

EXHIBIT 23 THREE MOVE SET

	COG	LDR 3		CHA 1		LDR 1		CHA 3		LDR 2		CHA 2		LDR 1		CHA 2		LDR 1		CHA 3	
		Pricing		Quality		Service		Features		Reputation		Execution									
		INT	ISO	INT	ISO	INT	ISO	INT	ISO	INT	ISO	INT	ISO	INT	ISO	INT	ISO	INT	ISO	INT	ISO
MOVE 1 - CHALLENGER	Increase			X ¹	X ²																
	Decrease																				
	Maintain																				
	Interdict																				
MOVE 2 - LEADER	Increase																				
	Decrease			Y ¹																	
	Maintain																				
	Interdict																				
MOVE 3 - CHALLENGER	Increase							Z ¹	Z ²												
	Decrease	Z ⁴	Z ³																		
	Maintain																				
	Interdict																				

MOVE 1 Challenger initiates attack on leader by focusing on relative product quality.

X¹ - Challenger increases interaction via ads, and direct mail promoting better quality.

X² - Challenger isolates Leader via PR blitz calling attention to Leader's quality issues.

MOVE 2 Leader responds with price decrease.

Y¹ - Leader attempts to isolate challenger from customers by further dropping price.

MOVE 3 Challenger responds with an increase in features and a price decrease.

Z¹ - Challenger increases feature set.

Z² - Challenger isolates Leader via feature comparison TV spots.

Z³ - Challenger isolates Leader by matching Leaders price.

Z⁴ - Challenger increases interaction with aggressive short term price promotion. This is potentially a decisive action.