

**WHAT IS A PROFILE MATRIX:** A profile matrix is a device used to look at the qualities and shortcomings of an organization with its rivals. It is otherwise called a **\*competitive profile grid (CPM)\***<sup>1</sup>. The grid recognizes a company's vital rivals and looks at them utilizing industry's basic achievement factors. The examination likewise uncovers organization's overall assets and shortcomings against its rivals, so an organization would be aware, which regions it ought to improve and, which regions to safeguard<sup>1</sup>.

The lattice is generally made by posting the basic achievement factors (CSFs) that are significant for outcome in a specific industry. CSFs are the key regions that should be performed at the most elevated conceivable degree of greatness to prevail in a specific industry. They fluctuate between various ventures or even essential gatherings and incorporate both interior and outer variables<sup>1</sup>.

When the CSFs have been recognized, the subsequent stage is to rate the organization and its rivals on each element utilizing a size of 1 to 4, where 4 is the most elevated rating. The appraisals are then duplicated by the weight