***Efficiency Template***

**Part I: Selection of Channel Members**

Provide justification for your Channel Member Selection here.

**Part II: Efficiency Template**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Weights for Flows** | | | **Proportional Flow Performance of Channel Member** | | | | **Total** |
| **Costs** | **Benefit Potential (High, Medium, or Low)** | **Final Weight** | **1** | **2** | **3** | **4 (End User)** |
| Physical Possession |  |  |  |  |  |  |  | 100 |
| Ownership |  |  |  |  |  |  |  | 100 |
| Promotion |  |  |  |  |  |  |  | 100 |
| Negotiation |  |  |  |  |  |  |  | 100 |
| Financing |  |  |  |  |  |  |  | 100 |
| Risking |  |  |  |  |  |  |  | 100 |
| Ordering |  |  |  |  |  |  |  | 100 |
| Payment |  |  |  |  |  |  |  | 100 |
| Total |  |  |  |  |  |  |  | 100 |
| Normative Profit Share |  |  |  |  |  |  |  | N/A |