



# **Matriz para segmentar y priorizar clientes desarrollada por Daniel Velásquez**





**Para que esta matriz sea exitosa hay que escoger los parámetros correctos para evaluar la segmentación y priorización de los clientes**





	Comments	Corrugator Size	Critical Mass	Grade Demand Distribution	Improve Graphics	Economic Alternative	Freight Advantage	Cost Advantage	Relationships	Total
<b>Customers</b>										
Willamette, Plant City, FL	ONLC	1	3	3	3	3	3	2	3	88%
Willamette, Griffin, GA	ONLC	1	3	2	3	3	3	2	3	83%
Smurfit-Stone, Jacksonville, FL	ONLC	1	3	3	3	3	3	2	2	83%
PCA, Winter Haven, FL	OFLC	2	2	3	3	3	3	2	1	79%
GP, Winter Park, FL	OFLC	2	3	2	3	3	3	2	1	79%
PCA, Jacksonville, FL	OFLC	1	2	3	3	3	3	2	1	75%
GP, Valdosta, GA	OFLC	2	2	2	3	3	3	2	1	75%
PCA, Virginia	OFLC	1	2	2	3	3	3	2	0	67%
Mckenley, Dallas, TX	Simpson	2	2	3	0	2	3	0	3	63%
Harvest Container, Lindsey, CA	Simpson	2	3	3	0	2	0	0	3	54%
ICE, Ecuador	Kruger	3	1	2	0	2	2	0	3	54%
Smurfit-Stone, California (4)	Simpson	3	3	3	0	2	0	0	2	54%
IP, FL	?	1	1	2	3	3	3	?	0	54%
Cartonera de Guatemala	?	3	1	1	2	1	2	?	1	46%
Inland, Mexico	Simpson	3	?	3	0	3	1	0	1	46%
Inland Container, Chili	Kruger	3	?	3	0	3	1	0	1	46%
Sigma, El Salvador	Kruger	3	?	3	0	2	2	0	0	42%
Sigma, Guatemala	Kruger	3	?	3	0	2	2	0	0	42%
Sigma, Honduras	Kruger	3	?	3	0	2	2	0	0	42%
President Container, NJ	Kruger	1	2	1	0	2	0	0	3	38%
Cajas y Bolsas, El Salvador	Simpson	3	?	2	0	2	2	0	0	38%
Corrugado Panama	Simpson	3	?	2	0	2	2	0	0	38%
Bates Container, Texas	?	2	1	0	0	0	3	?	2	33%
Liberty Carton, Texas	?	1	1	0	0	0	3	?	3	33%
Inland Container, Texas	ONLC	1	0	0	0	0	3	2	1	29%
Sultana, Mexico	?	3	?	2	?	?	1	?	0	25%
Cocorisa, Costa Rica	Simpson	3	1	0	0	0	2	0	0	25%
Combined Container, NY	Kruger	1	?	1	0	2	0	0	1	21%
Krockett Container, CA	Simpson	2	?	1	0	2	0	0	0	21%

Scale 0-3; 0 = zero importance, 3 = critical importance





		Made in the US	Graphics Requirements	Critical Mass	Relationships	Cooling	Number of distribution Channels	Moisture/Humidity	Packaging is important to sell the product	Switching Cost	Cost Sensitivity	Total
<b>Retail</b>												
	Frozen - Corn Dogs	Y	3	2	0	1	1	3	3	2	3	67%
	Frozen - Hot Pockets	Y	3	3	2	1	2	3	3	2	3	81%
	Frozen - Eggo Waffles	Y	3	3	0	1	2	3	3	2	3	74%
	Frozen - Ice Cream	Y	3	2	0	1	1	3	3	2	3	67%
	Glassware	Y	2	1	0	0	3	0	2	1	1	37%
	Appliances	Y	2	2	0	0	3	0	2	1	0	37%
	Toys	N										0%
	Cookies	Y	3	2	3	0	1	0	3	2	3	63%
	Trash Bags	Y	3	3	0	0	2	0	3	2	2	56%
	Automotive (Segment 1)	Y	3	2	0	0	1	0	2	2	3	48%
	Automotive (Segment 2)	Y	2	2	0	0	1	0	2	1	3	41%
	Automotive (Segment 3)	Y	1	2	0	0	1	0	2	0	3	33%
	Pouches (Capri Sun)	Y	3	3	3	3	1	0	3	3	3	81%
	Pouches (Tang)	Y	3	1	3	3	1	0	3	3	3	74%
	Stoneware	N										0%
<b>Displays</b>												
	Candy (M&M)	Y	3	3	3	0	2	0	3	3	3	74%
	Candy (Hershey)	Y	3	3	0	0	2	0	3	3	3	63%
	Additives (Sweet & Low)	Y	3	1	0	0	1	0	3	2	2	44%
	Cookies	Y	1	1	0	0	1	0	3	2	3	41%
	Cameras (Kodak)	Y	3	1	0	0	1	0	3	1	3	44%
	Batteries (Energizer)	Y	3	1	0	0	1	0	3	1	3	44%
	Other Displays	Y	3	2	0	0	1	0	3	0	3	44%
	Wine Boxes	Y	1	1	0	0	2	0	1	0	3	30%
<b>Scale (0-3)</b>												
	0 = Zero Importance											
	3 = Critical Importance											

