EASE OF IMPLEMENTATION

- Fit with Policy
- Cost vs. Funds Availability
- Likelihood of Success
- Resource Availability
- Etc.

ATTRACTIVENESS

- Expected Outcome
- Manufacturers' Competitive Advantage
- Requirements for Manufacturers to Implement
- Ability/Willingness of Manufacturers to Implement
- Cost/Benefit

	HIGH	MEDIUM	LOW
HIGH			
MEDIUM			
LOW			