

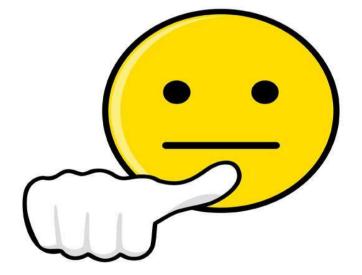
Appendix 25 p 214, *The Missing Links* by Caroline Mondon (Industrial Press, 2016) www.themissinglinks.info



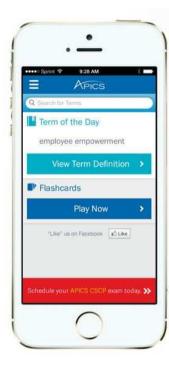


| H.RAMI Product Lines | Order Qualifier                  | Order Winner   |
|----------------------|----------------------------------|----------------|
| Croisière            | Quality and delivery reliability | Design         |
| Collectivité         | Low price                        | Agility        |
| Boutique             | Quality and<br>Response time     | Global service |

## Order Qualifier & Order Winner: See APICS Dictionary











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