



ATTRIBUTION FRAMEWORK

RANKING	ATTRIBUTES	COMPARABLE 1	COMPARABLE 2	COMPARABLE 3	COMPARABLE 4	YOUR COMPANY

Step 1: Who are the competitors | Step 2: What are the attributes | Step 3: Ranking of Attributes | Step 4: Rating each company from 1 to 5 on the Attributes | Step 5: Graph it



ATTRIBUTION FRAMEWORK GRAPH

ATTRIBUTE	1	2	3	4	5