Pens available from Kroger in packages of 5 or more

*All points are out of 72 possible points*

**Papermate**

* Smoothness
  + 48 total points from 24 people
* Visual Appeal of Ink
  + 41 total points from 24 people
* Price per Pen
  + $2.29/10 = $0.23 per pen
* Comfort
  + 41 points from 24 people

**BIC Cristal**

* Smoothness
  + 55 total points from 24 people
* Visual Appeal of Ink
  + 53 total points from 24 people
* Price per Pen
  + $1.14/10 = $0.11 per pen
* Comfort
  + 35 total points from 24 people

**Pentel Wow**

* Smoothness
  + 58 total points from 24 people
* Visual Appeal of Ink
  + 62 total points from 24 people
* Price per Pen
  + $2.22/5 = $0.44 per pen
* Comfort
  + 67 total points from 24 people

Importance of Criteria

**Smoothness**

* 188 points/661 points = 0.284 or 28.4%

**Visual Appeal of Ink**

* 158 points/661 points = 0.239 or 24%

**Price per Pen**

* 141 points/661 points = 0.213 or 21.3%

**Comfort**

* 174 points/661 points = 0.263 or 26.3%

661 points total

**Papermate**

* Smoothness
  + 48 x .284 = 13.63 points
* Visual Appeal of Ink
  + 41 x .24 = 9.84 points
* Price per Pen
  + 48 x 0.213 = 10.22 points
* Comfort
  + 41 x .263 = 10.78 points

13.63 + 9.84 + 10.22 + 10.78 = **44.47 points**

**BIC Cristal**

* Smoothness
  + 55 x .284 = 15.62 points
* Visual Appeal of Ink
  + 53 x .24 = 12.72 points
* Price per Pen
  + 72 x 0.213 = 15.34 points
* Comfort
  + 35 x .263 = 9.21 points

15.62 + 12.72 + 15.34 + 9.21 = **52.89 points**

**Pentel Wow**

* Smoothness
  + 58 x .284 = 16.47 points
* Visual Appeal of Ink
  + 62 x .24 = 14.88 points
* Price per Pen
  + 24 x 0.213 = 5.11 points
* Comfort
  + 67 x .263 = 17.62 points

16.47 + 14.88 + 5.11 + 17.62 = **c**