Hello, everybody. This is team Cosub, Lee Jeong-yun, Lee Insun, Oh seyeon. Let me present our AHP analysis.

Before talking about AHP analysis, I would like to talk about the modifications and supplementations of BC analysis that our team conducted before. We modified the first cost. We recalculated the equipment, deposit, and data construction costs needed to start a business. We modified the first cost. We recalculated the equipment, deposit, and data construction costs needed to start a business. We modified the first cost. We recalculated the equipment, deposit, and data construction costs needed to start a business.

We modified the first cost. We recalculated the equipment, deposit, and data construction costs needed to start a business. In addition, the inflation rate has been raised to reflect the recent rapidly changing market conditions as much as possible.

We used the PSM method to determine the subscription fee. As a survey, we let the respondents choose prices that they think are 'cheap', 'expensive', 'most cheap', and 'most extreme'. Using the results, we calculated the price between chef and cheap, and between most cheap and most extreme.

So, we calculated the response in percentages, and we used it to draw a graph. We confirmed that the contact point of the graph is the same as the center point of 18500 that we calculated based on the survey.

We compared Olive Young's financial statements to Cosub's financial statements. Although there is a clear difference, we can see that Cosub has a similar level to Olive Young in net incoming per sales or total expanse per sales.

These are our AHP analysis contents.

We organized the decision tree by dividing it into three main elements with the big theme of 'starting a business'. Elements are divided into financial factors, technological factors, and service factors, respectively. The financial factor has a bc ratio as a component. The technological factor is subdivided into security, optimize AI to find a personal color, and data analysis (customer review). Service factors are divided into convenience of the indivisible, saving conversion cost of choosing lip color, and expandability. Based on this tree, we proceeded with the process of deciding whether to start our business.

We went through the process of selecting the resulting priority by scoring the three main elements in terms of no start and start, respectively. The rightmost row, total, is the sum of the no start and start of each element. Each value in step2 is the ratio of the total of each column. The resulting priorities are the average of each row in step2.

Each of our team members formed a pairwise comparison matrix for the technological factor. As a result of analyzing each matrix, the start score of 'Seyeon' was approximately 0.8357, the start score of 'insun' was approximately 0.8138, and the start score of 'jeong-yun' was approximately 0.8597.

In the case of the service factor, the calculation was performed in the same way as introduced in the technical factor.

In the service factor, the start scores determined by 'seyeon', 'insun', and 'jeong-yun' are about 0.8194, 0.8079 and 0.8134, respectively.

Since the financial factor has only one detailed item 'bc ratio', we divided the case of start business and no start business and calculated the standard score using the 'bc ratio' standard score conversion formula to compare. As a result, 'bc standard score' of start business was about 1.5751, and 'bc standard score' of no start business was one.

Since there are two total comparison items, no start and start, the RI value is zero. CR is CI divided RI, but it is impossible to divide by zero so the consistency test could not be conducted.