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| --- | --- | --- | --- | --- | --- |
| **Business:** Key’s Wonderful Burger Restaurant (Example) | | |  |  | **Updated: 7/20/20** |
| **Key Products and Services** | **Key Customers** | **Key Customer Requirements (KCR)** | **Measures** | **How Well Meeting KCR**  **10 – great**  **1- Needs a lot of improvement** | **Opportunity Selected** |
| Food | Consumers | Quality | Complaints/ Audits | 8 |  |
| Service |  | Accurate | Complaints | 6 | Selected |
|  |  | Fast | Average transaction time | 6 |  |
|  |  | Friendly | Customer evaluations | 9 |  |
|  |  | Value | Repeat business | 8 |  |
|  |  |  |  |  |  |