

## Value Proposition

$$\text{Value Proposition} = \frac{\text{Sum of the Benefits}}{\text{Sum of the Costs}}$$

$$\text{Value Proposition} = \frac{\text{Quality} + \text{Durability} + \text{User friendly} + \text{Kodak brand name} + \text{Everything in one box} + \text{Kodak EasyShare system} + \text{Timed saving}}{\text{Fast changing technology} + \text{Initial investment} + \text{Opportunity cost} + \text{Making hardcopies of photos}}$$

$$\text{Value Proposition} = \frac{1000 + 1000 + 500 + 350 + 600 + 500 + 1000}{500 + 350 + 200}$$

$$\text{Value Proposition} = 4.71$$

The Kodak LS443 offers excellent value.