

Table 15

WHAT N/C SHOULD NOT BE EXPECTED TO DO

1. NO ADVANTAGE - IF WE HAVE NO NEED AND CANNOT ECONOMICALLY JUSTIFY.
2. NO ADVANTAGE - IF WE CAN JUSTIFY BUT CANNOT ADJUST OUR THINKING TO FULLY EXPLOIT AND UTILIZE POTENTIAL.
3. VERY DISADVANTAGEOUS - IF WE HAVE PROVABLE NEED AND CAN JUSTIFY - YET DO NOT - BUT OUR COMPETITOR DOES.

Table 15