

## **A comparison of the CCF method and the APV approach**

All things considered, I would like to suggest that the CCF method is superior to the APV approach.

### **Simplicity**

On the criterion of simplicity, ease in teaching and ease in calculation, APV has an edge over CCF.

### **Familiarity and comfort in use**

The formulation of the CCF will be more familiar to most people.

### **Popularity**

The APV is more popular and widely used, compared to the CCF

### **Interpretation**

The interpretation of the CCF is easier than the APV.

### **Marketing (potential strength)**

The marketing of CCF should be easier but it does not seem to be the case.

### **Information requirements**

I am inclined to think that the information requirements are the same for both methods.

### **Technical and conceptual merits**

About the same for both methods.

**Table 1: Comparative assessment**

<b>Points</b>	<b>CCF</b>	<b>APV</b>
Simplicity	8	10
Familiarity	10	6
Popularity	5	8
Interpretation	10	6
Marketing	7	7
Information requirements	10	10
Conceptual merit	9	9
Total	???	???