

SECTION TWO: DEMAND (MARKETS)

5. The FTA will affect your market potential:

NEGATIVE POSITIVE
| Worse | -15% | -10% | -5% | No Change | +5% | +10% | +15% | Better |

6. The FTA will affect competition in your market(s):

NEGATIVE POSITIVE
| Worse | -15% | -10% | -5% | No Change | +5% | +10% | +15% | Better |

7. The FTA will affect your pricing strategy:

NEGATIVE POSITIVE
| Worse | -15% | -10% | -5% | No Change | +5% | +10% | +15% | Better |

8. The FTA will affect revenues:

NEGATIVE POSITIVE
| Worse | -15% | -10% | -5% | No Change | +5% | +10% | +15% | Better |

SECTION THREE: COSTS

9. The FTA will affect material costs:

NEGATIVE POSITIVE
| Worse | -15% | -10% | -5% | No Change | +5% | +10% | +15% | Better |

10. The FTA will affect labour costs:

NEGATIVE POSITIVE
| Worse | -15% | -10% | -5% | No Change | +5% | +10% | +15% | Better |

11. The FTA will affect manufacturing overhead costs:

NEGATIVE POSITIVE
| Worse | -15% | -10% | -5% | No Change | +5% | +10% | +15% | Better |

12. The FTA will affect non-manufacturing overhead costs:

NEGATIVE POSITIVE
| Worse | -15% | -10% | -5% | No Change | +5% | +10% | +15% | Better |

SECTION FOUR: PROFITS

13. The FTA will affect *operating* income:

NEGATIVE POSITIVE
| Worse | -15% | -10% | -5% | No Change | +5% | +10% | +15% | Better |

14. The FTA will affect *net* income:

NEGATIVE POSITIVE
| Worse | -15% | -10% | -5% | No Change | +5% | +10% | +15% | Better |