**PMI CHART**

**Case Study: DIMC (EXAMPLE ONLY)**

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| --- | --- | --- |
| Plus | Minus | Interesting |
| * Typical small business * Aspects of product related channel issues can easily be explored * A range of products everyone understands | * The business is constructed of sales, service, delivery which adds some complexities to any prospective analysis | * Can explore the possibility of developing a franchise relationship with the major suppliers (Stihl, Briggs & Stratton, and Honda). This might overcome horizontal competition issues |

**What is it?**

PMI stands for 'pluses', 'minuses' and interesting'.

It is a method of analysing and reaching agreed understandings about particular topics and/or discussions.

**Why use it?**

You use it because many times people short cut their thinking. They reach a conclusion without tracking through or coming to grips with the complexity. Sometimes they ignore information altogether. This gets really interesting when you have a number of groups working on the same scenario and they place their value and emphasis on different things. The discussion that results can be interesting.

**Use for this B2B project:**

Should I recommend my Case Study for use in the B2B project?

As a basis for your discussions see the dot points below:

* Use it to examine solutions to scenarios or problem based learning. I would use it to establish what is known in a scenario.
* Its power isn't in the information itself but the discussion that must happen afterwards.
* For example, a concern about group work in business is 'how will I know that what is discussed in the group isn’t plain WRONG and I might end making an incorrect decision that adversely effects my business". So, this is a great way to get reports back to give you oversight of the situation.