**Slide #4** Past Market Performance

* Table for Market Share for first three quarters
* **Market Share explanation:**

The second quarter Market Share for the “The Bike” data statistics showed 9.84% with total Demand of 104 out of 1057 total market demand for bicycles.

The third quarter Market Share for the “The Bike” data statistics showed 4.38% with total Demand of 153 out of 3492 total market demand for bicycles.

* **Explain two decisions that affected past market performance.**
* 1) **Major Media Placement** – why? The specific decision of not being aggressive with major media placement in the second quarter which was low for having only four inserts into two magazines with low budgeted cost of $23,000 which affected results in the market performance with low demand of the bike products of 104 in the second quarter thus indicated the specific lack of major media placement.
* **2) Competitors Advertising** – why? The specific decision of not being aggressive with competitors advertising placement in the third quarter which was low for having only eight inserts into only one magazine for the four bike products for the “The Bike” with low budget cost of $33,588 which affected results in the market performance in not being competitive in the arena of competitors advertising which resulted in the third quarter low demand for “The Bike” products of 153.