

## Anexo 2 Reporte de Marketing

Product 1 Market Statistics													World
	Japan	% Wld	Mexico	% Wld	China	% Wld	U.K.	% Wld	Germany	% Wld	U.S.	% Wld	Totals
Total Demand (Units)	265,430	18%	151,322	10%	195,801	13%	179,878	12%	187,009	12%	535,780	35%	1,515,220
Total Sales (Units)	265,430	18%	151,322	10%	195,801	13%	179,878	12%	187,009	12%	535,780	35%	1,515,220
Total Marketing Exp P1	103,948,005	14%	2,808,886	3%	3,889,285	7%	597,853	14%	1,338,783	23%	2,912,469	40%	7,291,456
	Mkt sh		Mkt sh		Mkt sh		Mkt sh		Mkt sh		Mkt sh		Mkt sh
Company Demand (Units)	47,240	18%	33,887	22%	38,988	20%	25,851	14%	39,513	21%	101,867	19%	287,326
Company Sales (Units)	47,240	18%	33,887	22%	38,988	20%	25,851	14%	39,513	21%	101,867	19%	287,326
Additional Sales (Units)	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Company Marketing Exp	19,570,005	19%	1,127,006	40%	765,003	20%	60,000		254,340	19%	522,000	18%	
	% Sls		% Sls		% Sls		% Sls		% Sls		% Sls		% Sls
Company Sales (currency)	179,512,000	15%	15,215,263	12%	12,274,920	13%	573,892	9%	1,659,546	18%	3,565,345	32%	11,139,929
Delivered Mfg Cost	115,691,868	64%	8,720,703	57%	7,628,651	62%	355,740	62%	746,498	45%	2,319,922	65%	6,648,369
Gross Margin	63,820,132	36%	6,494,560	43%	4,646,269	38%	218,152	38%	913,048	55%	1,245,423	35%	4,491,560
Company Marketing Exp	19,570,005	11%	1,127,006	7%	765,003	6%	60,000	10%	254,340	15%	522,000	15%	1,317,104
Import Tariffs	21,541,440	12%	0	0%	981,894	8%	57,389	10%	165,955	10%	0	0%	627,064
Contribution Margin	22,708,687	13%	5,367,554	35%	2,899,273	24%	100,763	18%	492,753	30%	723,423	20%	2,547,392
Product 2 Market Statistics													World
	Japan	% Wld	Mexico	% Wld	China	% Wld	U.K.	% Wld	Germany	% Wld	U.S.	% Wld	Totals
Total Demand (Units)	294,113	19%	48,288	3%	73,367	5%	156,538	10%	263,132	17%	708,705	46%	1,544,143
Total Sales (Units)	294,113	19%	48,288	3%	73,367	5%	156,538	10%	263,132	17%	708,705	46%	1,544,143
Total Marketing Exp P2	164,860,500	13%	3,142,926	2%	4,256,997	4%	990,954	14%	2,543,767	26%	5,049,243	41%	12,236,660
	Mkt sh		Mkt sh		Mkt sh		Mkt sh		Mkt sh		Mkt sh		Mkt sh
Company Demand (Units)	57,545	20%	9,887	20%	13,271	18%	31,930	20%	54,420	21%	134,078	19%	301,131
Company Sales (Units)	57,545	20%	9,887	20%	13,271	18%	31,930	20%	54,420	21%	134,078	19%	301,131
Excess Demand (Units)	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Company Marketing Exp	42,229,950	26%	690,001	22%	892,496	21%	210,000	21%	623,700	25%	1,290,000	26%	
	% Sls		% Sls		% Sls		% Sls		% Sls		% Sls		% Sls
Company Sales (currency)	462,374,075	20%	4,943,500	2%	7,962,600	4%	1,456,008	11%	3,746,817	21%	9,117,304	41%	22,022,903
Delivered Mfg Cost	177,588,782	38%	3,222,238	65%	3,198,425	40%	548,513	38%	1,283,452	34%	3,866,982	42%	8,747,701
Gross Margin	284,785,293	62%	1,721,262	35%	4,764,175	60%	907,495	62%	2,463,365	66%	5,250,322	58%	13,275,202
Marketing Expenses	42,229,950	9%	690,001	14%	892,496	11%	210,000	14%	623,700	17%	1,290,000	14%	2,988,025
Import Tariffs	55,484,889	12%	0	0%	637,008	8%	145,601	10%	374,682	10%	0	0%	1,315,462
Contribution Margin	187,070,454	40%	1,031,261	21%	3,234,671	41%	551,894	38%	1,464,983	39%	3,960,322	43%	8,971,715
Product 1 Prices													RELATIVE QUALITY
	Japan	rel prc	Mexico	rel prc	China	rel prc	U.K.	rel prc	Germany	rel prc	U.S.	rel prc	QUALITY
Company 1	3,800.00	101%	449.00	116%	315.00	102%	22.20	102%	42.00	103%	35.00	104%	111.6%
Company 2	3,518.20	94%	372.60	96%	302.20	98%	22.10	101%	40.50	99%	32.50	96%	89.3%
Company 3	3,750.00	100%	370.00	96%	315.00	102%	22.00	101%	41.00	100%	33.50	98%	86.0%
Company 4	3,800.00	101%	365.00	95%	308.00	100%	20.00	91%	39.50	97%	33.00	98%	103.4%
Company 5	3,925.00	104%	374.00	97%	299.00	97%	22.99	105%	41.25	101%	34.55	102%	109.8%
Average Price	3,758.64		386.12		307.84		21.86		40.85		33.71		
Product 2 Prices													RELATIVE QUALITY
	Japan	rel prc	Mexico	rel prc	China	rel prc	U.K.	rel prc	Germany	rel prc	U.S.	rel prc	QUALITY
Company 1	8,035.00	106%	500.00	99%	600.00	110%	45.60	104%	68.85	106%	68.00	115%	94.3%
Company 2	7,725.20	102%	530.10	105%	561.40	103%	45.80	104%	66.80	103%	60.70	102%	106.2%
Company 3	7,400.00	97%	490.00	97%	525.00	96%	43.50	99%	63.50	98%	56.00	94%	108.6%
Company 4	6,800.00	90%	480.00	95%	510.00	94%	40.00	91%	62.00	95%	54.00	91%	87.1%
Company 5	7,989.00	105%	525.00	104%	528.00	97%	44.80	102%	64.49	99%	58.10	98%	103.7%
Average price	7,589.84		505.02		544.88		43.94		65.13		59.36		
Contract Market information													
	Price to beat												
Contract	With zero		Your contract		Your Contract		Your Contract		Contract				
Volume	Contract		Sales revenue		Sales cost		USD /		Image for		Volume		
This period	Winner Advantage		This period		UNITS		This period		UNIT		Next period		
	60,000	2	14.90		0	0	0	0	0.000		60,000		