

PROJECT ASSESSMENT SUMMARY

Business Group Specialty Products Business Group Ranking 5

Project Title Dielectrics/Mktg.-Mfg. Support

Reason for Project (Key Issue - problem, threat, opportunity):

Can we provide Marketing support for dielectric capacitor fluids with facilities for fluid capacitor evaluation and life testing of fluids?

Can we meet the challenge of technical changes: polypropylene insulating film, epoxy stabilizers in electrical capacitors?

Can we overcome the environmental problems associated with chlorinated biphenyl in capacitor and transformer applications?

TIME PERIOD	<u>1972-1973</u>	<u>1972-1976</u>	<u>1977-1981</u>
Total Incremental Gross Profit Over Time Period, \$M	7.9	18.3	24.4
New Gross Investment Required to Achieve Incremental Gross Profit, \$M	0.4	0.4	4.0
Odds of Reaching Technical Goal	.9	.9	.8
Odds of Commercial Success Assuming 100% Attainment of Tech. Goal	.9	.9	.8

How thoroughly has project been analyzed? Yes, thoroughly

References: *

Assessed by RHM/WRR

Date 7/14/71

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