

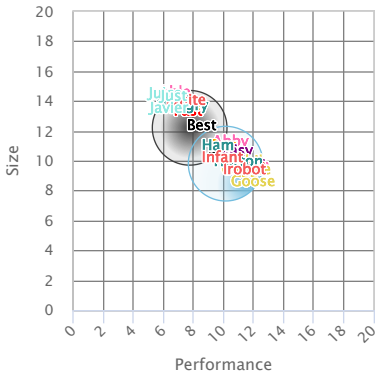
Section 1 | High Level Overview

1.1 High Level Overview											
	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving	Jasper	Average
Sales	\$109,085	\$91,588	\$98,074	\$67,404	\$97,830	\$89,744	\$108,854	\$104,255	\$82,222	\$96,730	\$94,579
Profit	(\$2,644)	\$6,506	\$4,793	\$7,895	\$1,887	\$6,296	\$8,106	\$11,467	\$4,406	\$9,310	\$5,802
Contribution Margin	18.60%	32.64%	27.41%	40.77%	31.54%	30.49%	27.81%	34.25%	28.05%	35.13%	30.67%
Stock Price	\$1.00	\$29.08	\$17.47	\$27.67	\$7.36	\$20.18	\$27.42	\$44.10	\$21.21	\$33.04	\$22.85
Emergency Loan	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Market Share	11.5%	9.7%	10.4%	7.1%	10.3%	9.5%	11.5%	11.0%	8.7%	10.2%	10.0%

Section 2 | Research and Development

2.2 Low Tech			2.3 High Tech		
Customer Buying Criteria	Expectations	Importance	Customer Buying Criteria	Expectations	Importance
Price	\$15.00 - \$35.00	41%	Positioning	Performance 11.6 Size 8.4	33%
Age	3 Years	29%	Age	0 Years	29%
Reliability	14,000 - 20,000 Hours	21%	Price	\$25.00 - \$45.00	25%
Positioning	Performance 7.8 Size 12.2	9%	Reliability	17,000 - 23,000 Hours	13%

2.4 Perceptual Map



2.5 Product List

Name	Performance	Size	Reliability	Age	Revision Date
Abby	10.6	10.3	17,550	1.6	March 26, 2029
Able	6.8	13.6	18,500	3.2	April 25, 2029
Acre	7.0	12.5	18,500	2.9	December 25, 2027
Adam	11.8	8.7	18,000	1.4	July 12, 2029
Baker	7.4	12.6	20,000	1.9	May 18, 2029
Beetle	10.4	9.5	18,000	1.5	February 18, 2029
Best	8.6	11.3	18,550	2.6	September 19, 2028
Brat	11.6	8.4	17,250	0.7	April 9, 2029
Cake	7.3	12.6	19,950	2.1	June 19, 2029
Cell	11.6	8.4	17,000	0.7	April 11, 2029
Cent	11.3	8.7	17,000	1.2	June 18, 2029
City	7.1	12.8	18,550	1.9	June 29, 2029
Daze	7.3	12.6	20,000	3.4	June 5, 2028
Dino	6.8	13.2	20,000	2.8	January 30, 2028
Don	10.0	10.0	22,050	1.8	March 9, 2029
Easy	11.0	9.6	21,450	1.5	July 27, 2029
Eat	6.5	13.2	19,700	4.8	January 3, 2029
Effort	11.5	8.8	21,600	1.2	March 10, 2029
Epic	10.5	9.6	21,450	1.9	July 3, 2029
Fast	7.7	12.3	20,000	2.0	July 22, 2029
Fold	11.5	8.5	23,000	1.3	July 13, 2029
Future	11.3	8.7	23,000	1.3	July 30, 2029
Gaffe	7.3	12.7	20,000	4.0	November 3, 2027
Gaggle	11.6	8.4	22,000	1.7	July 27, 2029
Gerbil	11.2	8.9	20,000	2.1	October 13, 2028
Goose	12.0	7.6	23,000	1.0	June 10, 2029
Ham	9.6	10.0	23,000	2.7	May 30, 2028
Heft	7.1	12.9	20,000	3.4	September 25, 2028
Horton	11.0	8.9	21,950	0.7	April 30, 2029
Hungry	7.3	12.7	20,000	2.8	April 10, 2029
Ignite	7.5	13.0	20,000	2.0	May 13, 2029
Infant	9.9	9.2	19,000	1.7	March 25, 2029
Irobot	11.4	8.4	22,000	1.5	May 30, 2029
Javier	6.5	12.5	20,000	2.8	January 8, 2028
Juice	6.2	13.5	20,000	3.5	May 11, 2028
Just	6.8	13.3	20,000	2.9	March 3, 2029

Section 3 | Marketing

Low Tech

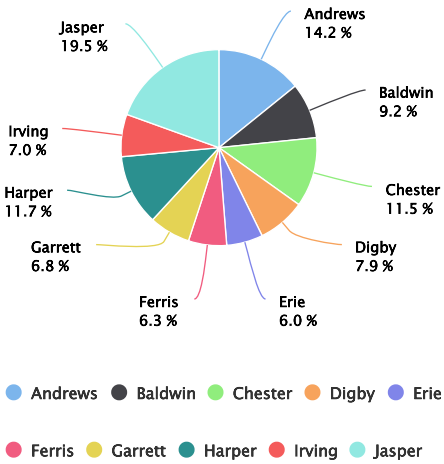
3.1 Customer Buying Criteria

	Expectations	Importance
Price	\$15.00 - \$35.00	41%
Age	3 Years	29%
Reliability	14,000 - 20,000 Hours	21%
Positioning	Performance 7.8 Size 12.2	9%

3.2 Demand Information

2029 Total Market Size	14,881
2029 Total Units Sold	14,881
2030 Demand Growth Rate	10%

3.3 Market Share



3.4 Top Products

Name	Price	Units Sold	Potential Sold	Stock Out	Age	Performance	Size	Reliability	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Just	\$33.00	1,124	943	No	2.9	6.8	13.3	20,000	\$1,700	91%	\$1,700	100%	36
Able	\$25.00	1,108	1,117	Yes	3.2	6.8	13.6	18,500	\$2,300	93%	\$1,000	81%	45
Juice	\$33.50	1,087	915	No	3.5	6.2	13.5	20,000	\$2,000	91%	\$1,500	100%	32
Ignite	\$32.50	1,023	861	No	2	7.5	13	20,000	\$2,100	71%	\$1,850	100%	32
Gaffe	\$33.50	1,017	857	No	4	7.3	12.7	20,000	\$1,850	57%	\$1,400	100%	28
Baker	\$31.00	1,009	924	Yes	1.9	7.4	12.6	20,000	\$1,600	74%	\$1,350	99%	35
Acre	\$27.00	970	1,288	Yes	2.9	7	12.5	18,500	\$2,000	93%	\$2,000	100%	49
Cake	\$29.75	959	1,000	Yes	2.1	7.3	12.6	19,950	\$1,400	82%	\$1,200	88%	38
Hungry	\$35.00	953	801	Yes	2.8	7.3	12.7	20,000	\$1,350	71%	\$1,800	100%	32
Fast	\$35.00	933	786	No	2	7.7	12.3	20,000	\$2,000	65%	\$1,500	100%	28
Eat	\$31.00	845	714	No	4.8	6.5	13.2	19,700	\$1,950	64%	\$1,700	100%	21
Daze	\$35.00	828	947	Yes	3.4	7.3	12.6	20,000	\$1,650	82%	\$1,550	100%	34

Section 4 | Marketing

High Tech

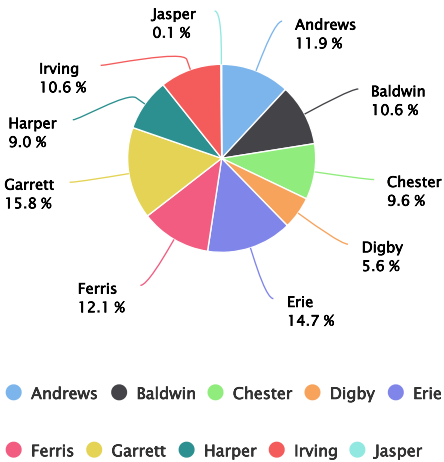
4.1 Customer Buying Criteria

	Expectations	Importance
Positioning	Performance 11.6 Size 8.4	33%
Age	0 Years	29%
Price	\$25.00 - \$45.00	25%
Reliability	17,000 - 23,000 Hours	13%

4.2 Demand Information

2029 Total Market Size	10,750
2029 Total Units Sold	10,750
2030 Demand Growth Rate	20%

4.3 Market Share

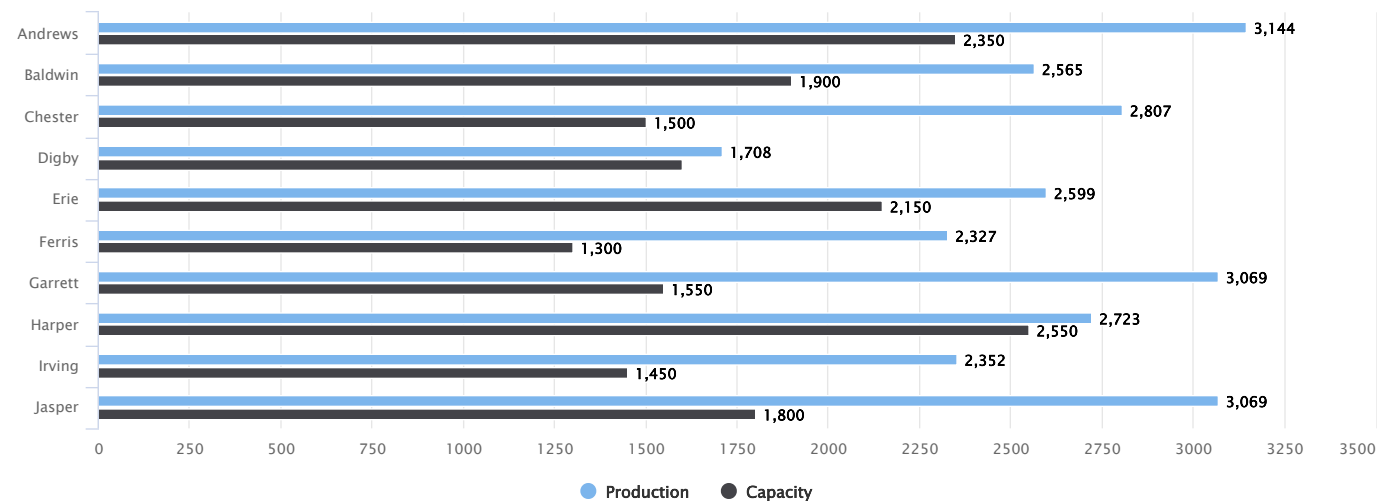


4.4 Top Products

Name	Price	Units Sold	Potential Sold	Stock Out	Age	Performance	Size	Reliability	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Gaggle	\$44.75	750	595	No	1.7	11.6	8.4	22,000	\$1,450	89%	\$1,400	100%	39
Adam	\$43.00	714	579	No	1.4	11.8	8.7	18,000	\$1,700	96%	\$1,500	97%	35
Irobot	\$45.00	693	740	Yes	1.5	11.4	8.4	22,000	\$1,650	94%	\$2,050	100%	42
Fold	\$45.00	594	754	Yes	1.3	11.5	8.5	23,000	\$2,000	93%	\$1,500	93%	45
Future	\$44.75	594	719	Yes	1.3	11.3	8.7	23,000	\$2,000	93%	\$1,500	90%	44
Horton	\$45.50	584	478	No	0.7	11	8.9	21,950	\$2,000	76%	\$2,000	70%	36
Don	\$45.00	562	411	No	1.8	10	10	22,050	\$1,500	81%	\$1,550	100%	18
Epic	\$42.75	555	414	No	1.9	10.5	9.6	21,450	\$2,150	95%	\$1,900	100%	27
Effort	\$45.00	545	736	Yes	1.2	11.5	8.8	21,600	\$1,850	95%	\$1,650	77%	39
Beetle	\$45.00	543	458	No	1.5	10.4	9.5	18,000	\$1,550	95%	\$1,600	84%	19
Abby	\$42.00	524	408	No	1.6	10.6	10.3	17,550	\$1,800	96%	\$1,600	96%	18
Gerbil	\$43.25	495	568	Yes	2.1	11.2	8.9	20,000	\$500	89%	\$1,400	100%	27

Section 5 | Production

Production vs Capacity



5.1 Plant Information											
Name	Primary Segment	Units Produced	Units Sold	Inventory	Price	Material Cost	Labor Cost	Contribution Margin	Auto. Next Round	Capacity Next Round	Plant Utilization
Abby	High Tech	718	554	164	\$42.00	\$14.68	\$13.73	28.8%	2.5	550	132%
Able	Low Tech	644	1,108	0	\$25.00	\$8.49	\$11.17	16.3%	3.1	800	81%
Acre	Low Tech	1,015	1,015	0	\$27.00	\$9.67	\$16.42	1.6%	1.7	550	186%
Adam	High Tech	767	714	53	\$43.00	\$17.34	\$13.42	28.1%	3.1	450	172%
Baker	Low Tech	1,064	1,088	0	\$31.00	\$10.37	\$9.34	35.7%	5	850	126%
Beetle	High Tech	668	543	125	\$45.00	\$15.33	\$13.52	32.8%	3	400	169%
Best	Low Tech	470	505	0	\$34.00	\$12.21	\$10.65	31%	4	400	119%
Brat	High Tech	362	362	0	\$45.00	\$17.20	\$14.90	27.7%	2.5	250	180%
Cake	Low Tech	990	990	0	\$29.75	\$10.27	\$10.17	31.2%	5.2	500	200%
Cell	High Tech	430	430	0	\$45.00	\$17.12	\$17.18	22.8%	1.2	300	200%
Cent	High Tech	495	495	0	\$44.00	\$16.58	\$14.20	29.8%	2.9	250	200%
City	Low Tech	891	826	395	\$33.25	\$9.48	\$12.80	24.7%	3.7	450	200%
Daze	Low Tech	866	866	0	\$35.00	\$10.28	\$8.83	44%	5	800	109%
Dino	Low Tech	347	347	0	\$34.00	\$9.28	\$10.61	40.1%	3.5	350	100%
Don	High Tech	495	562	83	\$45.00	\$15.72	\$11.12	37.2%	3.5	450	111%
Easy	High Tech	495	495	0	\$43.50	\$16.83	\$9.62	39.4%	4.2	500	100%
Eat	Low Tech	1,064	845	658	\$31.00	\$8.93	\$9.65	30.6%	5.4	850	126%
Effort	High Tech	545	545	0	\$45.00	\$18.05	\$16.36	22.4%	3	300	183%
Epic	High Tech	495	599	67	\$42.75	\$16.36	\$10.89	34.7%	4.5	500	100%
Fast	Low Tech	1,139	1,041	207	\$35.00	\$10.92	\$8.73	42.3%	6.5	700	164%
Fold	High Tech	594	594	0	\$45.00	\$18.74	\$16.30	22.4%	2	500	200%
Future	High Tech	594	594	0	\$44.75	\$18.38	\$16.48	22.5%	2	500	200%
Gaffe	Low Tech	1,386	1,076	310	\$33.50	\$10.19	\$12.80	27.5%	4.7	700	200%
Gaggle	High Tech	792	750	42	\$44.75	\$18.62	\$12.27	31%	5	400	200%
Gerbil	High Tech	495	495	0	\$43.25	\$17.20	\$13.15	28.5%	4.5	250	200%
Goose	High Tech	396	396	0	\$45.00	\$20.02	\$15.25	21.6%	4.5	200	200%
Ham	High Tech	446	330	116	\$45.00	\$15.65	\$12.31	34%	2.3	450	100%
Heft	Low Tech	767	811	0	\$35.00	\$9.83	\$10.50	40.6%	4.3	600	129%
Horton	High Tech	767	584	183	\$45.50	\$17.61	\$15.13	24.4%	2	700	111%
Hungry	Low Tech	743	984	0	\$35.00	\$10.19	\$11.32	36.8%	3	800	94%
Ignite	Low Tech	1,238	1,068	169	\$32.50	\$10.12	\$10.44	34.7%	5	650	192%
Infant	High Tech	421	421	0	\$38.75	\$15.48	\$14.85	20.5%	1.8	300	142%
Irobot	High Tech	693	693	0	\$45.00	\$18.44	\$15.28	24.6%	1.5	500	140%
Javier	Low Tech	693	693	0	\$33.50	\$9.76	\$15.25	24%	3.5	350	200%
Juice	Low Tech	1,163	1,087	180	\$33.50	\$8.47	\$9.46	44%	5.2	800	147%
Just	Low Tech	1,213	1,124	89	\$33.00	\$9.19	\$12.13	33.4%	4	650	188%

Section 6 | Finance

6.1 Income Statement

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving	Jasper
Sales	\$109,085	\$91,588	\$98,074	\$67,404	\$97,830	\$89,744	\$108,854	\$104,255	\$82,222	\$96,730
Total Variable Costs (Labor, Material, Carry)	\$88,797	\$61,692	\$71,189	\$39,920	\$66,970	\$62,383	\$78,578	\$68,543	\$59,160	\$62,749
Direct Material	\$40,947	\$33,035	\$34,973	\$21,969	\$36,541	\$33,258	\$42,025	\$34,761	\$30,751	\$27,721
Direct Labor	\$47,086	\$28,215	\$35,092	\$17,674	\$28,655	\$28,636	\$35,525	\$32,659	\$27,985	\$34,399
Inventory Carry	\$764	\$443	\$1,123	\$277	\$1,774	\$489	\$1,028	\$1,124	\$423	\$630
Other (Fees/Write-offs/Bonuses/Relocation Fee)	\$20	\$230	\$357	\$0	\$317	\$24	\$75	\$721	\$50	\$129
Total Period Costs	\$19,371	\$17,632	\$16,180	\$12,702	\$21,829	\$16,017	\$15,630	\$15,545	\$15,033	\$15,017
Interest (Short term/Long Term)	\$4,965	\$1,820	\$2,824	\$2,388	\$5,752	\$1,438	\$1,847	\$1,446	\$1,063	\$4,220
Taxes	(\$1,424)	\$3,575	\$2,634	\$4,338	\$1,037	\$3,459	\$4,454	\$6,300	\$2,421	\$5,115
Profit Sharing	\$0	\$133	\$98	\$161	\$39	\$128	\$165	\$234	\$90	\$190
Net Profit	(\$2,644)	\$6,506	\$4,793	\$7,895	\$1,887	\$6,296	\$8,106	\$11,467	\$4,406	\$9,310

6.2 Cash Flow Statement

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving	Jasper
Net Cash From Operations	\$3,560	\$6,942	\$6,691	\$12,237	\$4,449	\$6,578	\$2,526	\$12,513	\$3,453	\$8,432
Net Plant Improvements	(\$880)	\$0	\$1,352	\$0	(\$6,240)	(\$8,400)	(\$7,160)	\$0	\$0	(\$1,680)
Net Cash From Financing	\$7,348	\$4,600	(\$4,700)	\$1,100	\$3,386	(\$6,600)	\$0	(\$8,700)	\$32	\$3,748
Net Change In Cash	\$10,028	\$11,542	\$3,343	\$13,337	\$1,594	(\$8,422)	(\$4,634)	\$3,813	\$3,484	\$10,500
Starting Cash Position	\$2,412	\$13,933	\$13,727	\$16,364	\$0	\$13,844	\$8,614	\$34,441	\$17,934	\$14,322
Ending Cash Position	\$12,440	\$25,476	\$17,070	\$29,701	\$1,594	\$5,422	\$3,980	\$38,254	\$21,418	\$24,822

6.3 Balance Sheet

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving	Jasper
Current Assets	\$27,775	\$36,695	\$34,490	\$37,552	\$24,422	\$16,873	\$21,492	\$56,187	\$31,702	\$38,020
Fixed Assets	\$21,860	\$24,560	\$19,539	\$21,642	\$35,051	\$22,695	\$23,951	\$29,647	\$14,191	\$25,948
Total Assets	\$49,635	\$61,255	\$54,029	\$59,194	\$59,472	\$39,568	\$45,443	\$85,834	\$45,893	\$63,968
Current Liabilities	\$28,508	\$7,831	\$14,046	\$14,687	\$25,623	\$7,593	\$9,678	\$7,778	\$7,717	\$23,179
Long-Term Liabilities	\$18,800	\$16,100	\$16,300	\$11,400	\$25,800	\$10,900	\$13,000	\$12,410	\$8,400	\$18,700
Total Liabilities	\$47,308	\$23,931	\$30,346	\$26,087	\$51,423	\$18,493	\$22,678	\$20,188	\$16,117	\$41,879
Total Equity	\$2,327	\$37,323	\$23,683	\$33,107	\$8,050	\$21,075	\$22,765	\$65,646	\$29,775	\$22,089
Total Liabilities & Equity	\$49,635	\$61,255	\$54,029	\$59,194	\$59,472	\$39,568	\$45,443	\$85,834	\$45,893	\$63,968