



01. Objective

**Objective:** The goal is to choose whether to use cotton or fiberglass insulation material.

**Stakeholders:** Acme Construction Company, trade labor, project manager, their clients

**Collaborators:** Doanh Do

02. Alternatives

Cotton

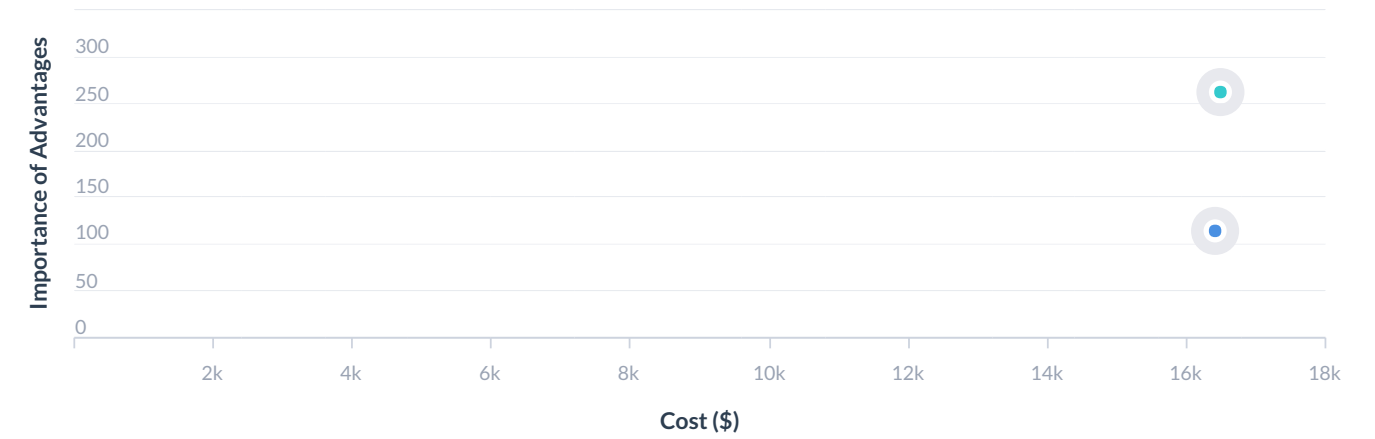
Fiberglass

03. Factors & Criteria

Factor	Must Criteria	Want Criteria
Recycled content		higher is better
Chemical Irritants		does not have is preferred
Density		lower is better
Insulation Capabilities		higher is better
Recyclability		Higher Is Better
Fireproofing		higher hour rating is better
Material handling		easier is better
Installation		faster is better

04. Analysis

Importance of Advantages vs. Cost Graph



Alternative	Importance of Advantages	Life Cycle Cost
① Cotton	115	\$16,400.00
② Fiberglass	262	\$16,500.00

05. Decision

Selected Alternative	Importance of Advantages	Life Cycle Cost
Fiberglass	262	\$16,500.00