Bank	Investment income (millions)	Brand image	Number of branches
Bank A	2000	10	40
Bank B	2500	5	20
Bank C	500	8	50

All 3 attributes (criteria) are to be maximised

1) Calculate the normalised values: 2) Calculate the sums

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Bank A				
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3) Which is the 'best' bank?

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All 3 attributes (criteria) are to be maximised

1) Calculate the normalised values:

2) Calculate the sums

Bank	Investment income (millions)	Brand image	Number of branches	
Bank A	0.8	1	0.8	2.6
Bank B	1	0.5	0.4	1.9
Bank C	0.2	0.8	1	2.0

3) Which is the 'best' bank?   Answer: Bank A

If we did not normalise first, then bank B would have the highest sum, by a long way. But this would only be because the values in the "investment" column are very high in comparison to the others.