





### ***Considerations on the evaluation of the indicators in the report:***

- Indicators are evaluated through perception and the evaluation results range from 0 (zero) to 10 (ten).
- Indicators translate the items that will be evaluated.
- The difference of degree, less than 1%, was disregarded.

**Index:** Degree that represents the perception of **all** respondents about **all** evaluated indicators per item.

**Strong Point and Weak Point:** With the index and the standard deviation of respondents' perception, we find the **maximum and minimum degrees of respondents' perception**. Indicators above maximum degree are the **Strong Points** and the ones below are the **Weak Points**.

Indicators considered **Strong Points** or **Weak Points** are found without association with defined degrees.

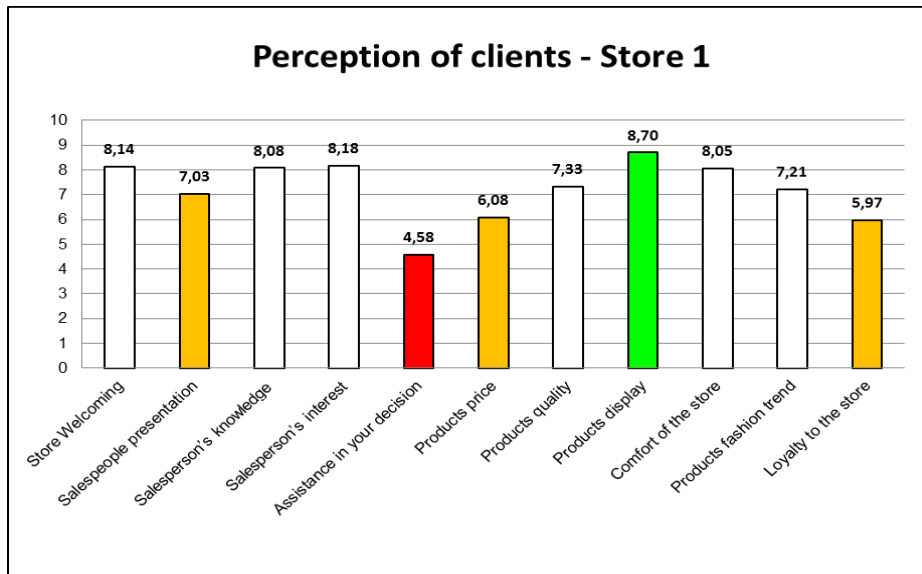
**Minimum Ideal per Indicator:** In the existence of Weak Point(s) the degree is found to know the percentage of necessary improvement to **eliminate** it. In this case, some indicators that **are not initially Weak points suffer influence** of perception and now need to be worked on. In the absence of Weak Point(s), the Minimum Ideal per Indicator is the minimum degree of the group's perception.

Below the expression "**Indicator(s) to be worked on**" are the indicators that need to be worked on (Weak Point(s) that suffered the influence of perception). The percentage is calculated through the **indicator's degree** by **Minimum Ideal per Indicator degree**.

**Critical Factor:** When there is sharp divergence of perception between items.

**General Index:** Degree that represents all respondents' perception about all evaluated indicators in the Survey.

**Perception of clients about the stores of a company:**



**Strong points** and **Weak Points**

**Orange: Indicator(S) To Be Worked On**