

Product scoring models help business owners to evaluate different products, services, destinations, and suppliers (and even consultants!) for health and wellness tourism business development a little more objectively. The secret is to know what to measure and how to interpret the results and apply them for decision-making for your business.

PRODUCT/SERVICE SCORING MODELS

Product / Service Evaluation Method

It is always interesting to see how experts without bias and decades of international experience place weighted values on products and factors in comparison with the business owners who may bring natural bias to their scoring system.

FACTORS PRODUCTS	A	B	C
1 (50%)	50%	90%	70%
2 (20%)	40%	20%	40%
3 (15%)	30%	45%	70%
4 (15%)	85%	65%	55%
A= (0.5 x 0.5) + (0.2 x 0.4) + (0.15 x 0.3) + (0.15 x 0.85) = 50.25%			
B= (0.5 x 0.9) + (0.2 x 0.2) + (0.15 x 0.45) + (0.15 x 0.65) = 65.5%			
C= (0.5 x 0.7) + (0.2 x 0.4) + (0.15 x 0.7) + (0.15 x 0.75) = 61.75%			