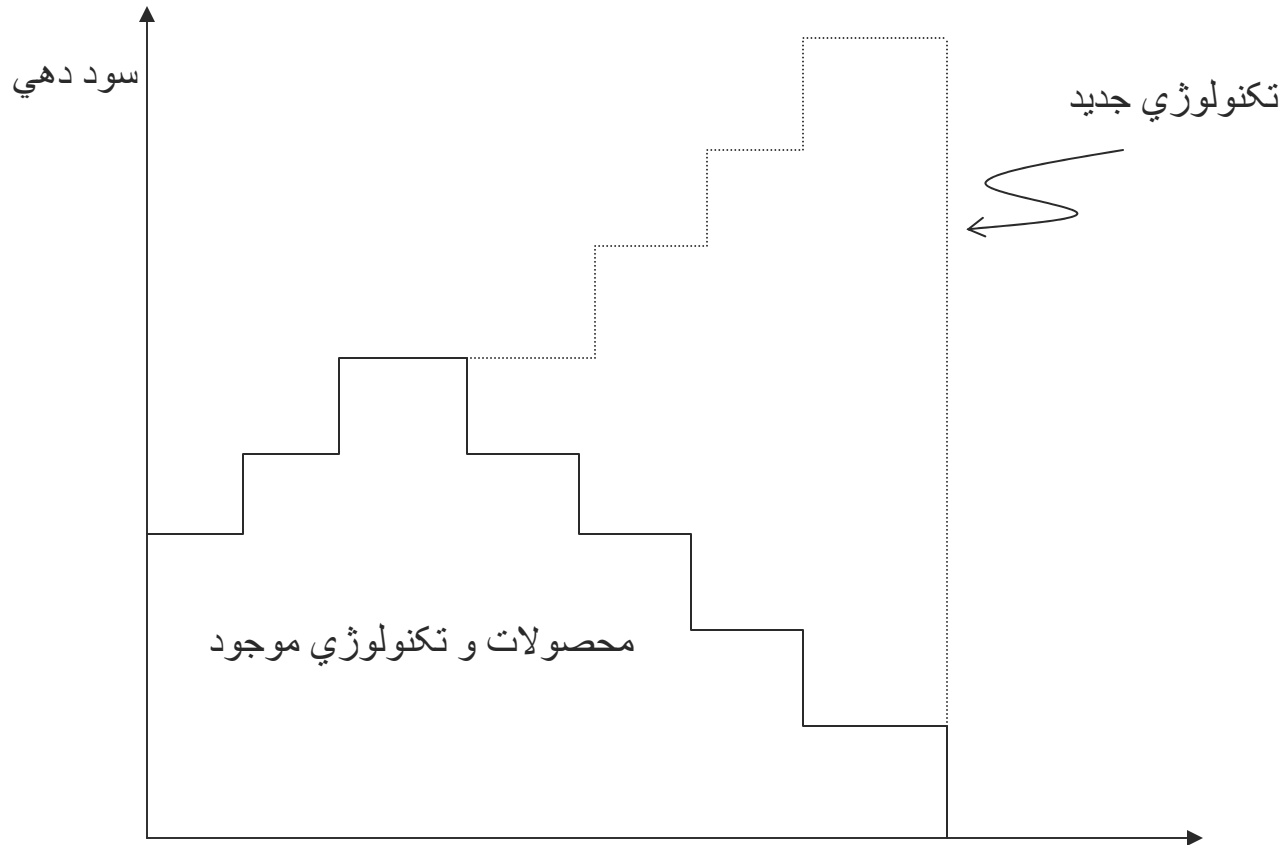
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# Cost Benchmarking







R&D

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-2			
-3			

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1:  
2:  
3:

Competitive  
Product  
specification

S	خرید تکنولوژی	توسعه قابلیت تکنولوژیک	تمرکز بر فرصتها
A	خروج	جستجوی فرصتها	تقویت قابلیت بازاریابی
W	خروج	یافتن فرصت خاص	جستجوی همکار
	W	A	S

Company capability

W: Weak

A: Average

S: Strong



- Single trend extra polation
- Substitution analysis
- Scenario development
- Delphi method ( expert ideas)
- Cross – impeat Analysis ( interaction of changes)
- Morphological evalution ( selected & possible )
- Structual approach ( tree)