

TQI™ SELF TQFA

Department TRAINING
 Function TRAINING CBE
 Product CBE #2 #1 SR ATD
 Impact Rating _____

more specific as goes down line

Customer(s)	Quality Characteristics	Importance Rating	Performance Rating	I-Factor
upgrades	PERTINENT	4	9	36
	ACCURATE	3	6	18
	Complete	3	8	24
	[effective]	[]	[]	[]
		10		
Product I-Factor				78 []

Confidential
Philip Morris v. ABC

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2-13

p2-10 Q1 manual
 Key questions under fundamental questions
 1, 3, 5 points

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