I need to make Competitive Profile Matrix for media network of Walt Disney.

I am not sure how work that.

Could you help me? I would like know reasons about weight and rating.

Please help me.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Walt Disney | | Time Warner | | News Corp | |
| Critical Success Factors | Weight | Rating | Score | Rating | Score | Rating | Score |
| Advertising |  |  |  |  |  |  |  |
| Product Quality |  |  |  |  |  |  |  |
| Price Competitiveness |  |  |  |  |  |  |  |
| Management |  |  |  |  |  |  |  |
| Financial Position |  |  |  |  |  |  |  |
| Customer Loyalty |  |  |  |  |  |  |  |
| Global Expansion |  |  |  |  |  |  |  |
| Market Share |  |  |  |  |  |  |  |
| Total |  |  |  |  |  |  |  |

Before doing that,

Please visit <http://wenku.baidu.com/view/8e61656127d3240c8447ef1c.html>

There is an example of CPM.