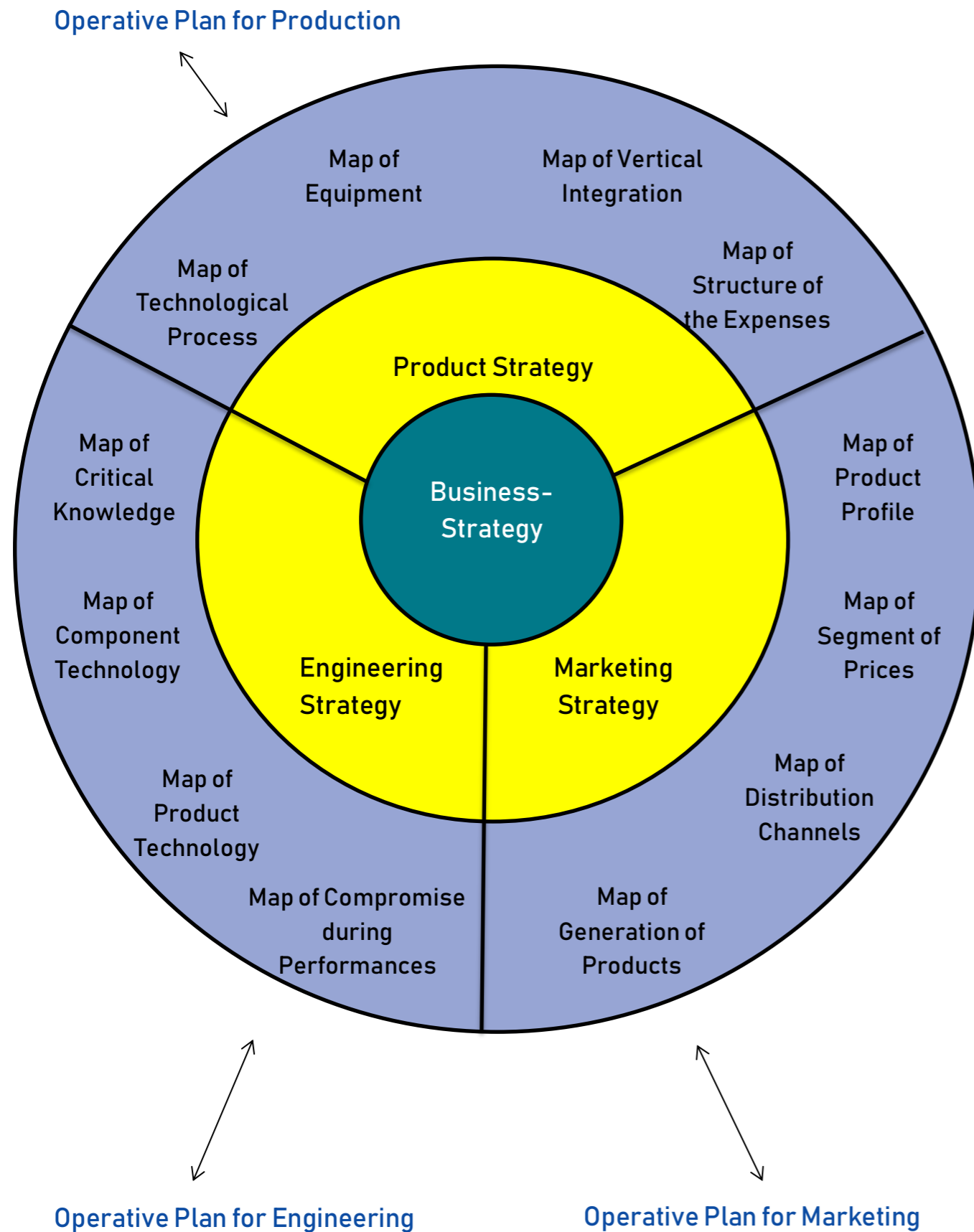


## MAPPING AND EXAMPLES OF FUNCTIONAL MAPS



### Example of functional map

| Functional area / type of map | Concept and used specific measures  | Sources of data  |
|-------------------------------|---|--|
| <b>MARKETING</b>              |   |  |
| Product profile               | Product attributes relative position in relation to competition.                      | Customer Interview, Marketing Research, Product Testing.                       |
| Distribution channels         | Sale by channels, part of the market by channel.                                      | Sales companies, Commercial publications, Reviews.                             |
| Generation of products        | Schedule for launching new products, model life cycle, relationship between products. | Selling documentation  |
| <b>ENGINEERING</b>            |   |  |
| Critical significance         | Composing an engineering workforce according to knowledge.                            | Internal work staff surveys, interviews or comments from engineering managers. |
| Component technology          | Performance of critical components made from various technologies.                    | Test data, product ranking.  |
| <b>PRODUCTION</b>             |   |  |
| Process technology            | Degree of automation, percentage of output in different types of processes.           | Production research, project data.   |