



Finding a Microwave

Jane Doe
September 2000



Importance of a Microwave

- Costs—
 - Less cost than using a conventional oven
 - Save \$250 per year
- Benefits
 - Time
 - Easy to prepare single servings for busy life style
- Alternatives
 - Crock pot cooking
 - Conventional oven



The Manufacturers

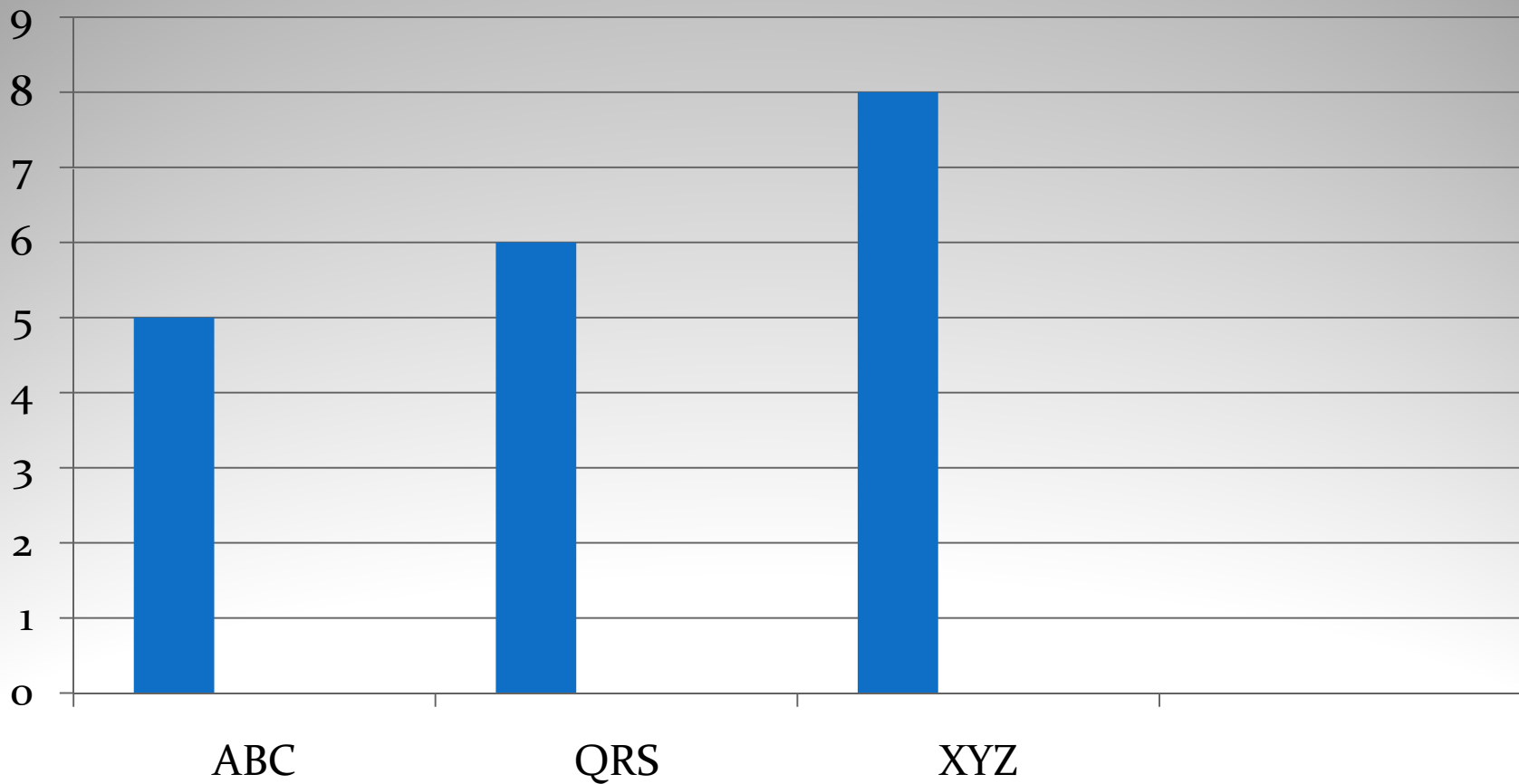
- ABC
 - Years in business
 - Reputation—according to whom?
- QRS
 - Years in business
 - Reputation—according to whom?
- XYZ
 - Years in business
 - Reputation—according to whom?



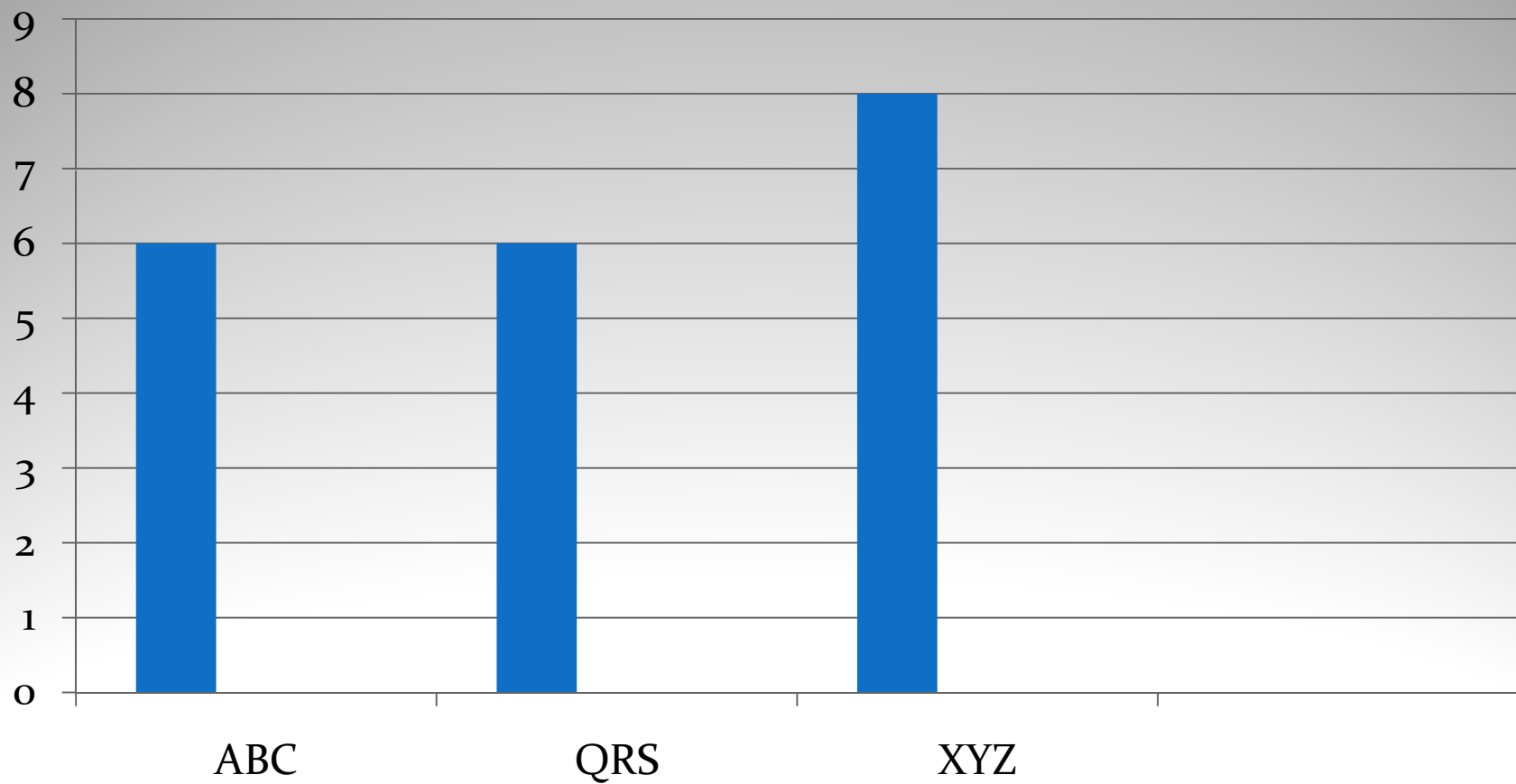
The Criteria

- Capacity
- Power
- Size
- Weight
- Safety Rating—from whom?
- Price

Capacity in Cubic Feet



Power in Watts

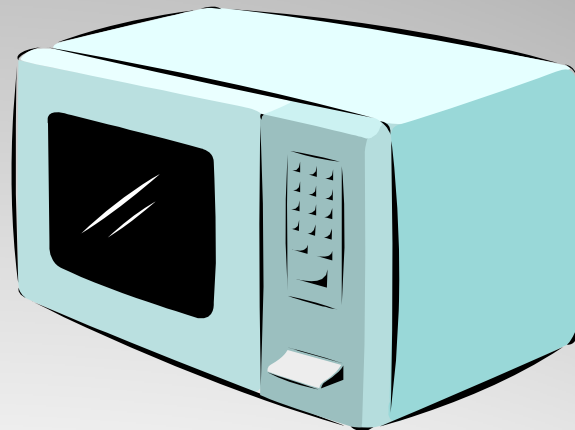


Size

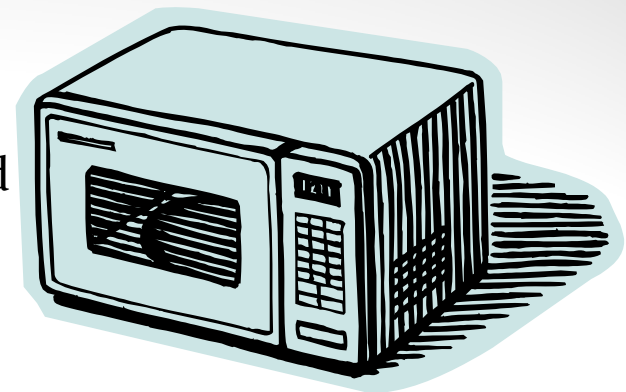


ABC— $14 \frac{1}{8}h \times 14 \frac{3}{8}w \times 14 \frac{1}{4}d$

QRS- $11 \frac{1}{8}h \times 19w \times 14 \frac{1}{8}d$



XYZ- $11 \frac{1}{8}h \times 19w \times 14 \frac{1}{8}d$



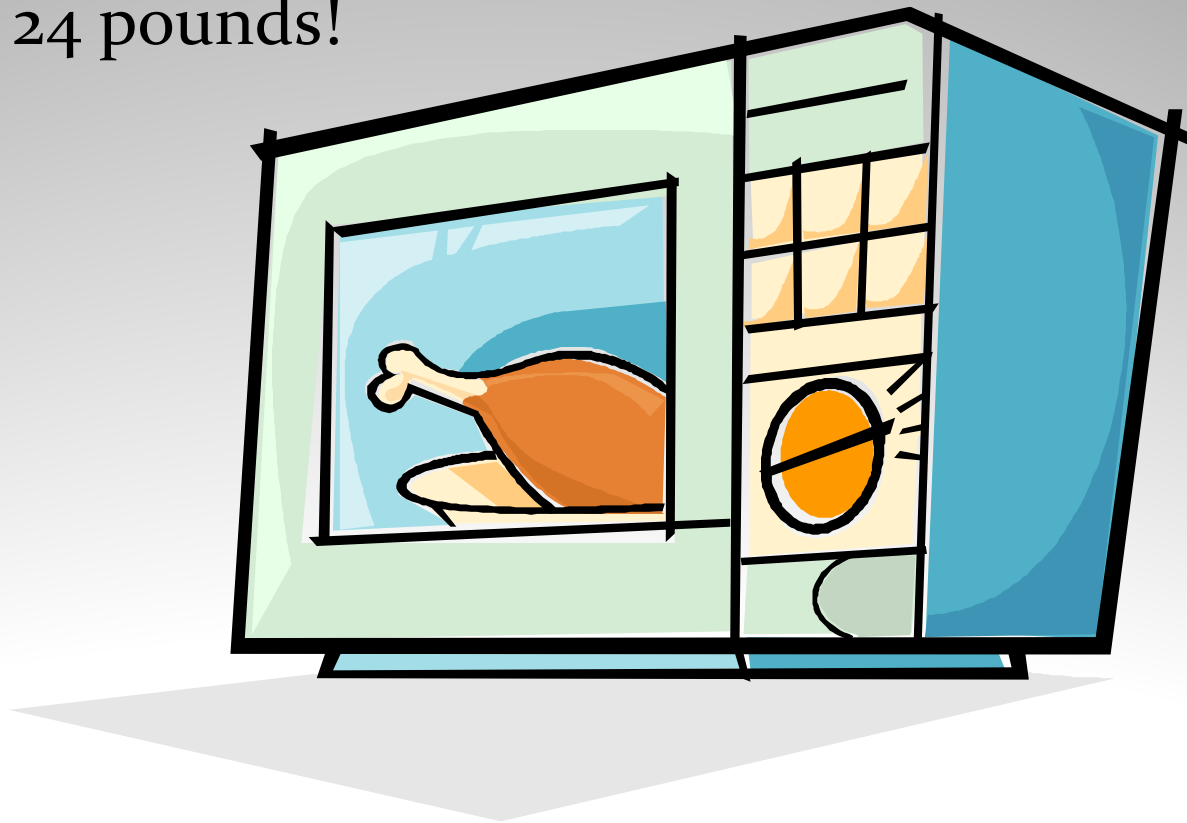


Special Features

- ABC
 - 7 auto settings
 - Express defrost
- QRS
 - 5 power levels
 - 35 min timer
- XYZ
 - 8 presets
 - Delay start

Weight

- All weigh 24 pounds!

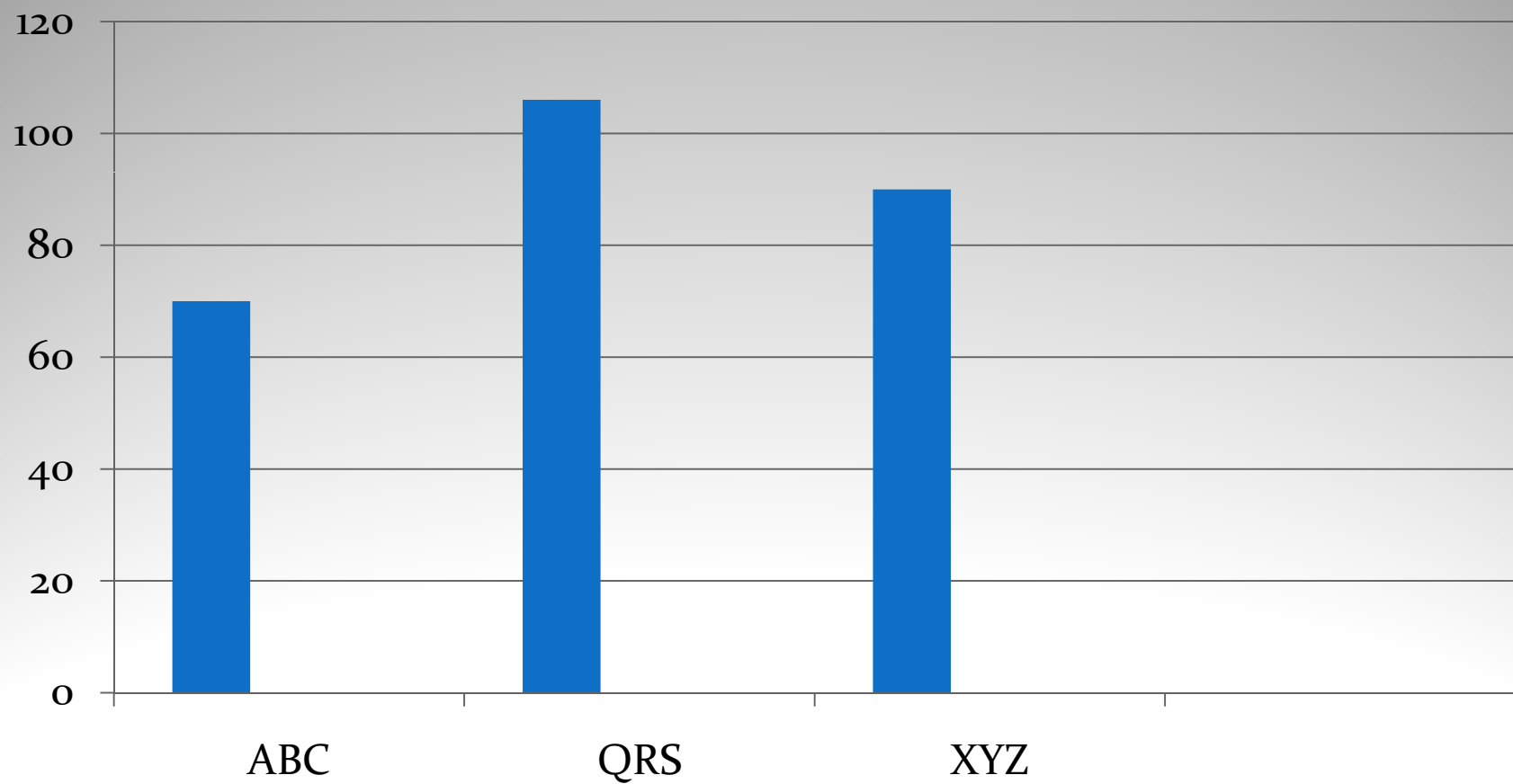




Safety Ratings—Consumer Reports

- ABC
 - Excellent
 - No recalls
- QRS
 - Very good
 - no recalls
- XYZ
 - Excellent
 - One recall-delay start

Price in dollars



Best Value

