

A. REPORTE DE MERCADOTECNIA

Period Currently Displayed		8										MARKET REPORT		Select Period to View	
Company Number		3												8	
Product 1 Market Statistics															
		Japan	%Mkt	Mexico	%Mkt	China	%Mkt	U.K.	%Mkt	Germany	%Mkt	U.S.	%Mkt	World	Total
1	Total Demand (Units)	235,411	19%	144,515	12%	105,741	9%	140,215	12%	196,910	16%	311,163	32%	1,219,107	
	Total Sales (Units)	235,411	19%	144,515	12%	105,741	9%	140,215	12%	196,910	16%	311,163	32%	1,219,107	
	Total Marketing Exp. P1	91,999,979	10%	3,449,997	6%	4,600,010	8%	600,000	12%	1,499,999	2%	2,300,000	3%	4,624,996	
Product 2 Market Statistics															
		Japan	%Mkt	Mexico	%Mkt	China	%Mkt	U.K.	%Mkt	Germany	%Mkt	U.S.	%Mkt	World	Total
1	Total Demand (Units)	195,953	10%	110,322	11%	40,481	8%	149,371	16%	107,368	10%	324,919	30%	1,644,404	
	Total Sales (Units)	195,953	10%	110,322	11%	40,481	8%	149,371	16%	107,368	10%	324,919	30%	1,644,404	
	Total Marketing Exp. P2	70,000,126	7%	3,399,999	5%	3,700,015	5%	1,296,999	24%	1,975,001	2%	2,500,000	32%	7,873,977	
Product 1 Prices															
		Japan	rel/prc	Mexico	rel/prc	China	rel/prc	U.K.	rel/prc	Germany	rel/prc	U.S.	rel/prc	QUALITY	
	Company 1	4,400.00	90%	325.00	98%	410.00	97%	32.00	109%	37.00	94%	36.00	93%	90.1%	
	Company 2	4,900.00	103%	340.00	102%	440.00	104%	31.00	105%	39.00	102%	40.00	103%	115.2%	
	Company 3	4,900.00	90%	325.00	98%	410.00	97%	29.25	99%	40.00	104%	42.00	100%	90.6%	
	Company 4	4,800.00	103%	350.00	105%	440.00	104%	28.00	95%	40.00	104%	40.00	103%	115.5%	
	Company 5	4,600.00	90%	325.00	98%	410.00	97%	27.00	92%	36.00	94%	36.00	93%	88.6%	
	Average Price	4,400.00		333.00		422.00		29.45		38.40		38.00			
Product 2 Prices															
		Japan	rel/prc	Mexico	rel/prc	China	rel/prc	U.K.	rel/prc	Germany	rel/prc	U.S.	rel/prc	QUALITY	
	Company 1	4,900.00	101%	450.00	98%	500.00	100%	33.00	97%	46.00	102%	48.00	96%	116.2%	
	Company 2	4,300.00	92%	425.00	93%	417.50	94%	32.00	94%	44.00	97%	48.00	94%	79.5%	
	Company 3	4,900.00	101%	450.00	98%	500.00	100%	33.00	97%	46.00	102%	48.00	96%	116.6%	
	Company 4	7,100.00	104%	515.00	112%	525.00	105%	39.00	115%	44.00	97%	53.00	100%	93.0%	
	Company 5	6,500.00	101%	450.00	98%	500.00	100%	33.00	97%	46.00	102%	48.00	96%	94.7%	
	Average price	4,820.00		458.00		499.50		34.00		45.20		49.00			
Contract Market Information															
		Contract	Price to best	With sum	Year contract	Your contract	Your Contract	Your Contract	Your Contract	Contract					
		Volume	Contract	Contract	Seller revenue	Seller cost	USD /	Imp. for	Next Period	Volume					
		Thrs/yr	Winner	Advantage	Thrs/yr	UNITs	Thrs/yr	UNIT	Next Period	Volume					
		50,000	5	25.00		0	0	0	0.000	60,000					

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

Fuente: Carnegie Mellon, 2003, p.41