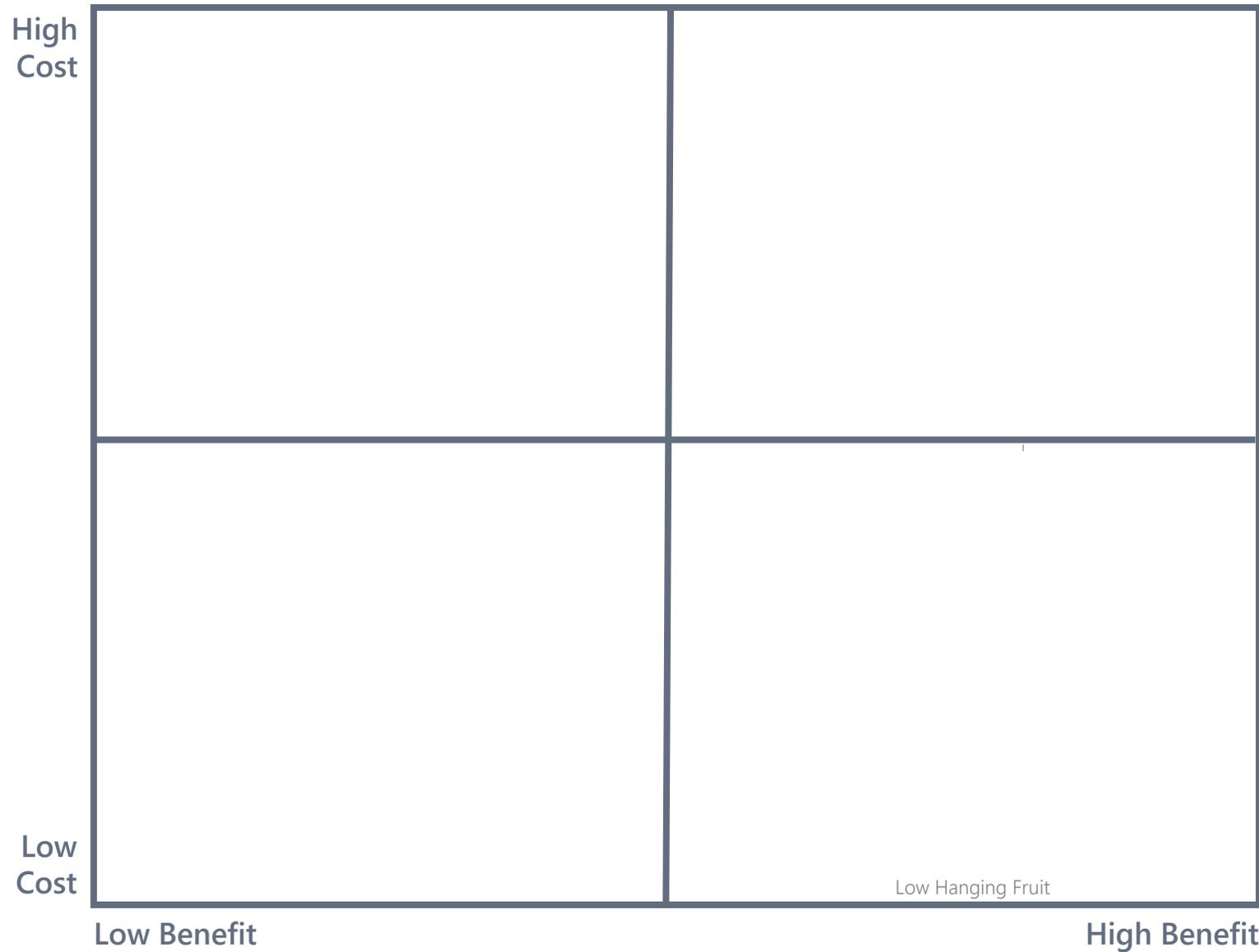


Cost - Benefit



 **TIP** When considering COST, think about all of the costs involved in doing this, (such as time and labour) not just the outlay. BENEFIT over the short term and long term could be different. Decide which is more important to you before ranking your ideas / projects.