

MARKET RESEARCH STUDIES:

Your Market Share is 33.3%.
Economic Forecast next 4 quarters 100 103 1xx 1xx
Total Industry Sales(units) 105,000
Prices(Co 1-3): 34 34 34
Average Industry Advertising: \$ 50,000
Average Industry Product Development: \$ 50,000
Total Industry Sales force: 6
Average Quality Budget: \$ 10,000
Product Perception(Co #1-3): 28 28 28

MESSAGES TO YOUR FIRM, INDUSTRY REPORT, AND MINI-CASE RESPONSE

Production Cost(per unit)\$ 17.00
Product Perception is 28
Lost Sales 0
(Mini-Case Response will be printed here)

Use Mini-case A in Quarter 1.

New management has been hired for several firms in the industry.
The management teams are all geared up and ready to put spark into
the personal music firms.

The Economic Index looks positive so sales should increase in the
immediate future.