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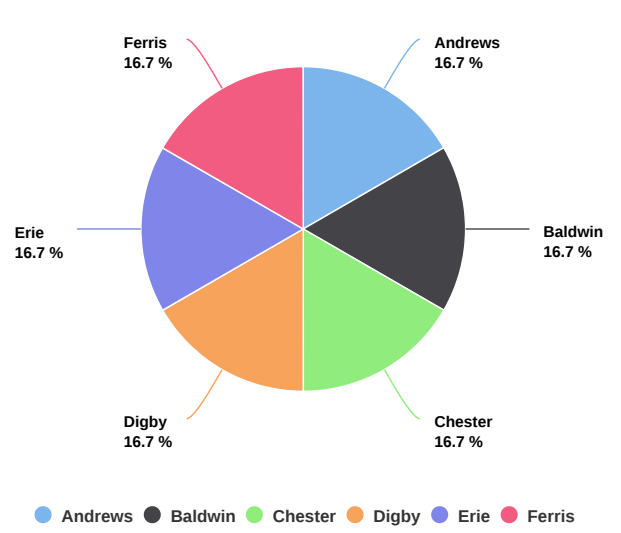
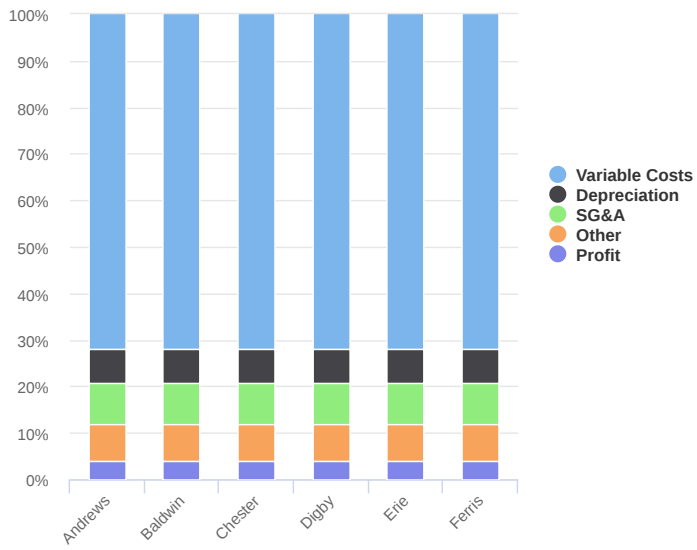
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Roster			
Andrews		Baldwin	Chester
Trent Thomas Dawe		Brandon Donald Cole	Alexander Justin Palmer
Ammon James Thornton		Grey Thomas Pickett	Felicia Jia-Feng Lee
Chad McCurry Richards		Justin Lee Ockey	Jacob Rees
Derek Todd Poulson		Tavin Casper Clarke	Rebekah Marie Shaw
Tyler Stephen Policky		Sena Sugimori	
Digby		Erie	Ferris
Matthew Thomas Hopkins		Brocton Dean Andrus	Riley Sawyer Holman
Mairin Elise Strauss		HuiGui Yi	Daniel Glathar
Vanina Roxana Vazquez Salinas		Brayden J Cook	Shengxue Xiao
Joshua Stephen Snyder		Minha Lee	Thomas Stephen Beardall
		Alexandra Tingey	

Selected Financial Statistics							
	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Average
ROS	4.1%	4.1%	4.1%	4.1%	4.1%	4.1%	4.1%
Asset Turnover	1.05	1.05	1.05	1.05	1.05	1.05	1.05
ROA	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%
Leverage	2.01	2.01	2.01	2.01	2.01	2.01	2.01
ROE	8.7%	8.7%	8.7%	8.7%	8.7%	8.7%	8.7%
Sales	\$101,073	\$101,073	\$101,073	\$101,073	\$101,073	\$101,073	\$101,073
EBIT	\$11,991	\$11,991	\$11,991	\$11,991	\$11,991	\$11,991	\$11,991
Profit	\$4,185	\$4,185	\$4,185	\$4,185	\$4,185	\$4,185	\$4,185
Cumulative Profit	\$4,185	\$4,185	\$4,185	\$4,185	\$4,185	\$4,185	\$4,185
SG&A to Sales Ratio	8.88%	8.88%	8.88%	8.88%	8.88%	8.88%	8.88%
Contribution Margin	28.25%	28.25%	28.25%	28.25%	28.25%	28.25%	28.25%
Emergency Loan	\$0	\$0	\$0	\$0	\$0	\$0	\$0

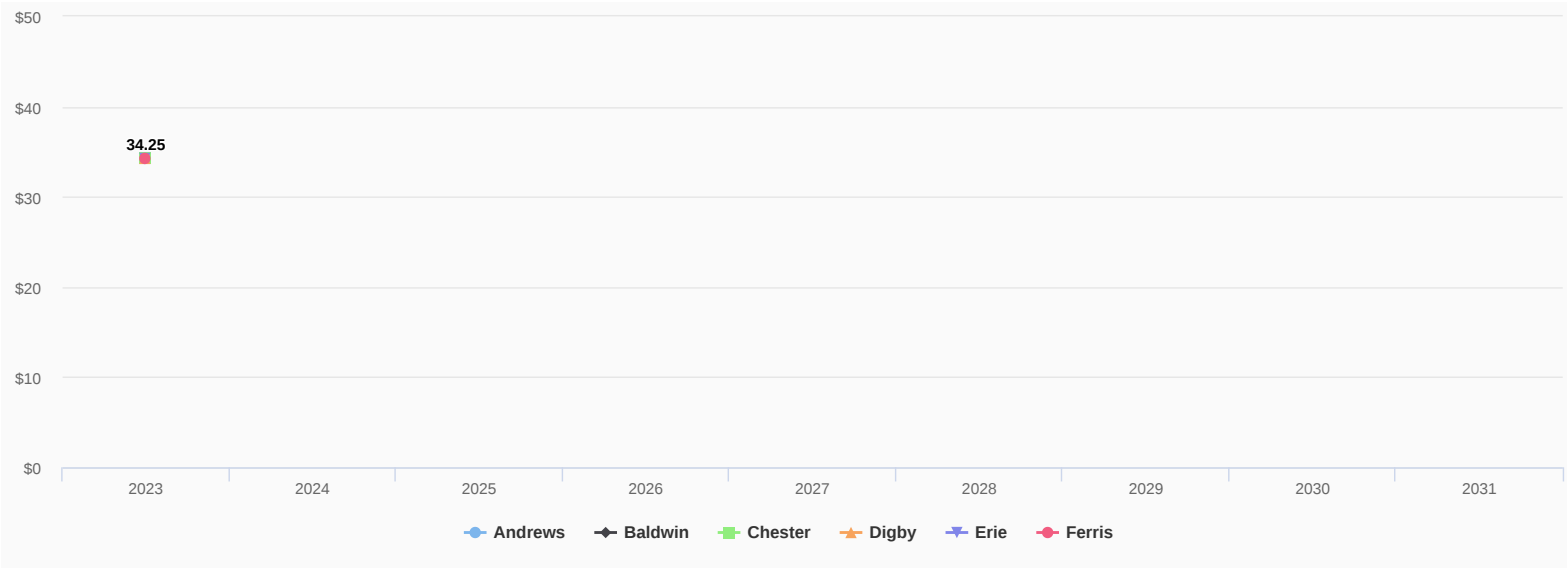
Percent of Sales

Market Share



Stock Market Summary									
Company	Closing Price	Change	Shares Outstanding	Market Cap	Book Value	EPS	Dividend	Yield	P/E
Andrews	\$34.25	\$0.00	2,000,000	\$68m	\$23.97	\$2.09	\$2.00	5.8%	16.37
Baldwin	\$34.25	\$0.00	2,000,000	\$68m	\$23.97	\$2.09	\$2.00	5.8%	16.37
Chester	\$34.25	\$0.00	2,000,000	\$68m	\$23.97	\$2.09	\$2.00	5.8%	16.37
Digby	\$34.25	\$0.00	2,000,000	\$68m	\$23.97	\$2.09	\$2.00	5.8%	16.37
Erie	\$34.25	\$0.00	2,000,000	\$68m	\$23.97	\$2.09	\$2.00	5.8%	16.37
Ferris	\$34.25	\$0.00	2,000,000	\$68m	\$23.97	\$2.09	\$2.00	5.8%	16.37

Stock Price



Bond Market Summary					
Company	Series	Face Value	Yield	Closing Price	S&P Rating
Andrews	11.0S2025	\$6,950,000	11.06%	\$99.49	B
	12.5S2027	\$13,900,000	12.05%	\$103.70	B
	14.0S2029	\$20,850,000	12.58%	\$111.32	B
Baldwin	11.0S2025	\$6,950,000	11.06%	\$99.49	B
	12.5S2027	\$13,900,000	12.05%	\$103.70	B
	14.0S2029	\$20,850,000	12.58%	\$111.32	B
Chester	11.0S2025	\$6,950,000	11.06%	\$99.49	B
	12.5S2027	\$13,900,000	12.05%	\$103.70	B
	14.0S2029	\$20,850,000	12.58%	\$111.32	B
Digby	11.0S2025	\$6,950,000	11.06%	\$99.49	B
	12.5S2027	\$13,900,000	12.05%	\$103.70	B
	14.0S2029	\$20,850,000	12.58%	\$111.32	B
Erie	11.0S2025	\$6,950,000	11.06%	\$99.49	B
	12.5S2027	\$13,900,000	12.05%	\$103.70	B
	14.0S2029	\$20,850,000	12.58%	\$111.32	B
Ferris	11.0S2025	\$6,950,000	11.06%	\$99.49	B
	12.5S2027	\$13,900,000	12.05%	\$103.70	B
	14.0S2029	\$20,850,000	12.58%	\$111.32	B

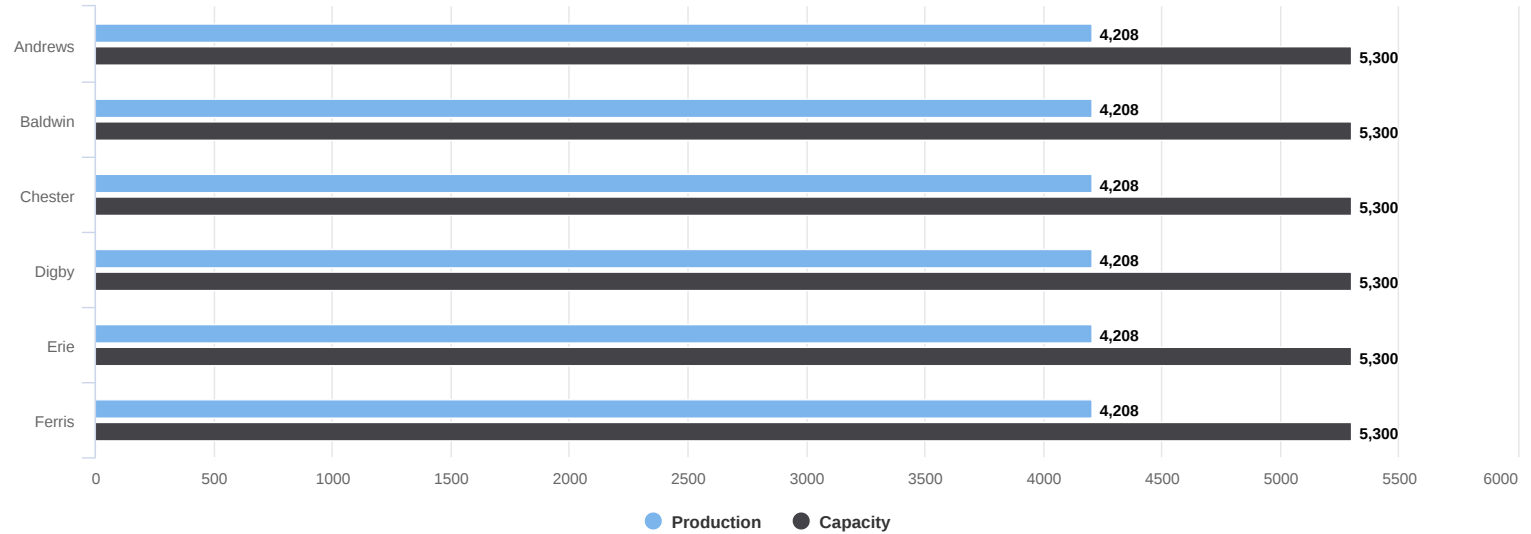
Next Year's Prime Rate: 7%

Cash Flow Statement						
	Andrews	Baldwin	Chester	Digby	Erie	Ferris
Cash From Operations						
Net Income(Loss)	\$4,185	\$4,185	\$4,185	\$4,185	\$4,185	\$4,185
Adjustment For Non-Cash Items						
Depreciation	\$7,587	\$7,587	\$7,587	\$7,587	\$7,587	\$7,587
Extraordinary Gains/Losses/Write-offs	\$0	\$0	\$0	\$0	\$0	\$0
Changes In Current Assets And Liabilities						
Accounts Payable	\$3,584	\$3,584	\$3,584	\$3,584	\$3,584	\$3,584
Inventory	(\$8,618)	(\$8,618)	(\$8,618)	(\$8,618)	(\$8,618)	(\$8,618)
Accounts Receivable	(\$307)	(\$307)	(\$307)	(\$307)	(\$307)	(\$307)
Net Cash From Operations	\$6,431	\$6,431	\$6,431	\$6,431	\$6,431	\$6,431
Cash From Investing						
Net Plant Improvements	\$0	\$0	\$0	\$0	\$0	\$0
Cash From Financing						
Dividends Paid	(\$4,000)	(\$4,000)	(\$4,000)	(\$4,000)	(\$4,000)	(\$4,000)
Sales Of Common Stock	\$0	\$0	\$0	\$0	\$0	\$0
Purchase Of Common Stock	\$0	\$0	\$0	\$0	\$0	\$0
Cash From Long-Term Debt Issued	\$0	\$0	\$0	\$0	\$0	\$0
Early Retirement Of Long-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0
Retirement Of Current Debt	\$0	\$0	\$0	\$0	\$0	\$0
Cash From Current Debt Borrowing	\$0	\$0	\$0	\$0	\$0	\$0
Cash From Emergency Loan	\$0	\$0	\$0	\$0	\$0	\$0
Net Cash From Financing	(\$4,000)	(\$4,000)	(\$4,000)	(\$4,000)	(\$4,000)	(\$4,000)
Net Change In Cash	\$2,431	\$2,431	\$2,431	\$2,431	\$2,431	\$2,431

Balance Sheet						
	Andrews	Baldwin	Chester	Digby	Erie	Ferris
Cash	\$3,431	\$3,431	\$3,431	\$3,431	\$3,431	\$3,431
Accounts Receivable	\$8,307	\$8,307	\$8,307	\$8,307	\$8,307	\$8,307
Inventory	\$8,618	\$8,618	\$8,618	\$8,618	\$8,618	\$8,618
Total Current Assets	\$20,356	\$20,356	\$20,356	\$20,356	\$20,356	\$20,356
Plant And Equipment	\$113,800	\$113,800	\$113,800	\$113,800	\$113,800	\$113,800
Accumulated Depreciation	(\$37,933)	(\$37,933)	(\$37,933)	(\$37,933)	(\$37,933)	(\$37,933)
Total Fixed Assets	\$75,867	\$75,867	\$75,867	\$75,867	\$75,867	\$75,867
Total Assets	\$96,222	\$96,222	\$96,222	\$96,222	\$96,222	\$96,222
Accounts Payable	\$6,584	\$6,584	\$6,584	\$6,584	\$6,584	\$6,584
Current Debt	\$0	\$0	\$0	\$0	\$0	\$0
Long-Term Debt	\$41,700	\$41,700	\$41,700	\$41,700	\$41,700	\$41,700
Total Liabilities	\$48,284	\$48,284	\$48,284	\$48,284	\$48,284	\$48,284
Common Stock	\$18,360	\$18,360	\$18,360	\$18,360	\$18,360	\$18,360
Retained Earnings	\$29,579	\$29,579	\$29,579	\$29,579	\$29,579	\$29,579
Total Equity	\$47,939	\$47,939	\$47,939	\$47,939	\$47,939	\$47,939
Total Liabilities & Owner's Equity	\$96,222	\$96,222	\$96,222	\$96,222	\$96,222	\$96,222

Income Statement						
	Andrews	Baldwin	Chester	Digby	Erie	Ferris
Sales	\$101,073	\$101,073	\$101,073	\$101,073	\$101,073	\$101,073
Total Variable Costs (Labor, Material, Carry)	\$72,517	\$72,517	\$72,517	\$72,517	\$72,517	\$72,517
Depreciation	\$7,587	\$7,587	\$7,587	\$7,587	\$7,587	\$7,587
SG&A	\$8,979	\$8,979	\$8,979	\$8,979	\$8,979	\$8,979
Other (Fees/Write-offs/Bonuses/Relocation Fee)	\$0	\$0	\$0	\$0	\$0	\$0
EBIT	\$11,991	\$11,991	\$11,991	\$11,991	\$11,991	\$11,991
Interest (Short-Term/Long-Term)	\$5,421	\$5,421	\$5,421	\$5,421	\$5,421	\$5,421
Taxes	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300
Profit Sharing	\$85	\$85	\$85	\$85	\$85	\$85
Net Profit	\$4,185	\$4,185	\$4,185	\$4,185	\$4,185	\$4,185

Production vs Capacity



Plant Information																
Name	Primary Segment	Units Sold	Inventory	Revision Date	Age Dec.31	MTBF	Pfmn Coord	Size	Price	Material Cost	Labor Cost	Contribution Margin	2nd Shift & Over-time	Auto. Next Round	Capacity Next Round	Plant Utilization
Able	Traditional	999	189	25-Nov-2020	3.1	17,500	5.5	14.5	\$28.00	\$11.59	\$7.49	28.9%	0%	4	1,800	67%
Acre	Low End	1,763	39	26-May-2019	4.6	14,000	3	17	\$21.00	\$7.81	\$7.12	27.1%	30%	5	1,400	130%
Adam	High End	366	40	20-Apr-2022	1.7	23,000	8	12	\$38.00	\$15.98	\$8.57	33.4%	0%	3	900	46%
Aft	Performance	358	78	2-July-2021	2.5	25,000	9.4	15.5	\$33.00	\$15.87	\$8.57	22.8%	0%	3	600	73%
Agape	Size	314	62	26-May-2021	2.6	19,000	4	11	\$33.00	\$13.62	\$8.57	29.9%	0%	3	600	63%
Baker	Traditional	999	189	25-Nov-2020	3.1	17,500	5.5	14.5	\$28.00	\$11.59	\$7.49	28.9%	0%	4	1,800	67%
Bead	Low End	1,763	39	26-May-2019	4.6	14,000	3	17	\$21.00	\$7.81	\$7.12	27.1%	30%	5	1,400	130%
Bid	High End	366	40	20-Apr-2022	1.7	23,000	8	12	\$38.00	\$15.98	\$8.57	33.4%	0%	3	900	46%
Bold	Performance	358	78	2-July-2021	2.5	25,000	9.4	15.5	\$33.00	\$15.87	\$8.57	22.8%	0%	3	600	73%
Buddy	Size	314	62	26-May-2021	2.6	19,000	4	11	\$33.00	\$13.62	\$8.57	29.9%	0%	3	600	63%
Cake	Traditional	999	189	25-Nov-2020	3.1	17,500	5.5	14.5	\$28.00	\$11.59	\$7.49	28.9%	0%	4	1,800	67%
Cedar	Low End	1,763	39	26-May-2019	4.6	14,000	3	17	\$21.00	\$7.81	\$7.12	27.1%	30%	5	1,400	130%
Cid	High End	366	40	20-Apr-2022	1.7	23,000	8	12	\$38.00	\$15.98	\$8.57	33.4%	0%	3	900	46%
Coat	Performance	358	78	2-July-2021	2.5	25,000	9.4	15.5	\$33.00	\$15.87	\$8.57	22.8%	0%	3	600	73%
Cure	Size	314	62	26-May-2021	2.6	19,000	4	11	\$33.00	\$13.62	\$8.57	29.9%	0%	3	600	63%
Daze	Traditional	999	189	25-Nov-2020	3.1	17,500	5.5	14.5	\$28.00	\$11.59	\$7.49	28.9%	0%	4	1,800	67%
Dell	Low End	1,763	39	26-May-2019	4.6	14,000	3	17	\$21.00	\$7.81	\$7.12	27.1%	30%	5	1,400	130%
Dot	Performance	358	78	2-July-2021	2.5	25,000	9.4	15.5	\$33.00	\$15.87	\$8.57	22.8%	0%	3	600	73%
Duck	High End	366	40	20-Apr-2022	1.7	23,000	8	12	\$38.00	\$15.98	\$8.57	33.4%	0%	3	900	46%
Dune	Size	314	62	26-May-2021	2.6	19,000	4	11	\$33.00	\$13.62	\$8.57	29.9%	0%	3	600	63%
Eat	Traditional	999	189	25-Nov-2020	3.1	17,500	5.5	14.5	\$28.00	\$11.59	\$7.49	28.9%	0%	4	1,800	67%
Ebb	Low End	1,763	39	26-May-2019	4.6	14,000	3	17	\$21.00	\$7.81	\$7.12	27.1%	30%	5	1,400	130%
Echo	High End	366	40	20-Apr-2022	1.7	23,000	8	12	\$38.00	\$15.98	\$8.57	33.4%	0%	3	900	46%
Edge	Performance	358	78	2-July-2021	2.5	25,000	9.4	15.5	\$33.00	\$15.87	\$8.57	22.8%	0%	3	600	73%
Egg	Size	314	62	26-May-2021	2.6	19,000	4	11	\$33.00	\$13.62	\$8.57	29.9%	0%	3	600	63%
Fast	Traditional	999	189	25-Nov-2020	3.1	17,500	5.5	14.5	\$28.00	\$11.59	\$7.49	28.9%	0%	4	1,800	67%
Feat	Low End	1,763	39	26-May-2019	4.6	14,000	3	17	\$21.00	\$7.81	\$7.12	27.1%	30%	5	1,400	130%
Fist	High End	366	40	20-Apr-2022	1.7	23,000	8	12	\$38.00	\$15.98	\$8.57	33.4%	0%	3	900	46%
Foam	Performance	358	78	2-July-2021	2.5	25,000	9.4	15.5	\$33.00	\$15.87	\$8.57	22.8%	0%	3	600	73%
Fume	Size	314	62	26-May-2021	2.6	19,000	4	11	\$33.00	\$13.62	\$8.57	29.9%	0%	3	600	63%

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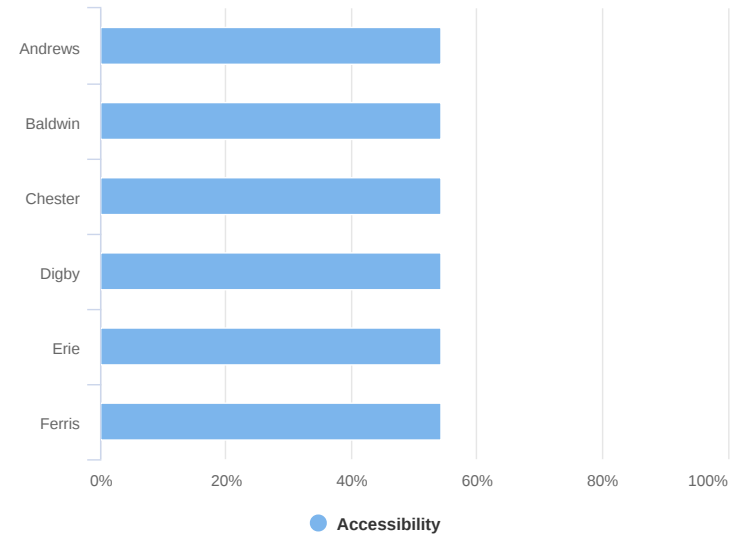
Traditional Statistics

2023 Total Market Size	7,387
2023 Total Units Sold	7,387
Segment % of Total Industry	31.4%
2024 Demand Growth Rate	9.9%

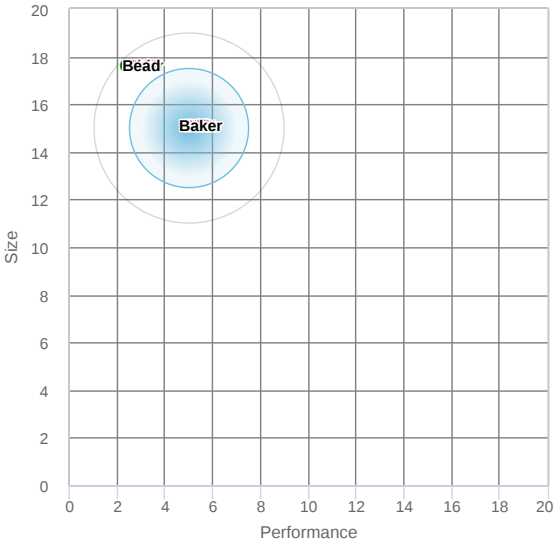
Traditional Customer Buying Criteria

	Expectations	Importance
Age	2 Years	47%
Price	\$20.00 - \$30.00	23%
Positioning	Performance 5.0 Size 15.0	21%
MTBF	14,000 - 19,000 Hours	9%

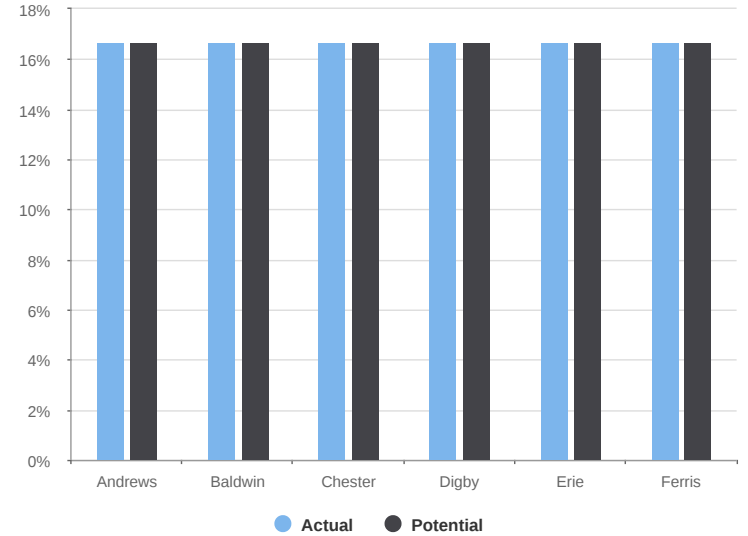
Accessibility



Perceptual Map for Traditional



Actual vs. Potential Market Share



Top Products														
Name	Price	Units Sold	Potential Sold	Stock Out	Revision Date	Age	Pfmn	Size	MTBF	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Able	\$28.00	961	961	No	25-Nov-2020	3.1	5.5	14.5	17,500	\$1,000	54%	\$1,000	55%	18
Baker	\$28.00	961	961	No	25-Nov-2020	3.1	5.5	14.5	17,500	\$1,000	54%	\$1,000	55%	18
Cake	\$28.00	961	961	No	25-Nov-2020	3.1	5.5	14.5	17,500	\$1,000	54%	\$1,000	55%	18
Daze	\$28.00	961	961	No	25-Nov-2020	3.1	5.5	14.5	17,500	\$1,000	54%	\$1,000	55%	18
Eat	\$28.00	961	961	No	25-Nov-2020	3.1	5.5	14.5	17,500	\$1,000	54%	\$1,000	55%	18
Fast	\$28.00	961	961	No	25-Nov-2020	3.1	5.5	14.5	17,500	\$1,000	54%	\$1,000	55%	18
Acre	\$21.00	270	270	No	26-May-2019	4.6	3	17	14,000	\$900	54%	\$900	52%	4
Bead	\$21.00	270	270	No	26-May-2019	4.6	3	17	14,000	\$900	54%	\$900	52%	4
Cedar	\$21.00	270	270	No	26-May-2019	4.6	3	17	14,000	\$900	54%	\$900	52%	4
Dell	\$21.00	270	270	No	26-May-2019	4.6	3	17	14,000	\$900	54%	\$900	52%	4
Ebb	\$21.00	270	270	No	26-May-2019	4.6	3	17	14,000	\$900	54%	\$900	52%	4
Feat	\$21.00	270	270	No	26-May-2019	4.6	3	17	14,000	\$900	54%	\$900	52%	4

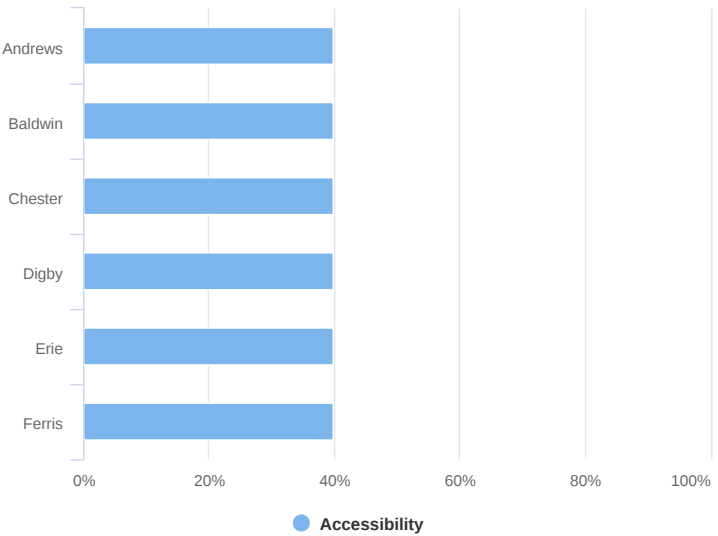
Low End Statistics

2023 Total Market Size	8,960
2023 Total Units Sold	8,960
Segment % of Total Industry	39%
2024 Demand Growth Rate	12.6%

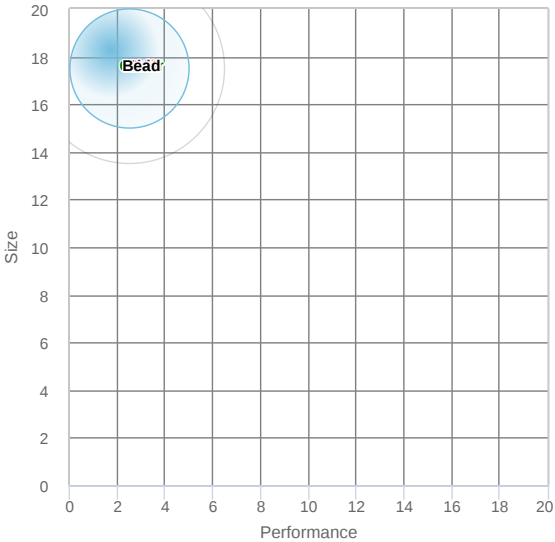
Low End Customer Buying Criteria

	Expectations	Importance
Price	\$15.00 - \$25.00	53%
Age	7 Years	24%
Positioning	Performance 1.7 Size 18.3	16%
MTBF	12,000 - 17,000 Hours	7%

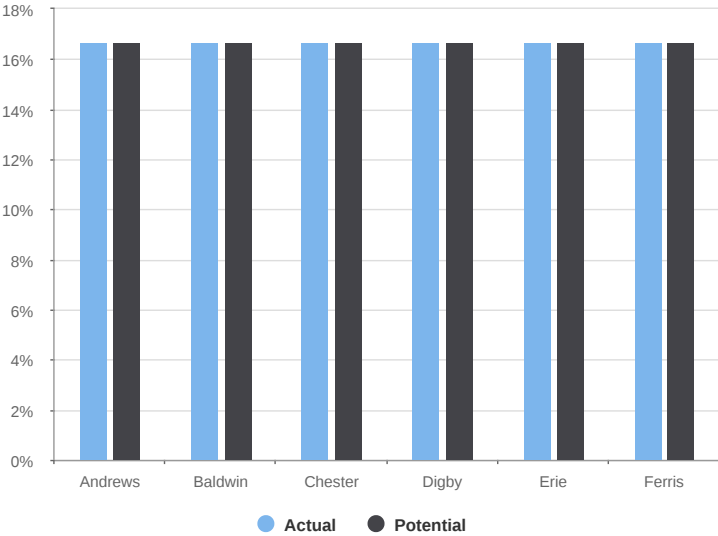
Accessibility



Perceptual Map for Low End



Actual vs. Potential Market Share



Top Products														
Name	Price	Units Sold	Potential Sold	Stock Out	Revision Date	Age	Pfmn	Size	MTBF	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Acre	\$21.00	1,493	1,493	No	26-May-2019	4.6	3	17	14,000	\$900	40%	\$900	52%	12
Bead	\$21.00	1,493	1,493	No	26-May-2019	4.6	3	17	14,000	\$900	40%	\$900	52%	12
Cedar	\$21.00	1,493	1,493	No	26-May-2019	4.6	3	17	14,000	\$900	40%	\$900	52%	12
Dell	\$21.00	1,493	1,493	No	26-May-2019	4.6	3	17	14,000	\$900	40%	\$900	52%	12
Ebb	\$21.00	1,493	1,493	No	26-May-2019	4.6	3	17	14,000	\$900	40%	\$900	52%	12
Feat	\$21.00	1,493	1,493	No	26-May-2019	4.6	3	17	14,000	\$900	40%	\$900	52%	12

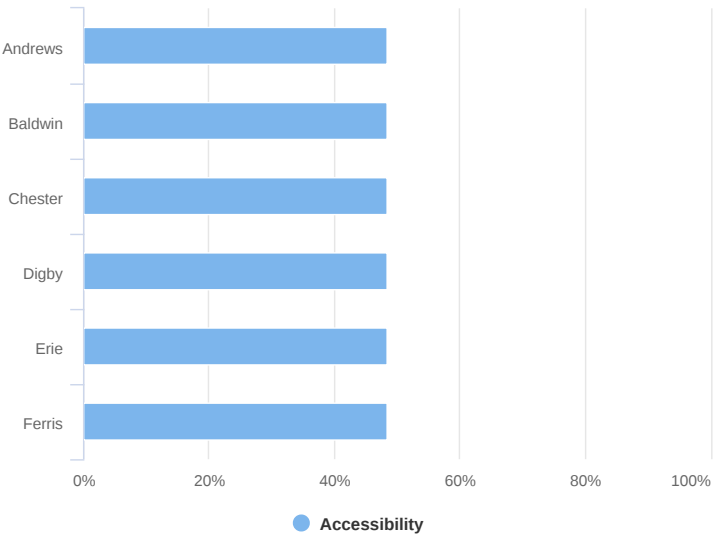
High End Statistics

2023 Total Market Size	2,554
2023 Total Units Sold	2,554
Segment % of Total Industry	11.5%
2024 Demand Growth Rate	16.9%

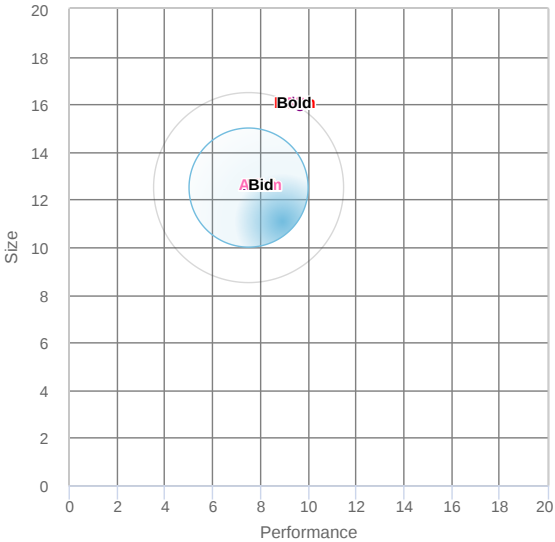
High End Customer Buying Criteria

	Expectations	Importance
Positioning	Performance 8.9 Size 11.1	43%
Age	0 Years	29%
MTBF	20,000 - 25,000 Hours	19%
Price	\$30.00 - \$40.00	9%

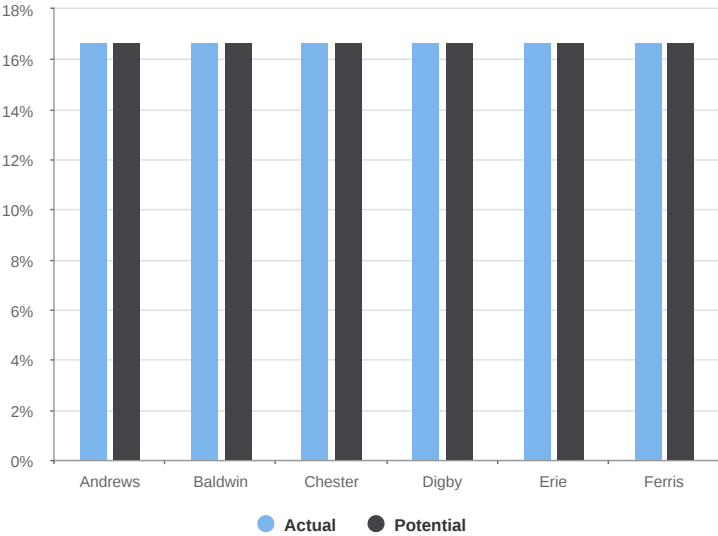
Accessibility



Perceptual Map for High End



Actual vs. Potential Market Share



Top Products														
Name	Price	Units Sold	Potential Sold	Stock Out	Revision Date	Age	Pfmn	Size	MTBF	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Adam	\$38.00	366	366	No	20-Apr-2022	1.7	8	12	23,000	\$800	48%	\$800	49%	21
Bid	\$38.00	366	366	No	20-Apr-2022	1.7	8	12	23,000	\$800	48%	\$800	49%	21
Cid	\$38.00	366	366	No	20-Apr-2022	1.7	8	12	23,000	\$800	48%	\$800	49%	21
Duck	\$38.00	366	366	No	20-Apr-2022	1.7	8	12	23,000	\$800	48%	\$800	49%	21
Echo	\$38.00	366	366	No	20-Apr-2022	1.7	8	12	23,000	\$800	48%	\$800	49%	21
Fist	\$38.00	366	366	No	20-Apr-2022	1.7	8	12	23,000	\$800	48%	\$800	49%	21
Aft	\$33.00	41	41	No	2-July-2021	2.5	9.4	15.5	25,000	\$700	48%	\$700	46%	2
Bold	\$33.00	41	41	No	2-July-2021	2.5	9.4	15.5	25,000	\$700	48%	\$700	46%	2
Coat	\$33.00	41	41	No	2-July-2021	2.5	9.4	15.5	25,000	\$700	48%	\$700	46%	2
Dot	\$33.00	41	41	No	2-July-2021	2.5	9.4	15.5	25,000	\$700	48%	\$700	46%	2
Edge	\$33.00	41	41	No	2-July-2021	2.5	9.4	15.5	25,000	\$700	48%	\$700	46%	2
Foam	\$33.00	41	41	No	2-July-2021	2.5	9.4	15.5	25,000	\$700	48%	\$700	46%	2

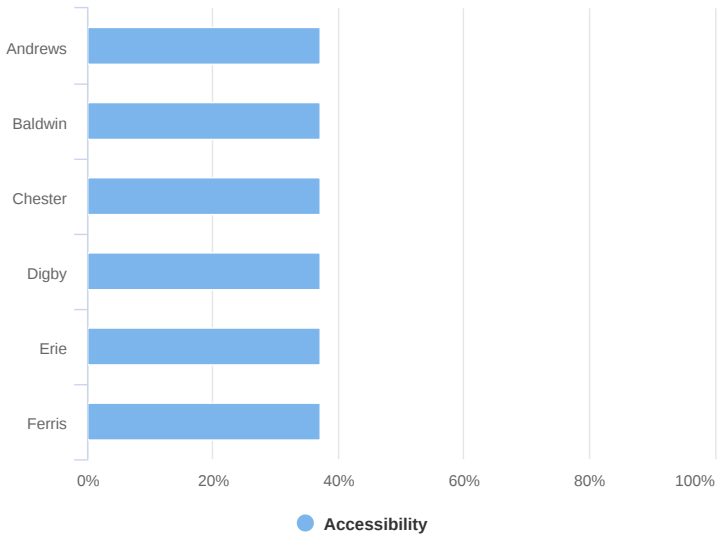
Performance Statistics

2023 Total Market Size	1,915
2023 Total Units Sold	1,915
Segment % of Total Industry	9%
2024 Demand Growth Rate	20.9%

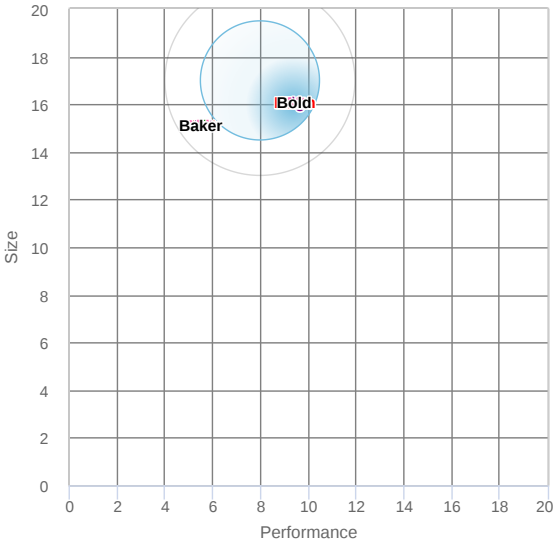
Performance Customer Buying Criteria

	Expectations	Importance
MTBF	22,000 - 27,000 Hours	43%
Positioning	Performance 9.4 Size 16.0	29%
Price	\$25.00 - \$35.00	19%
Age	1 Years	9%

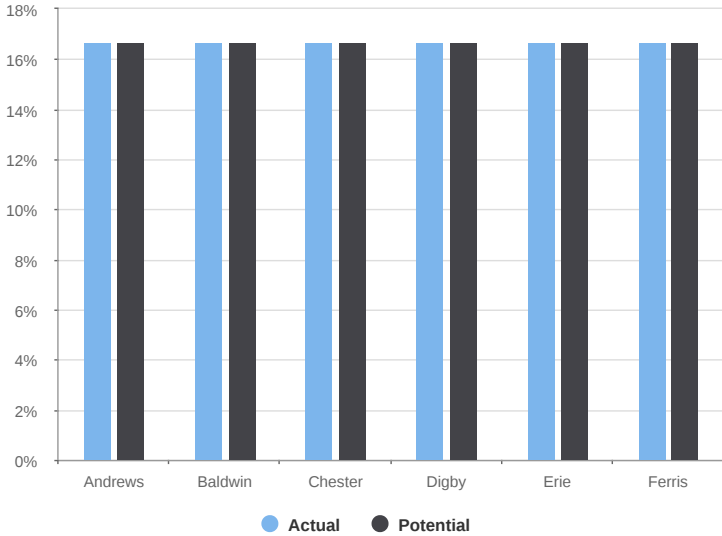
Accessibility



Perceptual Map for Performance



Actual vs. Potential Market Share



Top Products														
Name	Price	Units Sold	Potential Sold	Stock Out	Revision Date	Age	Pfmn	Size	MTBF	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Aft	\$33.00	317	317	No	2-July-2021	2.5	9.4	15.5	25,000	\$700	37%	\$700	46%	20
Bold	\$33.00	317	317	No	2-July-2021	2.5	9.4	15.5	25,000	\$700	37%	\$700	46%	20
Coat	\$33.00	317	317	No	2-July-2021	2.5	9.4	15.5	25,000	\$700	37%	\$700	46%	20
Dot	\$33.00	317	317	No	2-July-2021	2.5	9.4	15.5	25,000	\$700	37%	\$700	46%	20
Edge	\$33.00	317	317	No	2-July-2021	2.5	9.4	15.5	25,000	\$700	37%	\$700	46%	20
Foam	\$33.00	317	317	No	2-July-2021	2.5	9.4	15.5	25,000	\$700	37%	\$700	46%	20
Able	\$28.00	2	2	No	25-Nov-2020	3.1	5.5	14.5	17,500	\$1,000	37%	\$1,000	55%	0
Baker	\$28.00	2	2	No	25-Nov-2020	3.1	5.5	14.5	17,500	\$1,000	37%	\$1,000	55%	0
Cake	\$28.00	2	2	No	25-Nov-2020	3.1	5.5	14.5	17,500	\$1,000	37%	\$1,000	55%	0
Daze	\$28.00	2	2	No	25-Nov-2020	3.1	5.5	14.5	17,500	\$1,000	37%	\$1,000	55%	0
Eat	\$28.00	2	2	No	25-Nov-2020	3.1	5.5	14.5	17,500	\$1,000	37%	\$1,000	55%	0
Fast	\$28.00	2	2	No	25-Nov-2020	3.1	5.5	14.5	17,500	\$1,000	37%	\$1,000	55%	0

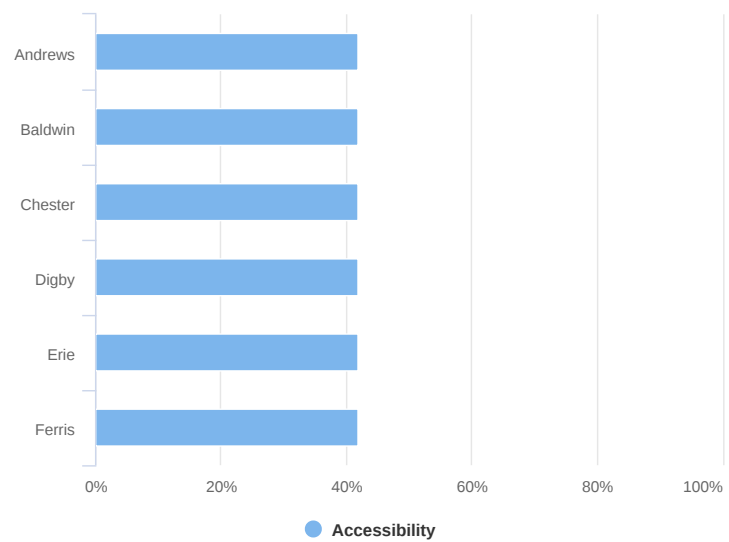
Size Statistics

2023 Total Market Size	1,984
2023 Total Units Sold	1,984
Segment % of Total Industry	9.1%
2024 Demand Growth Rate	19%

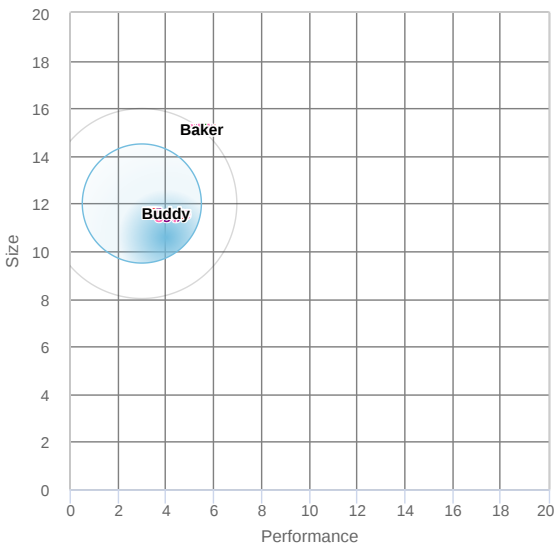
Size Customer Buying Criteria

	Expectations	Importance
Positioning	Performance 4.0 Size 10.6	43%
Age	1.5 Years	29%
MTBF	16,000 - 21,000 Hours	19%
Price	\$25.00 - \$35.00	9%

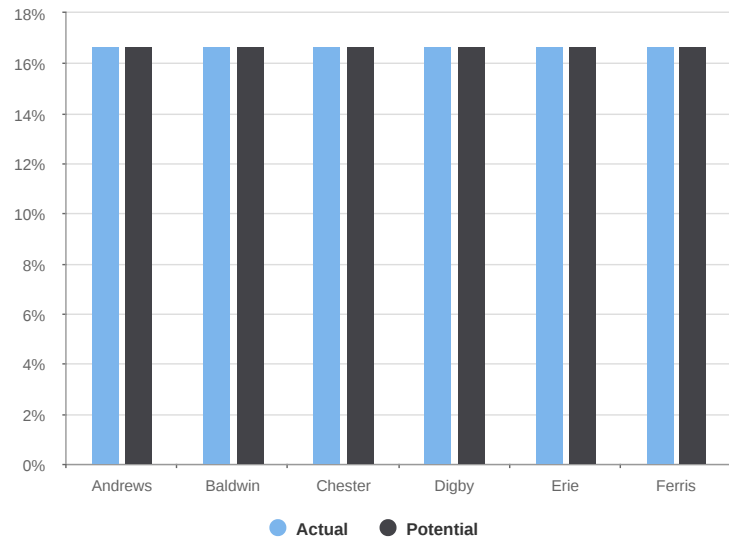
Accessibility



Perceptual Map for Size

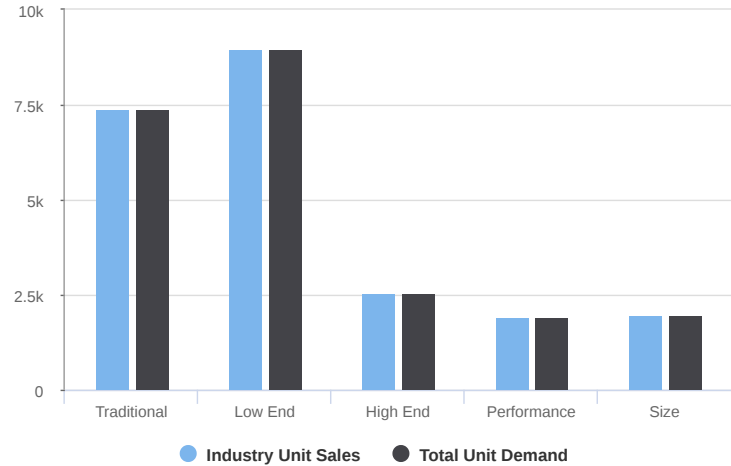


Actual vs. Potential Market Share



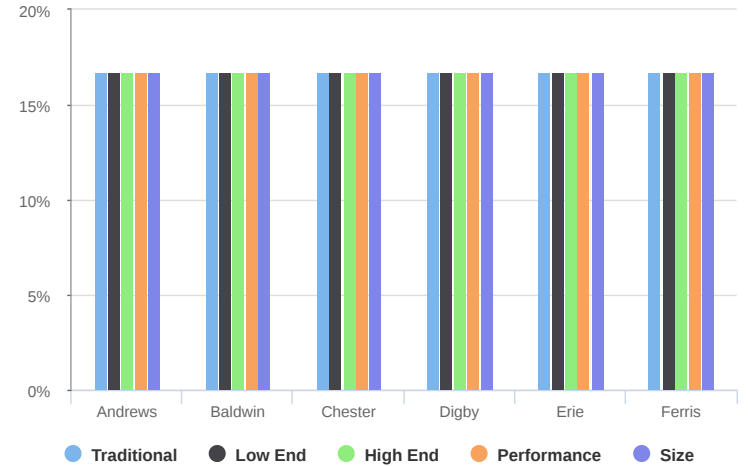
Top Products														
Name	Price	Units Sold	Potential Sold	Stock Out	Revision Date	Age	Pfmn	Size	MTBF	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Agape	\$33.00	307	307	No	26-May-2021	2.6	4	11	19,000	\$700	42%	\$700	46%	27
Buddy	\$33.00	307	307	No	26-May-2021	2.6	4	11	19,000	\$700	42%	\$700	46%	27
Cure	\$33.00	307	307	No	26-May-2021	2.6	4	11	19,000	\$700	42%	\$700	46%	27
Dune	\$33.00	307	307	No	26-May-2021	2.6	4	11	19,000	\$700	42%	\$700	46%	27
Egg	\$33.00	307	307	No	26-May-2021	2.6	4	11	19,000	\$700	42%	\$700	46%	27
Fume	\$33.00	307	307	No	26-May-2021	2.6	4	11	19,000	\$700	42%	\$700	46%	27
Able	\$28.00	24	24	No	25-Nov-2020	3.1	5.5	14.5	17,500	\$1,000	42%	\$1,000	55%	1
Baker	\$28.00	24	24	No	25-Nov-2020	3.1	5.5	14.5	17,500	\$1,000	42%	\$1,000	55%	1
Cake	\$28.00	24	24	No	25-Nov-2020	3.1	5.5	14.5	17,500	\$1,000	42%	\$1,000	55%	1
Daze	\$28.00	24	24	No	25-Nov-2020	3.1	5.5	14.5	17,500	\$1,000	42%	\$1,000	55%	1
Eat	\$28.00	24	24	No	25-Nov-2020	3.1	5.5	14.5	17,500	\$1,000	42%	\$1,000	55%	1
Fast	\$28.00	24	24	No	25-Nov-2020	3.1	5.5	14.5	17,500	\$1,000	42%	\$1,000	55%	1

Units Sold vs. Demand

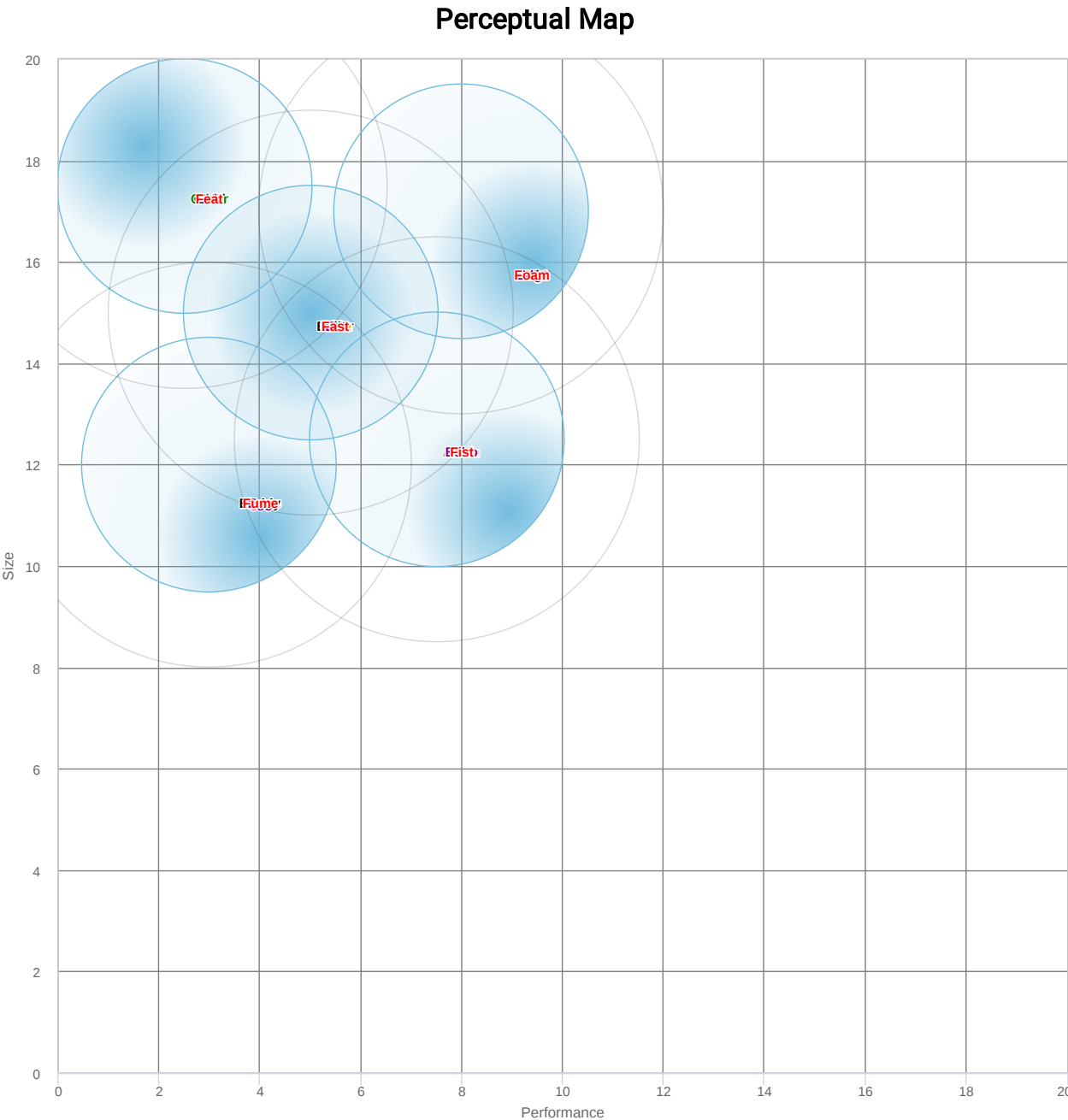


Actual Market Share in Units						
Name	Traditional	Low End	High End	Performance	Size	Total
Industry Unit Sales	7,387	8,960	2,554	1,915	1,984	22,800
% of Market	32.4%	39.3%	11.2%	8.4%	8.7%	100%
Able	13%	0%	0.5%	0.1%	1.2%	4.4%
Acre	3.7%	16.7%	0%	0%	0%	7.7%
Adam	0%	0%	14.3%	0%	0%	1.6%
Aft	0%	0%	1.6%	16.5%	0%	1.6%
Agape	0%	0%	0.3%	0%	15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%
Baker	13%	0%	0.5%	0.1%	1.2%	4.4%
Bead	3.7%	16.7%	0%	0%	0%	7.7%
Bid	0%	0%	14.3%	0%	0%	1.6%
Bold	0%	0%	1.6%	16.5%	0%	1.6%
Buddy	0%	0%	0.3%	0%	15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%
Cake	13%	0%	0.5%	0.1%	1.2%	4.4%
Cedar	3.7%	16.7%	0%	0%	0%	7.7%
Cid	0%	0%	14.3%	0%	0%	1.6%
Coat	0%	0%	1.6%	16.5%	0%	1.6%
Cure	0%	0%	0.3%	0%	15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%
Daze	13%	0%	0.5%	0.1%	1.2%	4.4%
Dell	3.7%	16.7%	0%	0%	0%	7.7%
Dot	0%	0%	1.6%	16.5%	0%	1.6%
Duck	0%	0%	14.3%	0%	0%	1.6%
Dune	0%	0%	0.3%	0%	15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%
Eat	13%	0%	0.5%	0.1%	1.2%	4.4%
Ebb	3.7%	16.7%	0%	0%	0%	7.7%
Echo	0%	0%	14.3%	0%	0%	1.6%
Edge	0%	0%	1.6%	16.5%	0%	1.6%
Egg	0%	0%	0.3%	0%	15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%
Fast	13%	0%	0.5%	0.1%	1.2%	4.4%
Feat	3.7%	16.7%	0%	0%	0%	7.7%
Fist	0%	0%	14.3%	0%	0%	1.6%
Foam	0%	0%	1.6%	16.5%	0%	1.6%
Fume	0%	0%	0.3%	0%	15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%

Market Share



Potential Market Share in Units						
Name	Traditional	Low End	High End	Performance	Size	Total
Units Demanded	7,387	8,960	2,554	1,915	1,984	22,800
% of Market	32.4%	39.3%	11.2%	8.4%	8.7%	100%
Able	13%	0%	0.5%	0.1%	1.2%	4.4%
Acre	3.7%	16.7%	0%	0%	0%	7.7%
Adam	0%	0%	14.3%	0%	0%	1.6%
Aft	0%	0%	1.6%	16.5%	0%	1.6%
Agape	0%	0%	0.3%	0%	15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%
Baker	13%	0%	0.5%	0.1%	1.2%	4.4%
Bead	3.7%	16.7%	0%	0%	0%	7.7%
Bid	0%	0%	14.3%	0%	0%	1.6%
Bold	0%	0%	1.6%	16.5%	0%	1.6%
Buddy	0%	0%	0.3%	0%	15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%
Cake	13%	0%	0.5%	0.1%	1.2%	4.4%
Cedar	3.7%	16.7%	0%	0%	0%	7.7%
Cid	0%	0%	14.3%	0%	0%	1.6%
Coat	0%	0%	1.6%	16.5%	0%	1.6%
Cure	0%	0%	0.3%	0%	15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%
Daze	13%	0%	0.5%	0.1%	1.2%	4.4%
Dell	3.7%	16.7%	0%	0%	0%	7.7%
Dot	0%	0%	1.6%	16.5%	0%	1.6%
Duck	0%	0%	14.3%	0%	0%	1.6%
Dune	0%	0%	0.3%	0%	15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%
Eat	13%	0%	0.5%	0.1%	1.2%	4.4%
Ebb	3.7%	16.7%	0%	0%	0%	7.7%
Echo	0%	0%	14.3%	0%	0%	1.6%
Edge	0%	0%	1.6%	16.5%	0%	1.6%
Egg	0%	0%	0.3%	0%	15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%
Fast	13%	0%	0.5%	0.1%	1.2%	4.4%
Feat	3.7%	16.7%	0%	0%	0%	7.7%
Fist	0%	0%	14.3%	0%	0%	1.6%
Foam	0%	0%	1.6%	16.5%	0%	1.6%
Fume	0%	0%	0.3%	0%	15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%



Andrews			
Name	Pfmn	Size	Revised
Able	5.5	14.5	25-Nov-2020
Acre	3.0	17.0	26-May-2019
Adam	8.0	12.0	20-Apr-2022
Aft	9.4	15.5	2-July-2021
Agape	4.0	11.0	26-May-2021

Baldwin			
Name	Pfmn	Size	Revised
Baker	5.5	14.5	25-Nov-2020
Bead	3.0	17.0	26-May-2019
Bid	8.0	12.0	20-Apr-2022
Bold	9.4	15.5	2-July-2021
Buddy	4.0	11.0	26-May-2021

Chester			
Name	Pfmn	Size	Revised
Cake	5.5	14.5	25-Nov-2020
Cedar	3.0	17.0	26-May-2019
Cid	8.0	12.0	20-Apr-2022
Coat	9.4	15.5	2-July-2021
Cure	4.0	11.0	26-May-2021

Digby			
Name	Pfmn	Size	Revised
Daze	5.5	14.5	25-Nov-2020
Dell	3.0	17.0	26-May-2019
Dot	9.4	15.5	2-July-2021
Duck	8.0	12.0	20-Apr-2022
Dune	4.0	11.0	26-May-2021

Erie			
Name	Pfmn	Size	Revised
Eat	5.5	14.5	25-Nov-2020
Ebb	3.0	17.0	26-May-2019
Echo	8.0	12.0	20-Apr-2022
Edge	9.4	15.5	2-July-2021
Egg	4.0	11.0	26-May-2021

Ferris			
Name	Pfmn	Size	Revised
Fast	5.5	14.5	25-Nov-2020
Feat	3.0	17.0	26-May-2019
Fist	8.0	12.0	20-Apr-2022
Foam	9.4	15.5	2-July-2021
Fume	4.0	11.0	26-May-2021

Workforce Summary						
	Andrews	Baldwin	Chester	Digby	Erie	Ferris
Number of Employees	701	701	701	701	701	701
First Shift ⓘ	640	640	640	640	640	640
Second Shift ⓘ	61	61	61	61	61	61
Overtime %	0%	0%	0%	0%	0%	0%
Turnover Rate ⓘ	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
New Employees ⓘ	71	71	71	71	71	71
Separated Employees ⓘ	0	0	0	0	0	0
Productivity Index	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%