






**H. Rami: Order Qualifier & Order Winner**

| <p><b>Product line</b></p>  | <p><b>Order Qualifier</b> </p> | <p><b>Order Winner</b> </p> |
|---|---|--|
| <p><i>Croisière</i></p>      | <p>Quality &lt;<br/>Delivery<br/>reliability</p>  | <p>Design</p>  |
| <p><i>Collectivité</i></p>  | <p>Price (low)</p>  | <p>Short delivery<br/>Volume agility</p>   |
| <p><i>Boutique</i></p>     | <p>Quality &lt;<br/>Delivery<br/>reliability</p>  | <p>Global service<br/>Short delivery</p>   |