

# **COST/BENEFITS ANALYSIS**

A WAY TO CONSIDER OPTIONS BY  
COMPARING THE *COSTS* TO THE  
*BENEFITS* OF ONE OPTION  
AGAINST THE OTHERS.

SHOULD BE A CONTINUAL  
PROCESS TO EVALUATE THE  
CURRENT AGAINST OTHER  
OPTIONS.

COSTS ARE ALL THE RESOURCES  
TO BE USED (MONEY, PEOPLE)  
AND THE NEGATIVE EFFECTS ON  
OTHER INTERESTS.

BENEFITS ARE THE GAINS  
TOWARD THE INTEREST AT HAND  
AND POSITIVE EFFECTS ON OTHER

# INTERESTS.