

The Relationship Matrix: Existing Customers

Strong

DM Industries
SW Industries
RL Industries

JB Industries
DS Industries
GG Industries

AD Industries

Weak

NG Industries
KK Industries
GP Industries

Not Important

Important



The Relationship Matrix: Desired Customers

Strong

LG Industries

DM Industries

LT Industries

MH Industries

WI Industries

Weak

FM Industries
CS Industries
JT Industries
MA Industries

JK Industries

Not Important

Important



The Relationship Matrix: Connectors

Strong

<p>JT Industries</p>	<p>KS Industries SR Industries</p> <p>DR Industries EG Industries BM Industries JH Industries ML Industries</p> <p>DP Industries</p> <p>JC Industries</p>

Weak

Not Important

Important



The Relationship Matrix: Influencers

Strong

TC Industries

JZ Industries

NB Industries

NW Industries

ES Industries

KG Industries

MM Industries

MO Industries

Weak

RS Industries
IL Industries

Not Important

Important



The Relationship Matrix: Internal People

Strong

MS Industries
KS Industries

CC Industries
BD Industries
CG Industries
PB Industries
DR Industries
JH Industries

CJ Industries

Weak

CM Industries

Not Important

Important

