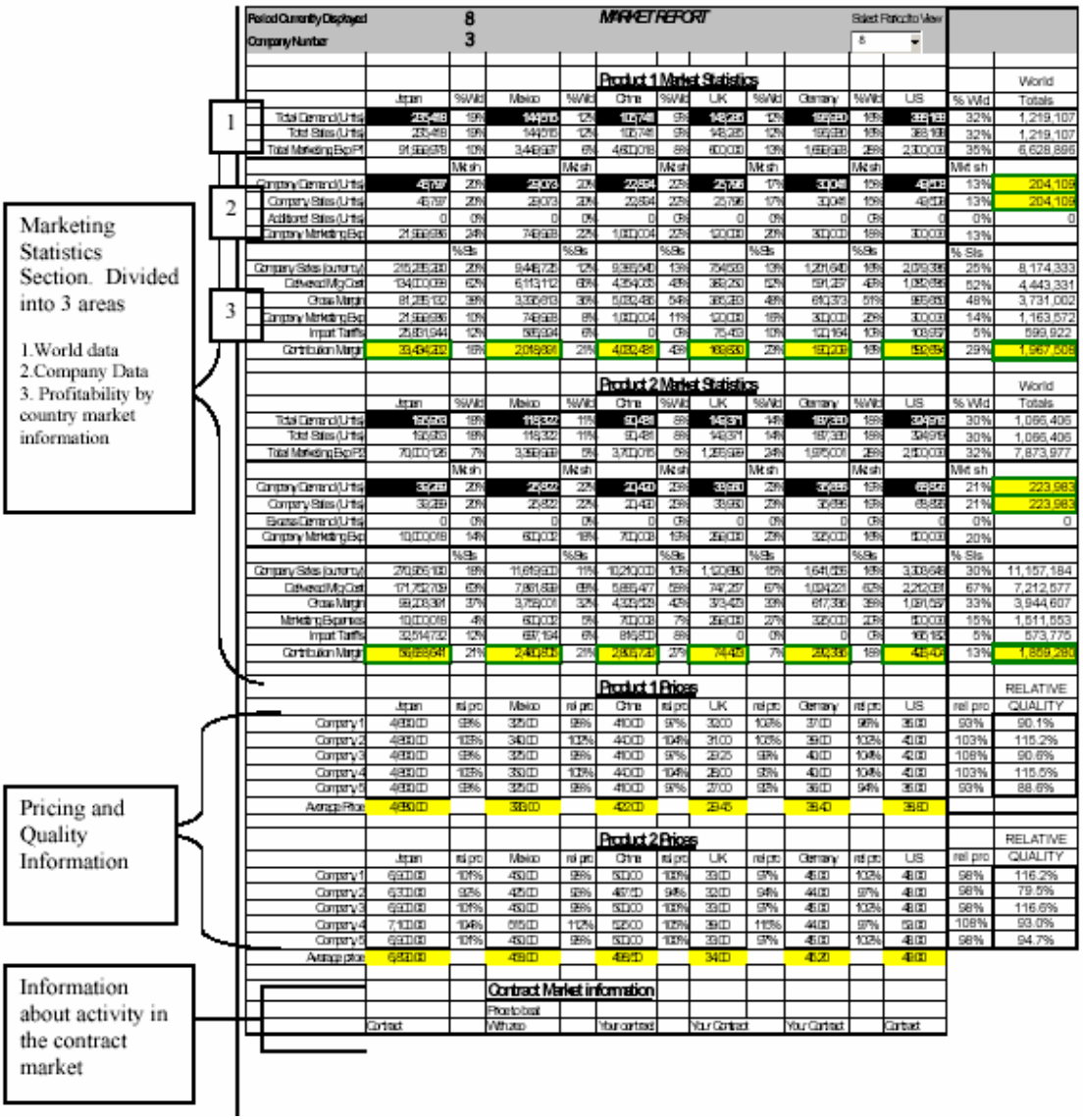
A. Reporte de Marketing



Period Currently Displayed 8
Company Number 3

MARKET REPORT

Select Retrofit View 5

Product 1 Market Statistics

	Japan	%Wld	Mexico	%Wld	China	%Wld	UK	%Wld	Germany	%Wld	US	% Wld	World Totals
Total Demand (Units)	235,488	19%	144,000	12%	110,748	9%	148,285	12%	199,550	16%	368,168	32%	1,219,107
Total Sales (Units)	235,488	19%	144,000	12%	110,748	9%	148,285	12%	199,550	16%	368,168	32%	1,219,107
Total Marketing Exp P1	91,599,979	10%	3,449,937	6%	4,810,078	8%	6,000,000	10%	1,699,918	2.8%	2,300,000	35%	6,628,886
		Mkt sh		Mkt sh		Mkt sh		Mkt sh		Mkt sh		Mkt sh	
Company Demand (Units)	45,797	20%	29,073	20%	22,864	22%	25,796	17%	30,048	15%	49,418	13%	204,196
Company Sales (Units)	45,797	20%	29,073	20%	22,864	22%	25,796	17%	30,048	15%	49,418	13%	204,196
Additional Sales (Units)	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Company Marketing Exp	21,599,936	24%	749,938	22%	1,810,004	22%	1,200,000	20%	300,000	18%	300,000	13%	
		%Sls		%Sls		%Sls		%Sls		%Sls		% Sls	
Company Sales (country)	215,215,200	20%	9,446,725	12%	9,385,040	13%	754,500	13%	1,221,640	18%	2,079,336	25%	8,174,333
Delivered Mfg Cost	134,000,068	62%	6,113,112	65%	4,354,000	46%	369,250	52%	591,257	48%	1,082,858	52%	4,443,331
Gross Margin	81,215,132	38%	3,330,613	35%	5,032,480	54%	385,250	48%	610,373	51%	995,893	48%	3,731,002
Company Marketing Exp	21,599,936	10%	749,938	8%	1,810,004	11%	120,000	16%	300,000	25%	300,000	14%	1,163,572
Import Tariffs	25,831,944	12%	599,934	6%	0	0%	75,450	10%	122,164	10%	103,657	5%	599,922
Contribution Margin	33,484,212	16%	2,049,934	21%	4,032,480	43%	189,800	25%	187,209	16%	592,236	29%	1,967,508

Product 2 Market Statistics

	Japan	%Wld	Mexico	%Wld	China	%Wld	UK	%Wld	Germany	%Wld	US	% Wld	World Totals
Total Demand (Units)	192,563	18%	118,864	11%	91,488	8%	148,371	14%	187,330	18%	304,916	30%	1,095,405
Total Sales (Units)	192,563	18%	118,322	11%	91,488	8%	148,371	14%	187,330	18%	304,916	30%	1,095,405
Total Marketing Exp P2	70,000,126	7%	3,359,938	5%	3,700,078	5%	1,259,938	24%	1,975,000	2.8%	2,100,000	32%	7,873,977
		Mkt sh		Mkt sh		Mkt sh		Mkt sh		Mkt sh		Mkt sh	
Company Demand (Units)	38,217	20%	25,864	22%	20,440	23%	38,950	26%	30,659	16%	69,842	21%	223,983
Company Sales (Units)	38,269	20%	25,822	22%	20,440	23%	38,950	26%	30,659	16%	69,842	21%	223,983
Excess Demand (Units)	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Company Marketing Exp	10,000,068	14%	610,002	18%	700,008	19%	259,000	25%	325,000	18%	500,000	20%	
		%Sls		%Sls		%Sls		%Sls		%Sls		% Sls	
Company Sales (country)	270,926,100	18%	11,619,610	11%	10,240,000	10%	1,120,850	15%	1,641,016	18%	3,308,648	30%	11,157,184
Delivered Mfg Cost	171,752,709	63%	7,881,868	68%	5,885,477	58%	747,257	67%	1,094,221	62%	2,212,081	67%	7,212,577
Gross Margin	99,173,391	37%	3,759,001	32%	4,355,523	42%	373,403	33%	547,795	38%	1,096,567	33%	3,944,607
Marketing Expenses	10,000,068	4%	610,002	5%	700,008	7%	259,000	27%	325,000	21%	500,000	15%	1,511,553
Import Tariffs	32,514,732	12%	697,164	6%	846,800	8%	0	0%	0	0%	100,165	5%	573,775
Contribution Margin	56,658,641	21%	2,452,835	21%	2,808,715	27%	74,403	7%	222,336	18%	495,402	13%	1,859,280

Product 1 Prices

	Japan	rel pro	Mexico	rel pro	China	rel pro	UK	rel pro	Germany	rel pro	US	rel pro	RELATIVE QUALITY
Company 1	4,800.00	98%	325.00	98%	410.00	97%	320.00	100%	370.00	96%	360.00	93%	90.1%
Company 2	4,800.00	103%	340.00	102%	440.00	104%	310.00	100%	390.00	102%	420.00	103%	115.2%
Company 3	4,800.00	98%	325.00	98%	410.00	97%	297.25	93%	400.00	104%	420.00	108%	90.6%
Company 4	4,800.00	103%	330.00	103%	440.00	104%	290.00	93%	400.00	104%	420.00	103%	115.5%
Company 5	4,800.00	98%	325.00	98%	410.00	97%	270.00	92%	360.00	94%	360.00	93%	88.6%
Average Price	4,800.00		330.00		420.00		294.5		384.0		384.0		

Product 2 Prices

	Japan	rel pro	Mexico	rel pro	China	rel pro	UK	rel pro	Germany	rel pro	US	rel pro	RELATIVE QUALITY
Company 1	6,500.00	101%	450.00	98%	510.00	103%	390.00	97%	460.00	102%	480.00	98%	116.2%
Company 2	6,300.00	92%	425.00	93%	487.00	94%	320.00	94%	440.00	97%	480.00	98%	79.5%
Company 3	6,500.00	101%	450.00	98%	510.00	103%	390.00	97%	460.00	102%	480.00	98%	116.6%
Company 4	7,100.00	104%	515.00	112%	525.00	105%	390.00	116%	440.00	97%	510.00	108%	93.0%
Company 5	6,500.00	101%	450.00	98%	510.00	103%	390.00	97%	460.00	102%	480.00	98%	94.7%
Average price	6,800.00		458.00		485.00		340.00		452.0		480.00		

Contract Market information

	Japan	Mexico	China	UK	Germany	US
Photo boat						
	Contract	Whatso	Your contract	Your Contract	Your Contract	Contract

Marketing Statistics Section. Divided into 3 areas

1. World data
2. Company Data
3. Profitability by country market information

Pricing and Quality Information

Information about activity in the contract market