

Marketing Relativo	Participación de mercado
10%	15.96%
12.00%	16.81%
14.00%	17.66%
16.00%	18.52%
18.00%	19.37%
20.00%	20.22%
22.00%	21.07%
24.00%	21.92%
26.00%	22.78%
28.00%	23.63%
30.00%	24.48%

ESCENARIO 1: FORECAST							
	Ventas Mundiales (Unidades)	Participación mercado	Ventas GENAUHR en Unidades	Diferencia (unidad)	Marketing Mundo (dólares)	Mktg Relativo	Mktg GENAUHR (dólares)
Periodo 33	118,959	15.96%	18986		\$325,869	10%	\$32586.9
		16.81%	19999	1014		12.00%	\$39104.28
		17.66%	21013	1014		14.00%	\$45621.66
		18.52%	22026	1014		16.00%	\$52139.04
		19.37%	23040	1014		18.00%	\$58656.42
		20.22%	24054	1014		20.00%	\$65173.8
		21.07%	25067	1014		22.00%	\$71691.18
		21.92%	26081	1014		24.00%	\$78208.56
		22.78%	27094	1014		26.00%	\$84725.94
		23.63%	28108	1014		28.00%	\$91243.32
		24.48%	29121	1014		30.00%	\$97760.7
Periodo 34	120,757	15.96%	19273		\$327,720	10%	\$32772
		16.81%	20302	1029		12.00%	\$39326.4
		17.66%	21331	1029		14.00%	\$45880.8
		18.52%	22359	1029		16.00%	\$52435.2
		19.37%	23388	1029		18.00%	\$58989.6
		20.22%	24417	1029		20.00%	\$65544
		21.07%	25446	1029		22.00%	\$72098.4
		21.92%	26475	1029		24.00%	\$78652.8
		22.78%	27504	1029		26.00%	\$85207.2
		23.63%	28532	1029		28.00%	\$91761.6
		24.48%	29561	1029		30.00%	\$98316
Periodo 35	122,555	15.96%	19560		\$329,570	10%	\$32957
		16.81%	20604	1044		12.00%	\$39548.4

ESCENARIO 1: FORECAST							
	Ventas Mundiales (Unidades)	Participación mercado	Ventas GENAUHR en Unidades	Diferencia (unidad)	Marketing Mundo (dólares)	Mktg Relativo	Mktg GENAUHR (dólares)
		17.66%	21648	1044		14.00%	\$46139.8
		18.52%	22692	1044		16.00%	\$52731.2
		19.37%	23736	1044		18.00%	\$59322.6
		20.22%	24781	1044		20.00%	\$65914
		21.07%	25825	1044		22.00%	\$72505.4
		21.92%	26869	1044		24.00%	\$79096.8
		22.78%	27913	1044		26.00%	\$85688.2
		23.63%	28957	1044		28.00%	\$92279.6
		24.48%	30001	1044		30.00%	\$98871
Periodo 36	124,352	15.96%	19847		\$331,421	10%	\$33142.1
		16.81%	20906	1059		12.00%	\$39770.52
		17.66%	21966	1059		14.00%	\$46398.94
		18.52%	23025	1059		16.00%	\$53027.36
		19.37%	24084	1059		18.00%	\$59655.78
		20.22%	25144	1059		20.00%	\$66284.2
		21.07%	26203	1059		22.00%	\$72912.62
		21.92%	27263	1059		24.00%	\$79541.04
		22.78%	28322	1059		26.00%	\$86169.46
		23.63%	29382	1059		28.00%	\$92797.88
		24.48%	30441	1059		30.00%	\$99426.3

ESCENARIO 2: LOWER SALES							
	Ventas Mundiales (Unidades)	Participación mercado	Ventas GENAUHR en Unidades	Diferencia (unidad)	Marketing Mundo (dólares)	Mktg Relativo	Mktg GENAUHR (dólares)
Periodo 33	109,023	15.96%	17400		\$325,869	10%	\$32586.9
		16.81%	18329	929		12.00%	\$39104.28
		17.66%	19258	929		14.00%	\$45621.66
		18.52%	20187	929		16.00%	\$52139.04
		19.37%	21116	929		18.00%	\$58656.42
		20.22%	22044	929		20.00%	\$65173.8
		21.07%	22973	929		22.00%	\$71691.18
		21.92%	23902	929		24.00%	\$78208.56
		22.78%	24831	929		26.00%	\$84725.94
		23.63%	25760	929		28.00%	\$91243.32
		24.48%	26689	929		30.00%	\$97760.7
Periodo 34	106,916	15.96%	17064		\$327,720	10%	\$32772

ESCENARIO 1: LOWER SALES							
	Ventas Mundiales (Unidades)	Participación mercado	Ventas GENAUHR en Unidades	Diferencia (unidad)	Marketing Mundo (dólares)	Mktg Relativo	Mktg GENAUHR (dólares)
		16.81%	17975	911		12.00%	\$39326.4
		17.66%	18886	911		14.00%	\$45880.8
		18.52%	19797	911		16.00%	\$52435.2
		19.37%	20707	911		18.00%	\$58989.6
		20.22%	21618	911		20.00%	\$65544
		21.07%	22529	911		22.00%	\$72098.4
		21.92%	23440	911		24.00%	\$78652.8
		22.78%	24351	911		26.00%	\$85207.2
		23.63%	25262	911		28.00%	\$91761.6
		24.48%	26173	911		30.00%	\$98316
Periodo 35	104,546	15.96%	16686		\$329,570	10%	\$32957
		16.81%	17576	891		12.00%	\$39548.4
		17.66%	18467	891		14.00%	\$46139.8
		18.52%	19358	891		16.00%	\$52731.2
		19.37%	20248	891		18.00%	\$59322.6
		20.22%	21139	891		20.00%	\$65914
		21.07%	22030	891		22.00%	\$72505.4
		21.92%	22921	891		24.00%	\$79096.8
		22.78%	23811	891		26.00%	\$85688.2
		23.63%	24702	891		28.00%	\$92279.6
		24.48%	25593	891		30.00%	\$98871
Periodo 36	102,060	15.96%	16289		\$331,421	10%	\$33142.1
		16.81%	17158	870		12.00%	\$39770.52
		17.66%	18028	870		14.00%	\$46398.94
		18.52%	18897	870		16.00%	\$53027.36
		19.37%	19767	870		18.00%	\$59655.78
		20.22%	20637	870		20.00%	\$66284.2
		21.07%	21506	870		22.00%	\$72912.62
		21.92%	22376	870		24.00%	\$79541.04
		22.78%	23245	870		26.00%	\$86169.46
		23.63%	24115	870		28.00%	\$92797.88
		24.48%	24984	870		30.00%	\$99426.3

ESCENARIO 3: UPPER SALES							
	Ventas Mundiales (Unidades)	Participación mercado	Ventas GENAUHR en Unidades	Diferencia (unidad)	Mktg Mundo (dólares)	Mktg Relativo	Mktg GENAUHR (dólares)
Periodo 33	128,895	15.96%	20572		\$325,869	10%	\$32586.9
		16.81%	21670	1098		12.00%	\$39104.28
		17.66%	22768	1098		14.00%	\$45621.66
		18.52%	23866	1098		16.00%	\$52139.04
		19.37%	24964	1098		18.00%	\$58656.42
		20.22%	26063	1098		20.00%	\$65173.8
		21.07%	27161	1098		22.00%	\$71691.18
		21.92%	28259	1098		24.00%	\$78208.56
		22.78%	29357	1098		26.00%	\$84725.94
		23.63%	30455	1098		28.00%	\$91243.32
		24.48%	31553	1098		30.00%	\$97760.7
Periodo 34	134,598	15.96%	21482		\$327,720	10%	\$32772
		16.81%	22629	1147		12.00%	\$39326.4
		17.66%	23775	1147		14.00%	\$45880.8
		18.52%	24922	1147		16.00%	\$52435.2
		19.37%	26069	1147		18.00%	\$58989.6
		20.22%	27216	1147		20.00%	\$65544
		21.07%	28362	1147		22.00%	\$72098.4
		21.92%	29509	1147		24.00%	\$78652.8
		22.78%	30656	1147		26.00%	\$85207.2
		23.63%	31803	1147		28.00%	\$91761.6
		24.48%	32950	1147		30.00%	\$98316
Periodo 35	140,563	15.96%	22434		\$329,570	10%	\$32957
		16.81%	23631	1198		12.00%	\$39548.4
		17.66%	24829	1198		14.00%	\$46139.8
		18.52%	26027	1198		16.00%	\$52731.2
		19.37%	27224	1198		18.00%	\$59322.6
		20.22%	28422	1198		20.00%	\$65914
		21.07%	29619	1198		22.00%	\$72505.4
		21.92%	30817	1198		24.00%	\$79096.8
		22.78%	32015	1198		26.00%	\$85688.2
		23.63%	33212	1198		28.00%	\$92279.6
		24.48%	34410	1198		30.00%	\$98871
Periodo 36	146,645	15.96%	23405		\$331,421	10%	\$33142.1
		16.81%	24654	1249		12.00%	\$39770.52
		17.66%	25903	1249		14.00%	\$46398.94

ESCENARIO 3: UPPER SALES							
	Ventas Mundiales (Unidades)	Participación mercado	Ventas GENAUHR en Unidades	Diferencia (unidad)	Mktg Mundo (dólares)	Mktg Relativo	Mktg GENAUHR (dólares)
		18.52%	27153	1249		16.00%	\$53027.36
		19.37%	28402	1249		18.00%	\$59655.78
		20.22%	29652	1249		20.00%	\$66284.2
		21.07%	30901	1249		22.00%	\$72912.62
		21.92%	32150	1249		24.00%	\$79541.04
		22.78%	33400	1249		26.00%	\$86169.46
		23.63%	34649	1249		28.00%	\$92797.88
		24.48%	35899	1249		30.00%	\$99426.3