

WEDDING VENDORS MATRIX CHART



FACTOR	IMPORTANCE TO CUSTOMER	VENDOR A	VENDOR B	VENDOR C	IMPORTANCE TO CUSTOMER
Initial Contact					
Response Speed					
Appointment Flexibility					
Helpful Website					
Accreditations					
Insurance					
Stability					
Expertise					
Company Reputation					
Location					
Appearance					
Sales Method					
Credit Policies					
Advertising					
Image					