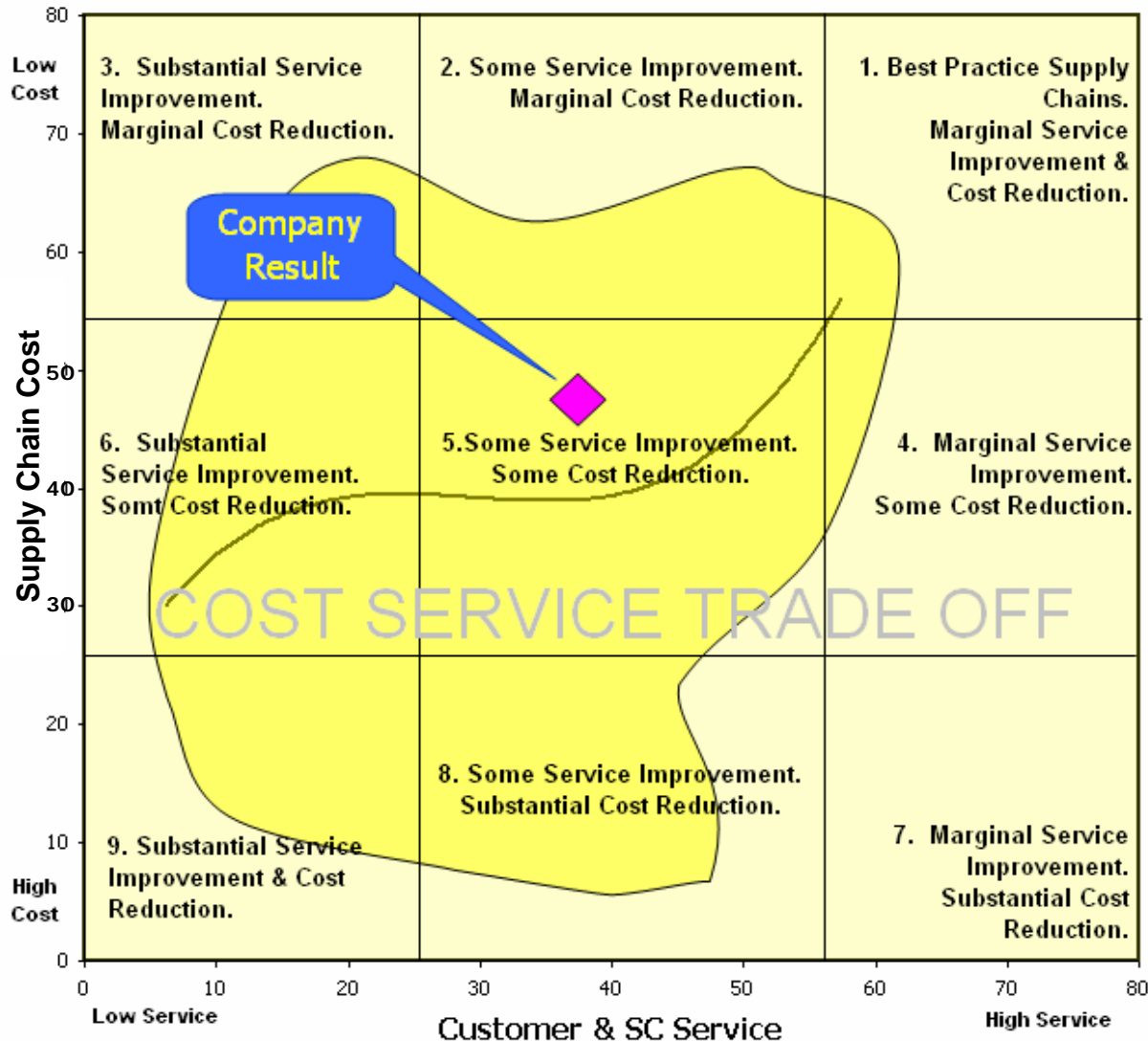


# Cost & Service *Champions Challengers*® Chart

## Group of Like Companies (e.g. food companies)



**Total database is more than 700 Supply Chains from many industries including manufacturers, distributors and retailers. The “cloud” in the diagram on the left represents all company results in a designated category, in this case food companies. Combined cost and service results set the position of each company within the cloud.**

**Comparisons with 55 other Food Companies. Sample companies include:**

Foster's Brewing Group, Sara Lee, Unilever, Streets Ice cream, Arnott's, Campbell's Soup, Heinz, Simplot, Goodman Fielder, Cadbury Schweppes, Coca Cola, Nestle, Kraft, etc.