

Reporte de Marketing

Company Number		32		MARKET REPORT								Select F
Company Number		1										32
<b>Product 1 Market Statistics</b>												
	Japan	% Wld	Mexico	% Wld	China	% Wld	U.K.	% Wld	Germany	% Wld		
Total Demand (Units)	210,049	16%	151,920	11%	175,408	13%	161,031	12%	225,285	17%		
Total Sales (Units)	210,049	16%	151,920	11%	175,408	13%	161,031	12%	225,285	17%		
Total Marketing Exp P1	42,019,965	8%	3,955,000	8%	1,634,002	5%	659,999	20%	1,054,999	21%		
		Mkt sh		Mkt sh		Mkt sh		Mkt sh		Mkt sh		
Company Demand (Units)	27,386	13%	43,189	28%	18,280	10%	39,792	25%	63,993	28%		
Company Sales (Units)	27,386	13%	43,189	28%	18,280	10%	39,792	25%	63,993	28%		
Additional Sales (Units)	0	0%	30,854	20%	0	0%	0	0%	0	0%		
Company Marketing Exp	5,199,955	12%	1,629,999	41%	100,002	6%	265,000	40%	499,999	47%		
		% Sls		% Sls		% Sls		% Sls		% Sls		
Company Sales (currency)	115,021,200	10%	27,395,910	24%	5,118,400	6%	1,134,072	15%	2,604,515	23%		
Delivered Mfg Cost	71,327,389	62%	11,000,325	40%	3,554,422	69%	693,931	61%	1,681,204	65%		
Gross Margin	43,693,811	38%	16,395,585	60%	1,563,978	31%	440,141	39%	923,311	35%		
Company Marketing Exp	5,199,955	5%	1,629,999	6%	100,002	2%	265,000	23%	499,999	19%		
Import Tariffs	13,802,544	12%	0	0%	409,472	8%	113,407	10%	260,452	10%		
Contribution Margin	24,691,312	21%	14,765,586	54%	1,054,504	21%	61,734	5%	162,860	6%		
<b>Product 2 Market Statistics</b>												
	Japan	% Wld	Mexico	% Wld	China	% Wld	U.K.	% Wld	Germany	% Wld		
Total Demand (Units)	168,812	13%	30,024	2%	119,759	9%	217,749	17%	298,598	23%		
Total Sales (Units)	168,812	13%	30,024	2%	119,759	9%	217,749	17%	298,598	23%		
Total Marketing Exp P2	138,560,970	10%	2,900,001	2%	9,119,998	9%	2,048,000	23%	2,346,999	17%		
		Mkt sh		Mkt sh		Mkt sh		Mkt sh		Mkt sh		
Company Demand (Units)	29,867	18%	1,777	6%	16,920	14%	64,171	29%	94,971	32%		
Company Sales (Units)	29,867	18%	1,777	6%	16,920	14%	64,171	29%	94,971	32%		
Excess Demand (Units)	0	0%	0	0%	0	0%	0	0%	0	0%		
Company Marketing Exp	15,500,045	11%	0	0%	1,050,000	12%	800,000	39%	1,020,000	43%		
		% Sls		% Sls		% Sls		% Sls		% Sls		
Company Sales (currency)	218,029,100	8%	1,243,900	0%	11,844,000	6%	4,331,543	25%	8,072,535	30%		
Delivered Mfg Cost	105,771,689	49%	619,093	50%	4,376,830	37%	1,509,279	35%	3,365,030	42%		
Gross Margin	112,257,411	51%	624,807	50%	7,467,170	63%	2,822,264	65%	4,707,505	58%		
Marketing Expenses	15,500,045	7%	0	0%	1,050,000	9%	800,000	18%	1,020,000	13%		
Import Tariffs	26,163,492	12%	0	0%	947,520	8%	433,154	10%	807,254	10%		
Contribution Margin	70,593,874	32%	624,807	50%	5,469,650	46%	1,589,110	37%	2,880,252	36%		
<b>Product 1 Prices</b>												
	Japan	rel prc	Mexico	rel prc	China	rel prc	U.K.	rel prc	Germany	rel prc		
Company 1	4,200.00	98%	370.00	97%	280.00	99%	28.50	99%	40.70	102%		
Company 2	4,245.00	99%	379.00	100%	285.00	101%	27.00	94%	41.00	103%		
Company 3	3,850.00	90%	365.00	96%	275.00	98%	25.00	87%	40.00	100%		
Company 4	4,800.00	112%	410.00	108%	289.00	103%	35.00	122%	39.00	98%		
Company 5	4,300.00	100%	375.00	99%	280.00	99%	28.50	99%	39.00	98%		
Average Price	4,279.00		379.80		281.80		28.80		39.94			
<b>Product 2 Prices</b>												
	Japan	rel prc	Mexico	rel prc	China	rel prc	U.K.	rel prc	Germany	rel prc		
Company 1	7,300.00	96%	700.00	109%	700.00	107%	67.50	112%	85.00	112%		
Company 2	6,893.00	91%	580.00	90%	595.00	91%	55.00	91%	69.00	91%		
Company 3	6,650.00	87%	520.00	81%	510.00	78%	44.00	73%	61.00	80%		
Company 4	8,858.00	116%	745.00	116%	769.00	117%	71.00	117%	85.00	112%		
Company 5	8,360.00	110%	660.00	103%	700.00	107%	65.00	107%	80.50	106%		
Average price	7,612.20		641.00		654.80		60.50		76.10			
<b>Contract Market information</b>												