



ANEXO 4

Reporte de Marketing

Period Currently Displayed		MARKET REPORT										Select Period to View
1												1
Company Number												1
<b>Product 1 Market Statistics</b>												
		Japan	%Wld	Mexico	%Wld	China	%Wld	UK	%Wld	Germany	%Wld	US
1	Total Demand (Units)	217,720	16%	234,825	17%	185,795	14%	121,365	9%	179,405	13%	405,010
	Total Sales (Units)	217,720	16%	234,825	17%	185,795	14%	121,365	9%	179,405	13%	405,010
	Total Marketing Exp P1	60,000,000	7%	10,000,012	10%	9,999,994	13%	999,999	20%	1,500,000	22%	2,500,000
			Mkt sh		Mkt sh		Mkt sh		Mkt sh		Mkt sh	
	Company Demand (Units)	43,544	20%	46,965	20%	37,159	20%	24,273	20%	35,881	20%	81,002
2	Company Sales (Units)	43,544	20%	46,965	20%	37,159	20%	24,273	20%	35,881	20%	81,002
	Additional Sales (Units)	0	0%	0	0%	0	0%	0	0%	0	0%	0
	Company Marketing Exp	12,000,000	20%	2,000,002	20%	1,999,999	20%	200,000	20%	300,000	20%	500,000
			%Ss		%Ss		%Ss		%Ss		%Ss	
3	Company Sales (currency)	187,239,200	16%	17,611,875	13%	14,863,600	14%	752,463	11%	1,471,121	16%	3,564,088
	Delivered Mfg Cost	118,837,141	63%	15,412,918	88%	8,721,403	59%	371,018	49%	747,884	51%	2,251,149
	Gross Margin	68,402,059	37%	2,198,957	12%	6,142,197	41%	381,445	51%	723,237	49%	1,312,939
	Company Marketing Exp	12,000,000	6%	2,000,002	11%	1,999,999	13%	200,000	27%	300,000	20%	500,000
	Import Tariffs	22,468,704	12%	1,056,713	6%	0	0%	75,246	10%	147,112	10%	178,204
	Contribution Margin	33,933,355	18%	-857,758	-5%	4,142,198	28%	106,199	14%	276,125	19%	634,735
<b>Product 2 Market Statistics</b>												
		Japan	%Wld	Mexico	%Wld	China	%Wld	UK	%Wld	Germany	%Wld	US
	Total Demand (Units)	156,305	15%	167,810	16%	161,275	15%	94,915	9%	154,185	14%	337,735
	Total Sales (Units)	156,305	15%	167,810	16%	161,275	15%	94,915	9%	154,185	14%	337,735
	Total Marketing Exp P2	75,000,000	8%	15,000,018	13%	12,500,014	15%	999,999	19%	1,999,999	20%	1,750,000
			Mkt sh		Mkt sh		Mkt sh		Mkt sh		Mkt sh	
	Company Demand (Units)	31,261	20%	33,562	20%	32,255	20%	18,933	20%	30,837	20%	67,547
	Company Sales (Units)	31,261	20%	33,562	20%	32,255	20%	18,933	20%	30,837	20%	67,547
	Excess Demand (Units)	0	0%	0	0%	0	0%	0	0%	0	0%	0
	Company Marketing Exp	15,000,000	20%	3,000,004	20%	2,500,003	20%	200,000	20%	400,000	20%	350,000
			%Ss		%Ss		%Ss		%Ss		%Ss	
	Company Sales (currency)	193,818,200	16%	18,459,100	13%	15,482,400	15%	778,303	11%	1,541,850	17%	3,512,444
	Delivered Mfg Cost	102,927,872	53%	12,623,803	68%	9,133,256	59%	341,152	44%	755,707	49%	2,190,234
	Gross Margin	90,890,328	47%	5,835,297	32%	6,349,144	41%	437,151	56%	786,143	51%	1,322,210
	Marketing Expenses	15,000,000	8%	3,000,004	16%	2,500,003	16%	200,000	26%	400,000	26%	350,000
	Import Tariffs	23,258,184	12%	0	0%	1,238,592	8%	77,830	10%	154,185	10%	0
	Contribution Margin	52,632,144	27%	2,835,293	15%	2,610,549	17%	159,321	20%	231,958	15%	972,210
<b>Product 1 Prices</b>												
		Japan	rel prc	Mexico	rel prc	China	rel prc	UK	rel prc	Germany	rel prc	US
	Company 1	4,300.00	100%	375.00	100%	400.00	100%	31.00	100%	41.00	100%	44.00
	Company 2	4,300.00	100%	375.00	100%	400.00	100%	31.00	100%	41.00	100%	44.00
	Company 3	4,300.00	100%	375.00	100%	400.00	100%	31.00	100%	41.00	100%	44.00
	Company 4	4,300.00	100%	375.00	100%	400.00	100%	31.00	100%	41.00	100%	44.00
	Company 5	4,300.00	100%	375.00	100%	400.00	100%	31.00	100%	41.00	100%	44.00
	Average Price	4,300.00		375.00		400.00		31.00		41.00		44.00
<b>Product 2 Prices</b>												
		Japan	rel prc	Mexico	rel prc	China	rel prc	UK	rel prc	Germany	rel prc	US
	Company 1	6,200.00	100%	550.00	100%	480.00	100%	41.00	100%	50.00	100%	52.00
	Company 2	6,200.00	100%	550.00	100%	480.00	100%	41.00	100%	50.00	100%	52.00
	Company 3	6,200.00	100%	550.00	100%	480.00	100%	41.00	100%	50.00	100%	52.00
	Company 4	6,200.00	100%	550.00	100%	480.00	100%	41.00	100%	50.00	100%	52.00
	Company 5	6,200.00	100%	550.00	100%	480.00	100%	41.00	100%	50.00	100%	52.00
	Average price	6,200.00		550.00		480.00		41.00		50.00		52.00
<b>Contract Market information</b>												
				Price to beat								
		Contract		With zero		Your contract		Your Contract		Your Contract		Contract

Sección de estadísticas del mercado (3 áreas):

1. Información del mundo
2. Información de la compañía
3. Utilidad por país-mercado

Información de Precio y Calidad

Información acerca de actividades en el mercado contratos