



Anexos 2

Output

Market Report

Period Currently Displayed	28		MARKET REPORT										Select Period to View
Company Number	2												28
Absolute Quality of My Product 1	65.67%												
Green Value of My Product 1	80.51%		Product 1 Market Statistics										
	Japan	% Wld	Mexico	% Wld	China	% Wld	U.K	% Wld	Germany	% Wld	U.S.		
Total Demand (Units)	304,490	18%	128,036	8%	124,078	8%	228,301	14%	291,985	18%	574,268		
Total Sales (Units)	304,490	18%	128,036	8%	124,078	8%	228,301	14%	291,985	18%	574,268		
Total Marketing Exp P1	62,437,100	6%	3,514,004	3%	3,299,000	4%	1,196,200	15%	2,078,400	23%	4,755,000		
	Mkt sh		Mkt sh		Mkt sh		Mkt sh		Mkt sh		Mkt sh		
Company Demand (Units)	53,383	18%	18,950	15%	18,197	15%	48,558	21%	51,494	18%	100,539		
Company Sales (Units)	53,383	18%	18,950	15%	18,197	15%	48,558	21%	51,494	18%	100,539		
Additional Sales (Units)	0	0%	0	0%	0	0%	0	0%	0	0%	0		
Company Marketing Exp	3,200,010	5%	115,003	3%	200,000	6%	180,000	15%	130,000	6%	566,000		
	% Sls		% Sls		% Sls		% Sls		% Sls		% Sls		
Company Sales (currency/)	218,870,300	17%	6,632,500	5%	5,368,115	6%	1,505,298	16%	2,368,724	21%	4,272,908		
Delivered Mfg Cost	141,255,137	65%	5,067,022	76%	3,589,202	67%	934,457	62%	1,164,376	49%	2,358,160		
Gross Margin	77,615,163	35%	1,565,478	24%	1,778,913	33%	570,841	38%	1,204,348	51%	1,914,747		
Company Marketing Exp	3,200,010	1%	115,003	2%	200,000	4%	180,000	12%	130,000	5%	566,000		
Import Tariffs	19,698,327	9%	0	0%	493,867	9%	173,109	12%	272,403	12%	0		
Contribution Margin	54,716,826	25%	1,450,475	22%	1,085,046	20%	217,732	14%	801,945	34%	1,348,747		
Absolute Quality of My Product 2	90.83%												
Green Value of My Product 2	82.67%		Product 2 Market Statistics										
	Japan	% Wld	Mexico	% Wld	China	% Wld	U.K	% Wld	Germany	% Wld	U.S.		
Total Demand (Units)	271,580	17%	208,359	13%	114,243	7%	221,727	14%	268,126	16%	548,945		
Total Sales (Units)	271,580	17%	208,359	13%	114,243	7%	221,727	14%	268,126	16%	548,945		
Total Marketing Exp P2	102,501,080	8%	6,931,998	5%	6,520,000	7%	958,195	10%	2,022,001	18%	6,526,000		
	Mkt sh		Mkt sh		Mkt sh		Mkt sh		Mkt sh		Mkt sh		
Company Demand (Units)	44,318	16%	29,723	14%	17,751	16%	35,148	16%	48,563	18%	108,005		
Company Sales (Units)	44,318	16%	29,723	14%	17,751	16%	35,148	16%	48,563	18%	108,005		
Excess Demand (Units)	0	0%	0	0%	0	0%	0	0%	0	0%	0		
Company Marketing Exp	5,000,050	5%	799,995	12%	800,000	12%	100,000	10%	300,000	15%	700,000		
	% Sls		% Sls		% Sls		% Sls		% Sls		% Sls		
Company Sales (currency/)	319,089,600	16%	15,455,960	8%	9,674,295	7%	1,651,956	11%	3,302,284	19%	7,020,325		
Delivered Mfg Cost	138,897,381	44%	9,450,948	61%	4,046,076	42%	792,711	48%	1,286,938	39%	3,012,463		
Gross Margin	180,192,219	56%	6,005,012	39%	5,628,219	58%	859,245	52%	2,015,346	61%	4,007,862		
Marketing Expenses	5,000,050	2%	799,995	5%	800,000	8%	100,000	6%	300,000	9%	700,000		
Import Tariffs	28,718,064	9%	0	0%	890,035	9%	189,975	12%	379,763	12%	0		
Contribution Margin	146,474,105	46%	5,205,017	34%	3,938,184	41%	569,270	34%	1,335,584	40%	3,307,862		
	Product 1 Prices												
	Japan	rel prc	Mexico	rel prc	China	rel prc	U.K.	rel prc	Germany	rel prc	U.S.		
Company 1	3,950.00	95%	340.00	91%	265.00	87%	30.00	91%	40.00	88%	39.00		
Company 2	4,100.00	98%	350.00	94%	295.00	97%	31.00	94%	46.00	102%	42.50		
Company 3	4,198.00	101%	379.00	102%	318.00	105%	33.00	100%	46.00	102%	43.00		
Company 4	4,416.04	106%	393.08	106%	322.85	106%	35.89	109%	48.37	107%	45.90		
Company 5	4,200.00	101%	400.00	107%	315.00	104%	35.00	106%	46.00	102%	43.00		
Average Price	4,172.81		372.42		303.17		32.98		45.27		42.68		
	Product 2 Prices												
	Japan	rel prc	Mexico	rel prc	China	rel prc	U.K.	rel prc	Germany	rel prc	U.S.		
Company 1	7,000.00	98%	345.00	69%	465.00	89%	50.00	106%	66.00	99%	68.00		
Company 2	7,200.00	101%	520.00	105%	545.00	104%	47.00	100%	68.00	101%	65.00		
Company 3	7,188.00	100%	519.00	105%	518.00	99%	45.00	95%	66.00	99%	65.00		
Company 4	6,890.00	96%	548.80	111%	545.00	104%	45.90	97%	65.00	97%	62.00		
Company 5	7,500.00	105%	550.00	111%	550.00	105%	48.00	102%	70.00	104%	67.00		
Average price	7,155.60		496.56		524.60		47.18		67.00		65.40		
	Contract Market information												
			Price to beat		Your contract		Your Contract		Your Contract		Contract		
	Contract		With zero										