

## LIST OF SYMBOLS AND ABBREVIATIONS

Symbol / Notation	Description	Page First Used
$\lambda_{max}$	Eigen Max Value (Lamda Max), average priority vector value.	51
N	The number of criteria or sub-criteria for order matrix	52
$\checkmark$	Checklist for the activity is correct or has been implemented	53

Abbreviation	Description	Page First Used
AHP	Analytic Hierarchy Process	51
CI	Competitive Intelligence	57
CR	Consistency Ratio	57
VoC	Voice of Customer	47
RI	Random Index	57
ER	Engagement Rate	29