Anexos

Anexo 1

Reporte de *Marketing*

Period Currently Displayed	67					MARKET REPORT					Select Period to View				
Company Number	4										67				
Green Value of My Product 2	####														
Average Green Value of all Product 2	####					Product 2 Market Statistics									
	Japan	% Wld	Mexico	% Wld	China	% Wld	U.K.	% Wld	Germany	% Wld	U.S.	% Wld	World Totals
Total Demand (Units)	335,587	18%	75,687	4%	102,325	6%	249,480	13%	325,726	18%	763,135	41%	1,851,940
Total Sales (Units)	335,587	18%	75,687	4%	102,325	6%	249,480	13%	325,726	18%	763,135	41%	1,851,940
Total Marketing Exp P2	128,527,672	8%	4,890,782	2%	5,801,898	5%	1,605,450	14%	2,846,650	22%	8,143,090	48%	17,034,357
		Mkt sh		Mkt sh		Mkt sh		Mkt sh		Mkt sh		Mkt sh	
ompany Demand (Units)	74,043	22%	14,359	19%	18,343	18%	52,815	21%	68,485	21%	157,987	21%	386,032
Company Sales (Units)	74,043	22%	14,359	19%	18,343	18%	52,815	21%	68,485	21%	157,987	21%	386,032
Excess Demand (Units)	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Company Marketing Exp	35,999,964	28%	1,049,997	21%	1,299,997	22%	410,000	26%	710,000	25%	1,870,000	23%	
		% Sls		% Sls		% Sls		% Sls		% Sls		% Sls	
ompany Sales (currency)	475,356,060	20%	7,466,680	2%	8,914,698	6%	2,323,860	14%	4,040,615	21%	9,526,616	37%	25,585,245
Delivered Mfg Cost	197,390,525	42%	5,406,903	72%	3,294,148	37%	971,721	42%	1,492,647	37%	4,524,037	47%	11,073,850
Gross Margin	277,965,535	58%	2,059,777	28%	5,620,550	63%	1,352,139	58%	2,547,968	63%	5,002,579	53%	14,511,395
Marketing Expenses	35,999,964	8%	1,049,997	14%	1,299,997	15%	410,000	18%	710,000	18%	1,870,000	20%	4,108,897
Import Tariffs	42,782,045	9%	515,201	7%	820,152	9%	0	0%	0	0%	547,780	6%	1,189,826
Contribution Margin	199,183,525	42%	494,579	7%	3,500,401	39%	942,139	41%	1,837,968	45%	2,584,799	27%	9,212,671
					Product 1 Prices			Absolute Quality of My Produ			70.62%		RELATIVE
	Japan	rel prc	Mexico	rel prc	China	rel prc	U.K.	rel prc	Germany	rel prc	U.S.	rel prc	QUALITY
Company 1	4,423.78	113%	408.55	111%	383.50	113%	33.71	111%	51.78	110%	49.85	118%	124.1%
Company 2	3,949.30	100%	375.69	102%	338.55	100%	30.48	100%	46.95	100%	42.18	99%	99.0%
Company 3	3,679.00	94%	323.49	88%	305.99	90%	27.80	91%	43.44	93%	39.00	92%	78.4%
Company 4	4,008.00	102%	370.00	100%	350.00	103%	31.00	102%	48.00	102%	43.00	101%	101.5%
Company 5	3,591.00	91%	365.00	99%	312.99	93%	29.02	95%	44.62	95%	38.00	90%	97.0%
Average Price	3,930.22		368.55		338.21		30.40		46.96		42.41		
58.70	29				Product 2 Prices			Absolute Quality of My Produ			93.75%		RELATIVE
88.00	Japan	rel prc	Mexico	rel prc	China	rel prc	U.K.	rel prc	Germany	rel prc	U.S.	rel prc	QUALITY
Company 1	7,138.01	111%	546.91	107%	540.06	112%	48.45	110%	64.06	110%	68.77	114%	99.0%
Company 2	6,353.99	99%	527.24	103%	463.37	96%	43.37	99%	57.86	99%	58.82	98%	90.5%
Company 3	6,240.99	97%	466.99	92%	462.99	96%	41.59	95%	56.59	97%	57.50	96%	99.7%
Company 4	6,420.00	100%	520.00	102%	486.00	101%	44.00	100%	59.00	101%	60.30	100%	115.9%
Company 5	6,010.00	93%	489.00	96%	453.00	94%	42.00	96%	55.00	94%	55.00	92%	94.9%
Average price	6,432.60		510.03		481.08		43.88		58.50		60.08		
	6752.171622		528		512		46		61.7		64.5		
			Contract Market information										
			Price to beat										
	Contract Volume		With zeo Contract		Your contract Sales revenue		Your Contract Sales cost	USD/	Your Contract Image for		Contract Volume		

Fuente:Reporte de marketing periodo 67, Simulador de negocios de Carnegie- Mellon University, 2014