

Below table provides assessment information related to 3 new products:

Criteria	Product			Weight (%)
	A	B	C	
Annual sales (quantities)	10.000	8.000	6.000	15%
Profit/ item	6	5	10	30%
Product life cycle (years)	10	6	12	30%
Development cost (\$)	50.000	70.000	100.000	25%

a) Identify dominated alternatives (if any). Explain shortly.

b) Identify the most suitable solution using CU method.

Guidelines:

1. Figure out what the objective of each criterion is (max or min)
2. Identify dominated alternatives
3. Using CU method without eliminating dominated alternative(s) from the process
4. Using CU method as usual
5. Compare those results and tell me about that 😊