

- o actively promote the pursuit of ADB funded product sales through re-packaging existing programs and tailoring them to ADB efforts.

We would examine individual options and combinations. The examination would reflect both expected benefits and costs but in neither case would they be precise. Rather, we would deal in orders of magnitude. To evaluate the options we use a tool which has proven very effective. Essentially it is a matrix. In this case we would judge each option against a number of criteria in two groupings. These would be:

- o attractiveness of the opportunity; and
- o ease of implementation.

The options evaluated as being closest to the top left-hand corner would be the most attractive. Each criteria or sub-criteria can be weighted. We work best when we have client input into both the criteria and weightings. One of the advantages of this tool is that it allows both objective and subjective judgement to be included.

We would review each option with you but would also provide a recommendation with a justification. The final choice of option would be yours but we would like the chance to be part of your decision. After review we would provide further detail on the chosen option.

C. STRATEGIC PLANNING

In this step we would map out the activities required to implement the chosen option. The role of each party would be noted as would