
FIRM 4: ES LO QUE HAY INDUSTRY O
MARKETING RESEARCH FOR FIRM 4, QUARTER 8 (FALL) PAGE 19

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MARKETING RESEARCH STUDY # 1 (COMP INFO - DIVIDENDS AND EARNINGS)

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	CURRENT QUARTER		CUMULATIVE
	-----		YEAR-TO-DATE
	DIVIDENDS	EARNINGS	EARNINGS
	-----	-----	-----
FIRM 1	0	54,658,735	207,625,632
FIRM 2	0	5,754,440	8,861,608
FIRM 3	0	-6,836,847	-25,008,579
FIRM 5	0	-246,556	7,969,325

 FIRM 4: ES LO QUE HAY INDUSTRY O
 MARKETING RESEARCH FOR FIRM 4, QUARTER 8 (FALL) PAGE 20

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MARKETING RESEARCH STUDY # 3 (INDUSTRY SALES FORCE SIZE)

	QUARTER 4 -----	QUARTER 5 -----	QUARTER 6 -----	QUARTER 7 -----	QUARTER 8 -----
REG. 1 (AUST/NZ)	290	355	425	555	525
REG. 2 (U.S.)	520	650	790	920	1,120
REG. 3 (JAPAN)	430	575	650	800	950
REG. 4 (HK/T/K/S)	350	480	570	550	670
REG. 5 (U.K.)	0	0	300	450	525
TOTAL	1,590	2,060	2,735	3,275	3,790

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MARKETING RESEARCH STUDY # 8 (MEDIA CONTENT ANALYSIS)

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	QUARTER 4	QUARTER 5	QUARTER 6	QUARTER 7	QUARTER 8
	-----	-----	-----	-----	-----
REGION 1 (AUST/NZ)					
Product 1-3	2	1	1	1	1
Product 2-3		14	7	7	7
Product 4-1				2	17
Product 5-1	1	1	1	1	1
REGION 2 (U.S.)					
Product 1-2	14	14	14	14	14
Product 2-2	14	14	14	7	2
Product 3-2	11	14	14	14	14
Product 4-4		14	14	5	17
Product 5-1	1	1	1	1	1
Product 5-2	13	13	13	13	13
REGION 3 (JAPAN)					
Product 1-3	9	14	14	14	14
Product 2-3	13	14	14	14	2
Product 3-3	19	19	19	14	14
Product 4-3	14	14	14	21	17
Product 5-1	1	1	1	1	1
REGION 4 (HK/T/K/S)					
Product 1-2	15	15	15	15	15
Product 2-4	14	14	14	14	14
Product 4-2	14	14	14	14	15
Product 4-4					15
Product 5-1	1	1	1	1	1
REGION 5 (U.K.)					
Product 1-4			14	14	14
Product 2-1			14	14	6
Product 3-4			14	14	14
Product 4-2				10	18

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MARKETING RESEARCH STUDY # 9 (PROMOTIONAL TYPE ANALYSIS)

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	QUARTER 4	QUARTER 5	QUARTER 6	QUARTER 7	QUARTER 8
	-----	-----	-----	-----	-----
REGION 1 (AUST/NZ)					
Product 1-3	10	10	10	10	10
Product 2-3		10	10	10	10
Product 4-1				1	10
Product 5-1	10	10	10	10	10
REGION 2 (U.S.)					
Product 1-2	56	19	19	19	19
Product 2-2	69	46	62	9	9
Product 3-2	64	56	10	10	19
Product 4-4		14	19	19	10
Product 5-1	10	10	10	10	10
Product 5-2	10	10	10	10	10
REGION 3 (JAPAN)					
Product 1-3	10	10	10	10	10
Product 2-3	10	47	9	10	1
Product 3-3	64	64	10	10	10
Product 4-3	10	10	47	47	47
Product 5-1	10	10	10	10	10
REGION 4 (HK/T/K/S)					
Product 1-2	10	10	10	10	10
Product 2-4	10	46	46	10	3
Product 4-2	10	10	10	10	10
Product 4-4					10
Product 5-1	10	10	10	10	10
REGION 5 (U.K.)					
Product 1-4			10	10	10
Product 2-1			10	10	10
Product 3-4			10	10	65
Product 4-2				10	10

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MARKETING RESEARCH STUDY #11 (CUSTOMER BRAND AWARENESS)

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	QUARTER 4	QUARTER 5	QUARTER 6	QUARTER 7	QUARTER 8
	-----	-----	-----	-----	-----
REGION 1 (AUST/NZ)					
Product 1-3	67.24	78.75	82.86	87.76	79.13
Product 2-3		47.23	72.61	81.46	82.76
Product 4-1				74.88	70.25
Product 5-1	82.96	82.23	83.78	82.64	83.73
REGION 2 (U.S.)					
Product 1-2	59.53	63.16	62.75	62.58	62.43
Product 2-2	38.71	36.26	40.96	31.02	37.91
Product 3-2	24.69	36.33	34.99	35.24	45.49
Product 4-4		24.10	45.93	47.78	33.33
Product 5-1	16.65	17.07	18.25	18.09	18.58
Product 5-2	45.21	45.12	43.51	44.49	44.40
REGION 3 (JAPAN)					
Product 1-3	39.81	70.70	78.98	82.10	81.66
Product 2-3	61.49	68.33	78.61	81.68	73.11
Product 3-3	50.95	62.16	62.75	72.90	76.48
Product 4-3	74.24	81.20	83.43	72.35	64.99
Product 5-1	44.28	47.10	46.89	46.65	46.37
REGION 4 (HK/T/K/S)					
Product 1-2	66.07	67.97	66.69	68.61	70.49
Product 2-4	50.30	66.15	73.48	74.24	74.91
Product 4-2	69.25	71.20	76.76	78.24	67.25
Product 4-4					39.34
Product 5-1	52.10	55.68	55.69	56.13	55.21
REGION 5 (U.K.)					
Product 1-4			9.64	30.54	33.86
Product 2-1			15.10	29.29	77.28
Product 3-4			13.96	23.66	26.75
Product 4-2				37.69	40.14

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MARKETING RESEARCH STUDY #17 (BRAND QUALITY RATINGS)

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	QUARTER 4	QUARTER 5	QUARTER 6	QUARTER 7	QUARTER 8
	-----	-----	-----	-----	-----
Product 1-2	89.69	90.30	88.97	89.55	91.30
Product 1-3	47.77	62.05	71.95	79.74	83.01
Product 1-4			21.04	46.29	62.66
Product 2-1	76.30	80.09	76.94	84.12	86.53
Product 2-2	80.78	81.97	86.34	88.00	89.00
Product 2-3	62.95	72.76	78.09	82.33	86.31
Product 2-4	20.81	46.60	63.86	71.53	72.94
Product 3-2	71.88	69.58	62.76	61.41	47.38
Product 3-3	37.35	45.35	47.48	49.91	50.89
Product 3-4			21.20	36.60	43.25
Product 4-1		55.08	60.45	60.27	72.42
Product 4-2	88.56	92.31	89.38	92.39	92.12
Product 4-3	62.87	73.24	79.58	81.05	79.15
Product 4-4		21.02	44.52	60.66	65.12
Product 5-1	56.35	55.72	55.36	55.56	54.37
Product 5-2	88.55	85.77	87.91	85.65	86.79

FIRM 4: ES LO QUE HAY INDUSTRY O
MARKETING RESEARCH FOR FIRM 4, QUARTER 8 (FALL) PAGE 25

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MARKETING RESEARCH STUDY #19 (COMPETITIVE INFORMATION - BALANCE SHEETS)
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FIRM 4: ES LO QUE HAY INDUSTRY O
MARKETING RESEARCH FOR FIRM 4, QUARTER 8 (FALL) PAGE 26

DIVISIONAL BALANCE SHEET FOR FIRM 1, QUARTER 8

ASSETS

CASH		20,654,752
MARKETABLE SECURITIES		163,462,440
FINISHED GOODS INVENTORY:		
PRODUCT 1	(2,110 Units) [\$ 234.59 Per Unit]	494,994
PRODUCT 2	(13,708 Units) [\$ 449.88 Per Unit]	6,166,941
PRODUCT 3	(4,622 Units) [\$ 416.56 Per Unit]	1,925,339
PRODUCT 4	(0 Units) [\$.00 Per Unit]	0
PLANT {located in Region 3 (JAPAN)}:		
CURRENT PLANT	[CAPACITY = 166,702]	123,696,880
PLANT ON ORDER FOR 1 QUARTER HENCE	[CAPACITY = 30,000]	21,250,000
TOTAL ASSETS		337,651,346

LIABILITIES AND EQUITY

LOANS		0
INITIAL (QUARTER 0) CORPORATE CAPITALIZATION		100,000,000
- DIVIDENDS PAID, PRIOR TO THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 1 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 2 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 3 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 4 OF THIS YEAR		0
+ RETAINED EARNINGS (AFTER-TAX INCOME PRIOR TO THIS YEAR)		30,025,714
+ YEAR-TO-DATE EARNINGS (AFTER-TAX INCOME THIS YEAR)		207,625,632
TOTAL LIABILITIES AND EQUITY		337,651,346

FIRM 4: ES LO QUE HAY INDUSTRY O
MARKETING RESEARCH FOR FIRM 4, QUARTER 8 (FALL) PAGE 27

DIVISIONAL BALANCE SHEET FOR FIRM 2, QUARTER 8

ASSETS

CASH		10,743,369
MARKETABLE SECURITIES		0
FINISHED GOODS INVENTORY:		
PRODUCT 1 (41,470 Units) [\$ 729.20 Per Unit]		30,239,825
PRODUCT 2 (12,353 Units) [\$ 669.56 Per Unit]		8,271,098
PRODUCT 3 (11,069 Units) [\$ 537.56 Per Unit]		5,950,280
PRODUCT 4 (2,363 Units) [\$ 914.42 Per Unit]		2,160,780
PLANT {located in Region 1 (AUST/NZ)}:		
CURRENT PLANT [CAPACITY = 121,098]		99,898,444
PLANT ON ORDER FOR 1 QUARTER HENCE [CAPACITY = 0]		0
TOTAL ASSETS		157,263,796

LIABILITIES AND EQUITY

LOANS		32,255,833
INITIAL (QUARTER 0) CORPORATE CAPITALIZATION		100,000,000
- DIVIDENDS PAID, PRIOR TO THIS YEAR		-1,000,000
- DIVIDENDS PAID, END OF QUARTER 1 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 2 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 3 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 4 OF THIS YEAR		0
+ RETAINED EARNINGS (AFTER-TAX INCOME PRIOR TO THIS YEAR)		17,146,355
+ YEAR-TO-DATE EARNINGS (AFTER-TAX INCOME THIS YEAR)		8,861,608
TOTAL LIABILITIES AND EQUITY		157,263,796

FIRM 4: ES LO QUE HAY INDUSTRY O
MARKETING RESEARCH FOR FIRM 4, QUARTER 8 (FALL) PAGE 28

DIVISIONAL BALANCE SHEET FOR FIRM 3, QUARTER 8

ASSETS

CASH		5,273,718
MARKETABLE SECURITIES		0
FINISHED GOODS INVENTORY:		
PRODUCT 1 (5,471 Units) [\$ 316.37 Per Unit]		1,730,886
PRODUCT 2 (20,597 Units) [\$ 738.84 Per Unit]		15,217,931
PRODUCT 3 (8,993 Units) [\$ 605.73 Per Unit]		5,447,355
PRODUCT 4 (18,355 Units) [\$ 659.00 Per Unit]		12,095,930
PLANT {located in Region 1 (AUST/NZ)}:		
CURRENT PLANT [CAPACITY = 161,906]		122,746,256
PLANT ON ORDER FOR 1 QUARTER HENCE [CAPACITY = 0]		0
TOTAL ASSETS		162,512,076

LIABILITIES AND EQUITY

LOANS		74,127,497
INITIAL (QUARTER 0) CORPORATE CAPITALIZATION		100,000,000
- DIVIDENDS PAID, PRIOR TO THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 1 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 2 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 3 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 4 OF THIS YEAR		0
+ RETAINED EARNINGS (AFTER-TAX INCOME PRIOR TO THIS YEAR)		13,393,158
+ YEAR-TO-DATE EARNINGS (AFTER-TAX INCOME THIS YEAR)		-25,008,579
TOTAL LIABILITIES AND EQUITY		162,512,076

FIRM 4: ES LO QUE HAY INDUSTRY O
MARKETING RESEARCH FOR FIRM 4, QUARTER 8 (FALL) PAGE 29

DIVISIONAL BALANCE SHEET FOR FIRM 5, QUARTER 8

ASSETS

CASH		3,899,631
MARKETABLE SECURITIES		32,151,423
FINISHED GOODS INVENTORY:		
PRODUCT 1 (157,254 Units) [\$ 215.95 Per Unit]		33,958,599
PRODUCT 2 (11,403 Units) [\$ 745.30 Per Unit]		8,498,697
PRODUCT 3 (0 Units) [\$.00 Per Unit]		0
PRODUCT 4 (0 Units) [\$.00 Per Unit]		0
PLANT {located in Region 1 (AUST/NZ)}:		
CURRENT PLANT [CAPACITY = 45,000]		44,196,806
PLANT ON ORDER FOR 1 QUARTER HENCE [CAPACITY = 0]		0
TOTAL ASSETS		122,705,156

LIABILITIES AND EQUITY

LOANS		0
INITIAL (QUARTER 0) CORPORATE CAPITALIZATION		100,000,000
- DIVIDENDS PAID, PRIOR TO THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 1 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 2 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 3 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 4 OF THIS YEAR		0
+ RETAINED EARNINGS (AFTER-TAX INCOME PRIOR TO THIS YEAR)		14,735,831
+ YEAR-TO-DATE EARNINGS (AFTER-TAX INCOME THIS YEAR)		7,969,325
TOTAL LIABILITIES AND EQUITY		122,705,156

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MARKETING RESEARCH STUDY #21 (BRAND PERCEPTUAL RATINGS)

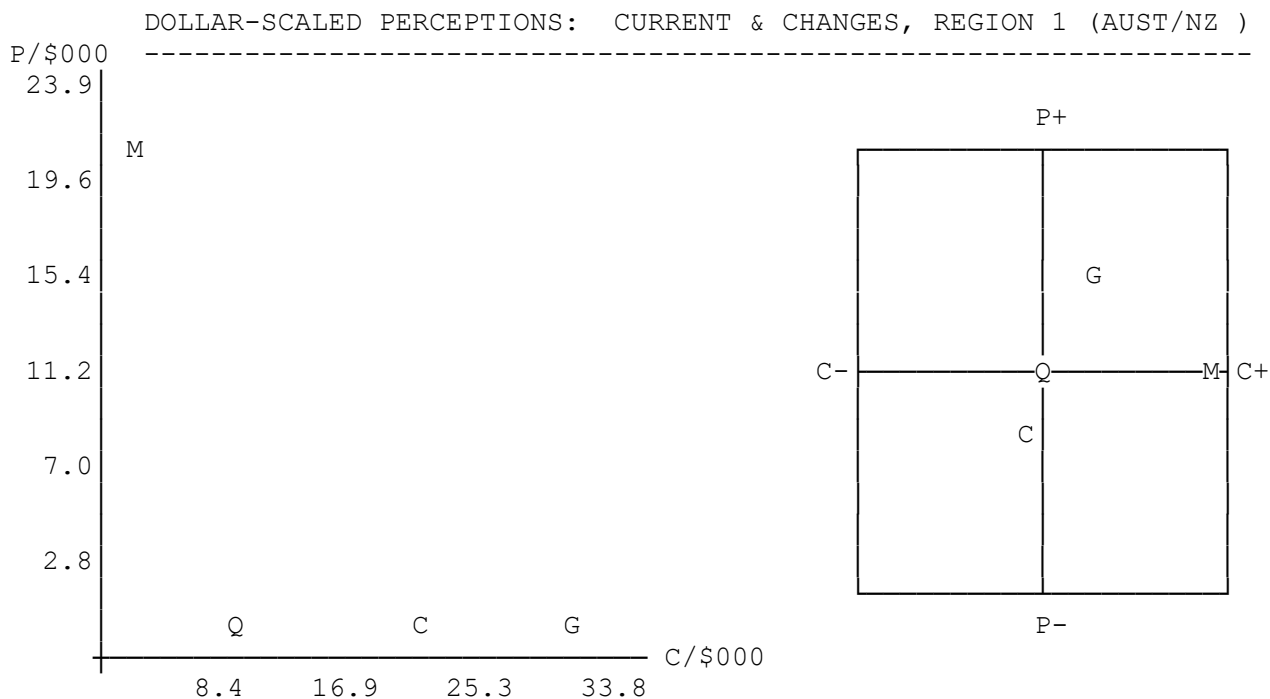
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CORRELATION BETWEEN VOLUME MARKET SHARE AND ..

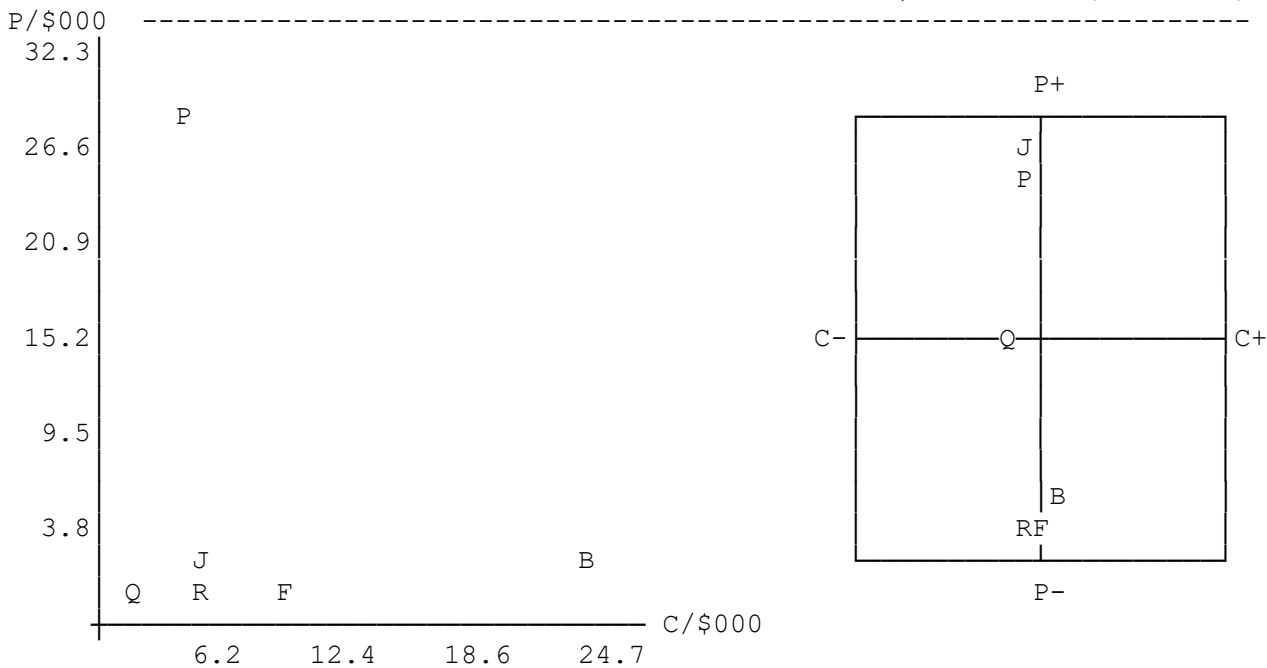
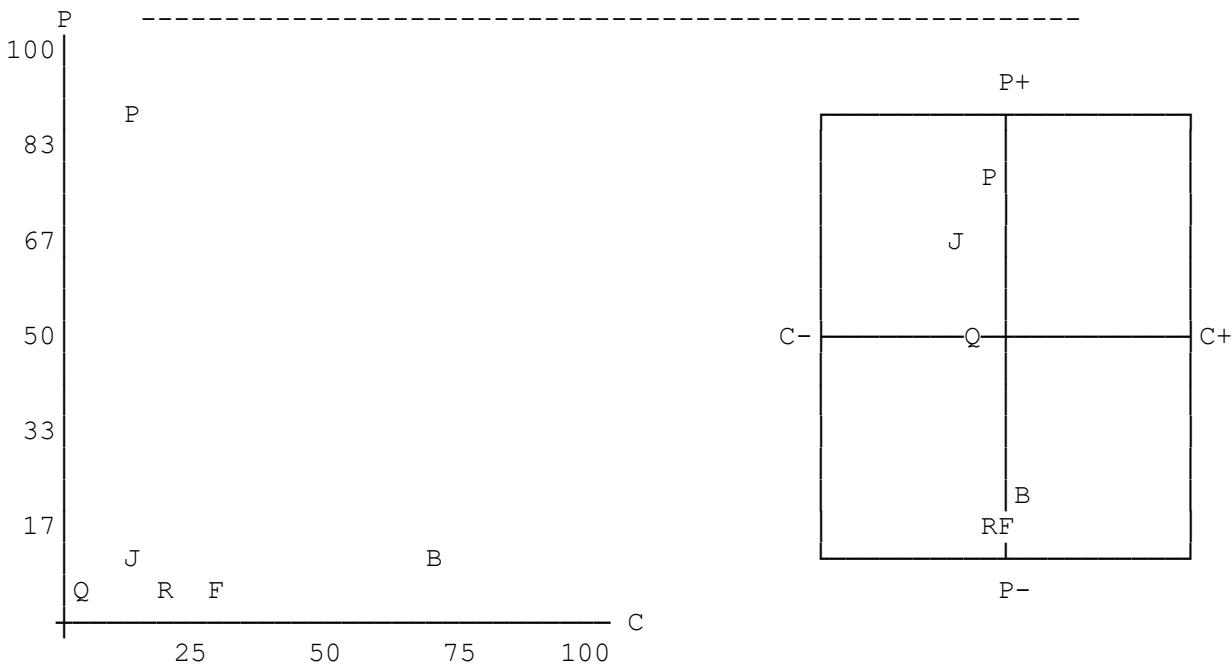
	Data Points	PERFOR	CONVEN	DEALER PRICE	PREVIOUS VOLUME MK SHARE	PERFOR PER \$000	CONVEN PER \$000
	-----	-----	-----	-----	-----	-----	-----
REGION 1 (AUST/NZ)	11	.12	.08	-.32	.52	.16	.21
REGION 2 (U.S.)	14	-.01	.77	.05	.90	-.02	.83
REGION 3 (JAPAN)	10	.24	.86	.45	.88	.38	.84
REGION 4 (HK/T/K/S)	9	.52	.80	.56	.79	.53	.76
REGION 5 (U.K.)	8	.49	.53	-.69	.81	.60	.68

MEAN SELF-REPORTED IMPORTANCE WEIGHTS

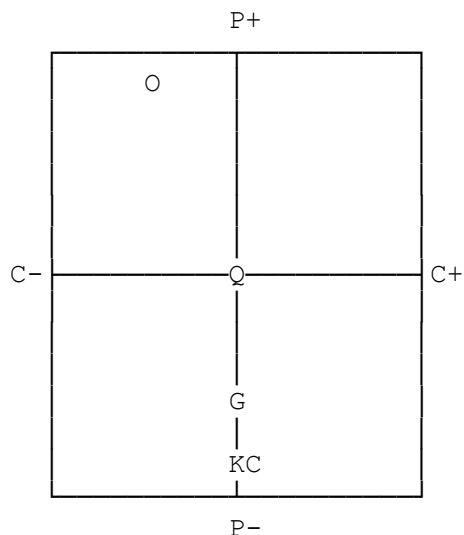
	PERFORMANCE PERCEPTION	CONVENIENCE PERCEPTION	DEALER PRICE	SUM
	-----	-----	-----	-----
REGION 1 (AUST/NZ)	22.62	21.43	55.95	100.00
REGION 2 (U.S.)	12.50	40.06	47.45	100.00
REGION 3 (JAPAN)	21.85	30.52	47.63	100.00
REGION 4 (HK/T/K/S)	28.45	25.40	46.15	100.00
REGION 5 (U.K.)	20.09	28.76	51.15	100.00

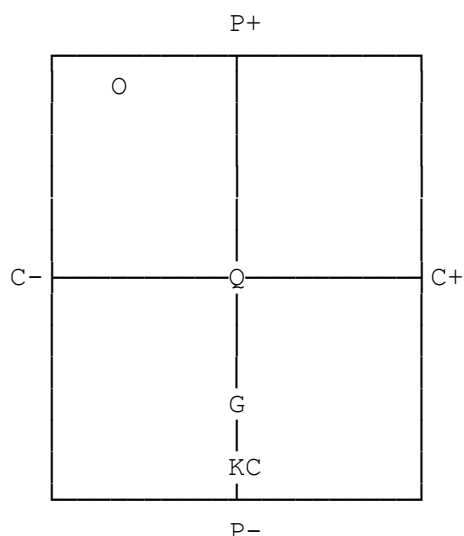


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	B 1-2	F 2-2	J 3-2	N 4-2	R 5-2	V 6-2	Z 7-2	4 8-2	8 9-2	
	C 1-3	G 2-3	K 3-3	O 4-3	S 5-3	W 6-3	1 7-3	5 8-3	9 9-3	
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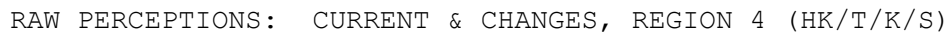


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	B	1-2	F	2-2	J	3-2	N	4-2	R	5-2	V	6-2	Z	7-2	4	8-2	8	9-2	
	C	1-3	G	2-3	K	3-3	O	4-3	S	5-3	W	6-3	1	7-3	5	8-3	9	9-3	
	D	1-4	H	2-4	L	3-4	P	4-4	T	5-4	X	6-4	2	7-4	6	8-4	@	9-4	

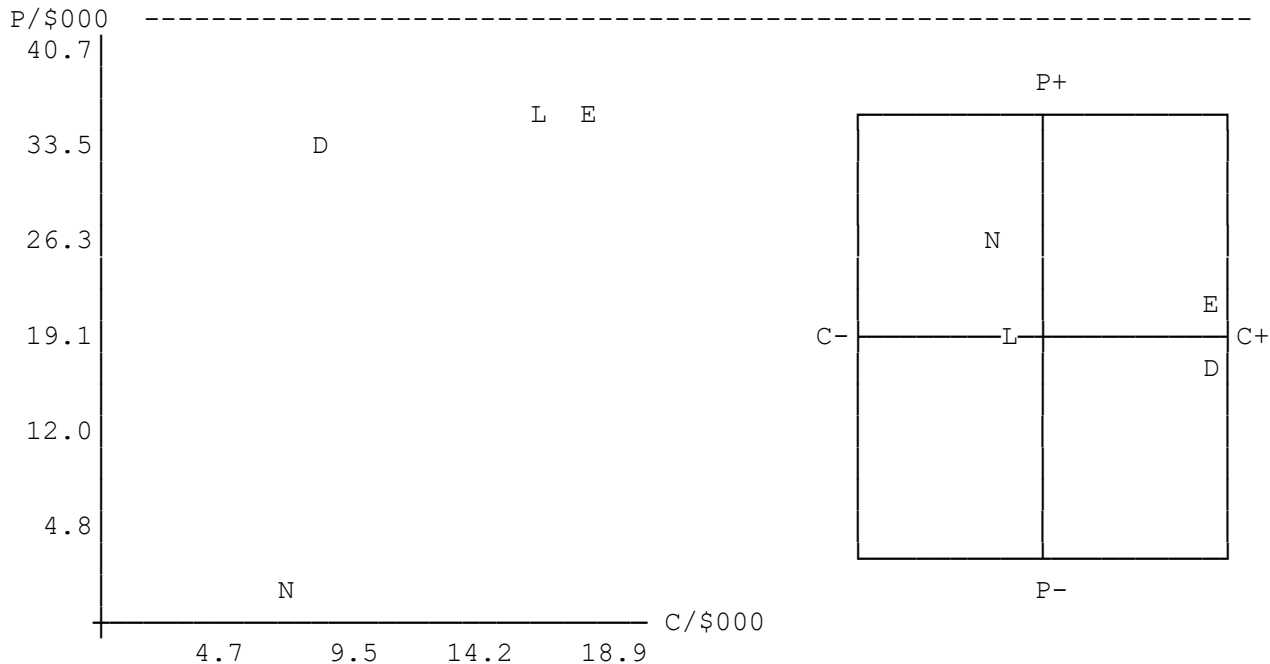
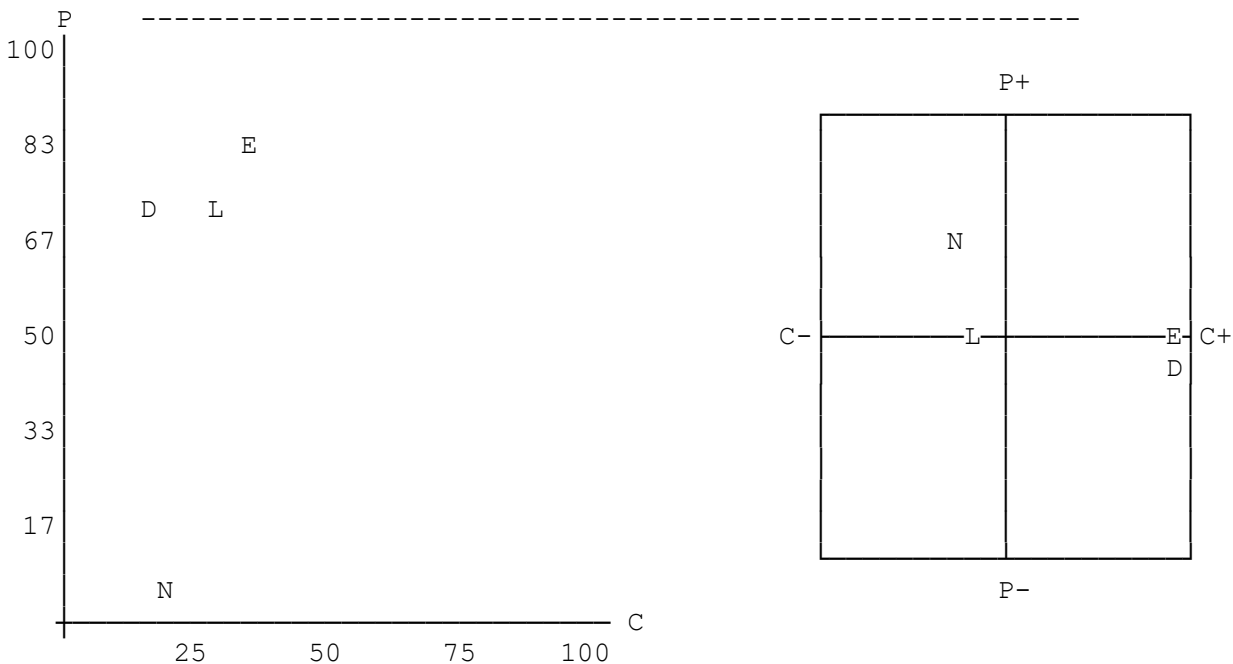




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	B	1-2	F	2-2	J	3-2	N	4-2	R	5-2	V	6-2	Z	7-2	4	8-2	8	9-2	
	C	1-3	G	2-3	K	3-3	O	4-3	S	5-3	W	6-3	1	7-3	5	8-3	9	9-3	
	D	1-4	H	2-4	L	3-4	P	4-4	T	5-4	X	6-4	2	7-4	6	8-4	@	9-4	



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	B 1-2	F 2-2	J 3-2	N 4-2	R 5-2	V 6-2	Z 7-2	4 8-2	8 9-2	
	C 1-3	G 2-3	K 3-3	O 4-3	S 5-3	W 6-3	1 7-3	5 8-3	9 9-3	
	D 1-4	H 2-4	L 3-4	P 4-4	T 5-4	X 6-4	2 7-4	6 8-4	@ 9-4	



<div> <div>L</div> <div>E</div> <div>G</div> <div>E</div> <div>N</div> <div>D</div> </div>	A	1-1	E	2-1	I	3-1	M	4-1	Q	5-1	U	6-1	Y	7-1	3	8-1	7	9-1	<div> <div>L</div> <div>E</div> <div>G</div> <div>E</div> <div>N</div> </div>
	B	1-2	F	2-2	J	3-2	N	4-2	R	5-2	V	6-2	Z	7-2	4	8-2	8	9-2	
	C	1-3	G	2-3	K	3-3	O	4-3	S	5-3	W	6-3	1	7-3	5	8-3	9	9-3	
	D	1-4	H	2-4	L	3-4	P	4-4	T	5-4	X	6-4	2	7-4	6	8-4	@	9-4	

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MARKETING RESEARCH STUDY #23 (REFORMULATION ACTIVITY)

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NUMBER OF REFORMULATION BIDS SUBMITTED = NONE
LOWEST REFORMULATION BID SUBMITTED = [NO BIDS SUBMITTED]
AVERAGE REFORMULATION BID SUBMITTED = [NO BIDS SUBMITTED]
HIGHEST REFORMULATION BID SUBMITTED = [NO BIDS SUBMITTED]
NUMBER OF SUCCESSFUL REFORMULATION BIDS = [NO BIDS SUBMITTED]
LOWEST SUCCESSFUL REFORMULATION BID = [NO BIDS SUBMITTED]

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MARKETING RESEARCH STUDY #24 (MARKET SHARES)

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OVERALL VOLUME MARKET SHARES [CURRENT]

FIRM 1 OVERALL MARKET SHARE =	29.71	[Previous Market Share =	33.38]
FIRM 2 OVERALL MARKET SHARE =	27.59	[Previous Market Share =	24.39]
FIRM 3 OVERALL MARKET SHARE =	15.85	[Previous Market Share =	14.94]
FIRM 4 OVERALL MARKET SHARE =	13.84	[Previous Market Share =	13.84]
FIRM 5 OVERALL MARKET SHARE =	13.01	[Previous Market Share =	13.45]

VOLUME MARKET SHARES

	QUARTER 4	QUARTER 5	QUARTER 6	QUARTER 7	QUARTER 8
	-----	-----	-----	-----	-----
REGION 1 (AUST/NZ)					
Product 1-3	35.51	44.45	42.92	22.03	12.48
Product 2-3		5.08	17.53	16.39	17.60
Product 4-1				12.14	31.38
Product 5-1	23.11	19.83	17.03	35.93	38.54
REGION 2 (U.S.)					
Product 1-2	19.12	23.75	32.82	40.01	42.64
Product 2-2	11.71	14.16	15.10	16.31	14.80
Product 3-2	4.56	5.12	6.73	5.99	10.65
Product 4-4		.10	1.06	5.90	9.27
Product 5-1	17.02	17.28	18.96	18.15	18.09
Product 5-2	9.80	9.15	7.93	6.13	4.55
REGION 3 (JAPAN)					
Product 1-3	7.82	14.41	17.70	19.74	17.88
Product 2-3	48.75	44.17	40.51	38.61	45.78
Product 3-3	16.79	22.05	23.22	23.95	20.39
Product 4-3	17.53	14.51	16.94	16.96	15.11
Product 5-1	4.55	2.21	1.15	.74	.83

REGION 4 (HK/T/K/S)

Product 1-2	52.39	45.87	46.63	48.41	39.45
Product 2-4	1.55	7.73	14.46	18.98	38.10
Product 4-2	38.75	37.80	30.33	30.65	18.87
Product 4-4					2.27
Product 5-1	7.31	5.00	3.00	1.96	1.31

REGION 5 (U.K.)

Product 1-4			24.22	19.99	18.10
Product 2-1			16.82	12.11	28.42
Product 3-4			58.96	65.25	50.88
Product 4-2				2.65	2.60

OVERALL DOLLAR MARKET SHARES [CURRENT]

FIRM 1 OVERALL MARKET SHARE =	33.62	[Previous Market Share =	37.68]
FIRM 2 OVERALL MARKET SHARE =	28.56	[Previous Market Share =	25.62]
FIRM 3 OVERALL MARKET SHARE =	13.60	[Previous Market Share =	13.35]
FIRM 4 OVERALL MARKET SHARE =	17.98	[Previous Market Share =	16.22]
FIRM 5 OVERALL MARKET SHARE =	6.23	[Previous Market Share =	7.13]

DOLLAR MARKET SHARES

	QUARTER 4	QUARTER 5	QUARTER 6	QUARTER 7	QUARTER 8
REGION 1 (AUST/NZ)					
Product 1-3	43.07	50.66	43.33	20.98	11.07
Product 2-3		6.45	19.52	17.18	17.48
Product 4-1				29.06	55.74
Product 5-1	12.93	10.43	7.92	15.72	15.72
REGION 2 (U.S.)					
Product 1-2	27.41	31.90	38.53	47.28	49.78
Product 2-2	17.26	20.06	18.46	19.02	17.37
Product 3-2	9.27	7.50	8.44	7.57	10.80
Product 4-4		.17	1.15	6.50	10.08
Product 5-1	6.82	6.61	6.29	6.00	5.96
Product 5-2	15.73	13.90	10.53	8.26	6.01
REGION 3 (JAPAN)					
Product 1-3	7.12	13.51	17.06	19.25	16.07
Product 2-3	48.55	43.72	41.17	39.49	43.22
Product 3-3	16.86	21.29	22.94	23.80	18.87
Product 4-3	23.78	19.54	18.12	17.14	21.51
Product 5-1	1.90	.92	.48	.32	.33
REGION 4 (HK/T/K/S)					
Product 1-2	53.04	45.51	47.42	51.01	40.54
Product 2-4	2.58	7.77	14.85	19.90	39.32

 FIRM 4: ES LO QUE HAY INDUSTRY O
 MARKETING RESEARCH FOR FIRM 4, QUARTER 8 (FALL) PAGE 38

Product 4-2	42.39	41.70	31.25	28.52	17.31
Product 4-4					2.46
Product 5-1	2.00	1.39	.84	.57	.37
REGION 5 (U.K.)					
Product 1-4			24.68	19.72	18.25
Product 2-1			22.43	15.56	29.77
Product 3-4			52.90	61.10	48.34
Product 4-2				3.62	3.65

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MARKETING RESEARCH STUDY #25 (DEALER PRICES)

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	QUARTER 4	QUARTER 5	QUARTER 6	QUARTER 7	QUARTER 8
	-----	-----	-----	-----	-----
REGION 1 (AUST/NZ)					
Product 1-3	1,924	1,913	1,922	1,920	1,904
Product 2-3		2,132	2,119	2,113	2,132
Product 4-1				4,827	3,814
Product 5-1	887	883	885	882	875
REGION 2 (U.S.)					
Product 1-2	3,051	2,993	3,030	3,019	3,009
Product 2-2	3,136	3,156	3,157	2,980	3,024
Product 3-2	4,329	3,262	3,236	3,227	2,613
Product 4-4		3,911	2,800	2,815	2,802
Product 5-1	853	852	857	845	849
Product 5-2	3,417	3,385	3,427	3,441	3,410
REGION 3 (JAPAN)					
Product 1-3	1,992	2,061	2,073	2,082	2,063
Product 2-3	2,181	2,177	2,185	2,184	2,167
Product 3-3	2,199	2,124	2,125	2,121	2,124
Product 4-3	2,971	2,961	2,300	2,157	3,267
Product 5-1	916	914	907	906	912
REGION 4 (HK/T/K/S)					
Product 1-2	3,432	3,375	3,381	3,431	3,401
Product 2-4	5,636	3,420	3,414	3,415	3,414
Product 4-2	3,708	3,753	3,426	3,029	3,034
Product 4-4					3,595
Product 5-1	926	944	926	943	941
REGION 5 (U.K.)					
Product 1-4			2,176	2,004	1,997
Product 2-1			2,848	2,609	2,076
Product 3-4			1,916	1,902	1,883
Product 4-2				2,777	2,777

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MARKETING RESEARCH STUDY #26 (DEALER REBATES)

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	QUARTER 4	QUARTER 5	QUARTER 6	QUARTER 7	QUARTER 8
	-----	-----	-----	-----	-----
REGION 1 (AUST/NZ)					
Product 1-3	25	25	15	22	25
Product 2-3		20	30	30	30
Product 4-1				30	30
Product 5-1	0	0	0	0	0
REGION 2 (U.S.)					
Product 1-2	25	15	15	20	40
Product 2-2	10	25	30	30	30
Product 3-2	35	35	35	35	40
Product 4-4		100	30	100	50
Product 5-1	0	0	0	0	0
Product 5-2	0	0	0	0	0
REGION 3 (JAPAN)					
Product 1-3	40	30	40	40	40
Product 2-3	0	20	35	50	50
Product 3-3	25	30	35	40	45
Product 4-3	30	30	20	20	20
Product 5-1	0	0	0	0	0
REGION 4 (HK/T/K/S)					
Product 1-2	25	25	25	28	28
Product 2-4	20	20	30	35	30
Product 4-2	25	30	20	20	20
Product 4-4					30
Product 5-1	0	0	0	0	0
REGION 5 (U.K.)					
Product 1-4			35	35	35
Product 2-1			30	40	35
Product 3-4			25	35	35
Product 4-2				20	20

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MARKETING RESEARCH STUDY #31 (INDUSTRY SALES VOLUME FORECASTS)

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	QUARTER 6 [History]	QUARTER 7 [History]	QUARTER 8 [History]	QUARTER 9 [Forecast +/- Error]
	-----	-----	-----	-----
REGION 1 (AUST/NZ)	58,705	50,856	53,617	56,083 +/- 1,324
REGION 2 (U.S.)	183,624	175,344	182,179	188,939 +/- 5,134
REGION 3 (JAPAN)	121,103	120,874	112,482	104,289 +/- 2,210
REGION 4 (HK/T/K/S)	75,546	77,613	72,530	68,194 +/- 1,555
REGION 5 (U.K.)	25,888	45,781	69,484	98,279 +/- 2,608

*** NOTE ***

"Error" corresponds to the 90% confidence interval for the forecast value.
For example, a forecast of "110,120 +/- 4,451" corresponds to a 90% degree-
of-confidence that the true value lies between 105,669 (110,120-4,451) and
114,571 (110,120+4,451). Of course, this also implies that there is a 10%
chance that the true value will be less than 105,669 or more than 114,571.

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MARKETING RESEARCH STUDY #32 (BRAND SALES VOLUME FORECASTS)

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	QUARTER 6 [History] -----	QUARTER 7 [History] -----	QUARTER 8 [History] -----	QUARTER 9 [Forecast +/- Error] -----
REGION 1 (AUST/NZ)				
Product 4-1	0	6,174	16,826	33,302 +/- 1,734
REGION 2 (U.S.)				
Product 4-4	1,950	10,347	16,893	25,313 +/- 1,303
REGION 3 (JAPAN)				
Product 4-3	20,520	20,504	17,000	14,088 +/- 719
REGION 4 (HK/T/K/S)				
Product 4-2	22,915	23,791	13,688	6,765 +/- 284
Product 4-4	0	0	1,643	4,635 +/- 204
REGION 5 (U.K.)				
Product 4-2	0	1,212	1,807	2,493 +/- 146

*** NOTE ***

"Error" corresponds to the 90% confidence interval for the forecast value. For example, a forecast of "110,120 +/- 4,451" corresponds to a 90% degree-of-confidence that the true value lies between 105,669 (110,120-4,451) and 114,571 (110,120+4,451). Of course, this also implies that there is a 10% chance that the true value will be less than 105,669 or more than 114,571.

FIRM 4: ES LO QUE HAY INDUSTRY O
MARKETING RESEARCH FOR FIRM 4, QUARTER 8 (FALL) PAGE 43

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MARKETING RESEARCH STUDY #33 (REFORMULATION ACTIVITY - DETAILED)
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NUMBER OF REFORMULATION BIDS SUBMITTED	=	NONE
LOWEST REFORMULATION BID SUBMITTED	=	[NO BIDS SUBMITTED]
AVERAGE REFORMULATION BID SUBMITTED	=	[NO BIDS SUBMITTED]
HIGHEST REFORMULATION BID SUBMITTED	=	[NO BIDS SUBMITTED]
NUMBER OF SUCCESSFUL REFORMULATION BIDS	=	[NO BIDS SUBMITTED]
LOWEST SUCCESSFUL REFORMULATION BID	=	[NO BIDS SUBMITTED]

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MARKETING RESEARCH STUDY #36 (COMPETITIVE INFORMATION - BRAND PROFILES)

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	DEALER		ADVERTISING			PROMOTION		SALES
	Price	Rebate	\$ Amount	MC	Media	\$ Amount	Type	FORCE
	-----	-----	-----	--	-----	-----	----	SIZE
REGION 1 (AUST/NZ)								
Product 1-3	1,904	25	1,000,000	1	93539	1,000,000	10	90
Product 2-3	2,132	30	2,000,000	7	93339	2,000,000	10	225
Product 4-1	3,814	30	3,000,000	17	67776	1,000,000	10	160
Product 5-1	875	0	1,000,000	1	55555	1,000,000	10	50
REGION 2 (U.S.)								
Product 1-2	3,009	40	13,000,000	14	41659	8,000,000	19	400
Product 2-2	3,024	30	4,000,000	2	97979	8,000,000	9	300
Product 3-2	2,613	40	5,000,000	14	41659	4,000,000	19	170
Product 4-4	2,802	50	9,000,000	17	41659	2,000,000	10	200
Product 5-1	849	0	1,000,000	1	55555	1,000,000	10	25
Product 5-2	3,410	0	10,000,000	13	55555	1,000,000	10	25
REGION 3 (JAPAN)								
Product 1-3	2,063	40	4,000,000	14	57665	3,000,000	10	250
Product 2-3	2,167	50	4,000,000	2	93739	3,000,000	1	250
Product 3-3	2,124	45	3,000,000	14	93339	2,500,000	10	170
Product 4-3	3,267	20	3,000,000	17	93339	1,000,000	47	230
Product 5-1	912	0	1,000,000	1	55555	1,000,000	10	50
REGION 4 (HK/T/K/S)								
Product 1-2	3,401	28	4,000,000	15	55249	3,500,000	10	200
Product 2-4	3,414	30	3,000,000	14	93339	3,000,000	3	250
Product 4-2	3,034	20	2,000,000	15	66666	1,500,000	10	51
Product 4-4	3,595	30	2,000,000	15	66666	1,000,000	10	119
Product 5-1	941	0	1,000,000	1	55555	1,000,000	10	50
REGION 5 (U.K.)								
Product 1-4	1,997	35	3,000,000	14	53659	2,000,000	10	100
Product 2-1	2,076	35	3,000,000	6	97979	3,500,000	10	150
Product 3-4	1,883	35	2,000,000	14	93539	2,500,000	65	125
Product 4-2	2,777	20	1,000,000	18	55555	1,000,000	10	100

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MARKETING RESEARCH STUDY #37 (COMPETITIVE INFORMATION - SFC STATISTICS)

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	ALL REGIONS	REGION 1 (AUST/NZ)	REGION 2 (U.S.)	REGION 3 (JAPAN)	REGION 4 (HK/T/K/S)

FIRM 1					
Salaries	2,905	2,800	3,200	2,800	2,700
Commissions	2,456	594	3,786	1,005	2,859
Compensation	5,361	3,394	6,986	3,805	5,559
Commission Rate	3.0	2.0	3.0	3.0	3.0
Sales Force Size	1,040	90	400	250	200
FIRM 2					
Salaries	2,693	2,600	2,800	2,800	2,600
Commissions	1,219	369	1,162	1,812	1,478
Compensation	3,912	2,969	3,962	4,612	4,078
Commission Rate	2.0	2.0	2.0	2.0	2.0
Sales Force Size	1,175	225	300	250	250
FIRM 3					
Salaries	2,500	0	2,500	2,500	0
Commissions	3,334	0	2,564	2,311	0
Compensation	5,834	0	5,064	4,811	0
Commission Rate	4.4	.0	4.0	4.0	.0
Sales Force Size	465	0	170	170	0
FIRM 4					
Salaries	2,709	2,500	2,800	2,800	2,800
Commissions	1,055	1,682	1,013	985	1,101
Compensation	3,764	4,182	3,813	3,785	3,901
Commission Rate	2.0	2.0	2.0	2.0	2.0
Sales Force Size	860	160	200	230	170
FIRM 5					
Salaries	2,500	2,500	2,500	2,500	2,500
Commissions	649	757	2,422	34	34
Compensation	3,149	3,257	4,922	2,534	2,534
Commission Rate	1.0	1.0	1.0	1.0	1.0
Sales Force Size	250	50	50	50	50
INDUSTRY					
Salaries	2,718	2,594	2,883	2,730	2,673
Commissions	1,742	844	2,341	1,395	1,686
Compensation	4,460	3,438	5,224	4,125	4,359
Compensation (SD)	1,202	516	1,378	578	873
Commission Rate	2.5	1.9	2.6	2.6	2.2
Sales Force Size	3,790	525	1,120	950	670

REGION 5
(U.K.)

FIRM 1
Salaries 2,500
Commissions 1,634
Compensation 4,134
Commission Rate 3.0
Sales Force Size 100

FIRM 2
Salaries 2,600
Commissions 1,185
Compensation 3,785
Commission Rate 2.0
Sales Force Size 150

FIRM 3
Salaries 2,500
Commissions 5,773
Compensation 8,273
Commission Rate 5.0
Sales Force Size 125

FIRM 4
Salaries 2,500
Commissions 216
Compensation 2,716
Commission Rate 2.0
Sales Force Size 100

FIRM 5
Salaries 2,500
Commissions 0
Compensation 2,500
Commission Rate 1.0
Sales Force Size 50

INDUSTRY
Salaries 2,528
Commissions 2,065
Compensation 4,593
Compensation (SD) 2,132
Commission Rate 2.8
Sales Force Size 525

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MARKETING RESEARCH STUDY #39 (COMPETITIVE INFORMATION - UNFILED ORDER)

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	ALL REGIONS	REGION 1 (AUST/NZ)	REGION 2 (U.S.)	REGION 3 (JAPAN)	REGION 4 (HK/T/K/S)
	-----	-----	-----	-----	-----
FIRM 1					
Product 1-2	0		0		0
Product 1-3	0	0		0	
Product 1-4	0				
Firm 1 Total	0	0	0	0	0
FIRM 2					
Product 2-1	0				
Product 2-2	0		0		
Product 2-3	0	0		0	
Product 2-4	0				0
Firm 2 Total	0	0	0	0	0
FIRM 3					
Product 3-2	0		0		
Product 3-3	0			0	
Product 3-4	0				
Firm 3 Total	0	0	0	0	0
FIRM 4					
Product 4-1	0	0			
Product 4-2	0				0
Product 4-3	808			808	
Product 4-4	0		0		0
Firm 4 Total	808	0	0	808	0
FIRM 5					
Product 5-1	0	0	0	0	0
Product 5-2	0		0		
Firm 5 Total	0	0	0	0	0
INDUSTRY	808	0	0	808	0

REGION 5
(U.K.)

FIRM 1

Product 1-2

Product 1-3

Product 1-4 0

Firm 1 Total 0

FIRM 2

Product 2-1 0

Product 2-2	
Product 2-3	
Product 2-4	
Firm 2 Total	0

FIRM 3	
Product 3-2	
Product 3-3	
Product 3-4	0
Firm 3 Total	0

FIRM 4	
Product 4-1	
Product 4-2	0
Product 4-3	
Product 4-4	
Firm 4 Total	0

FIRM 5	
Product 5-1	
Product 5-2	
Firm 5 Total	0

INDUSTRY	0
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MARKETING RESEARCH STUDY #40 (COMPETITIVE INFORMATION - BRAND MARGINS)

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		ESTIMATED [PER UNIT] PRICES, COSTS, AND MARGINS			
		Dealer	Manuf	Unit	
		Price	Price	Cost	Margin
BRAND FORMULATION [and Reformulation Quarter]		-----	-----	-----	-----
REGION 1 (AUST/NZ)					
Product 1-3	20/44/ 8/44/ 5/5/7 [3]	1,904	1,190	416	774
Product 2-3	20/44/13/44/ 5/8/8 [6]	2,132	1,332	641	691
Product 4-1	32/92/20/56/ 5/8/8 [6]	3,814	2,383	755	1,628
Product 5-1	**/**/**/**/**/**/** [**]	875	547	259	288
REGION 2 (U.S.)					
Product 1-2	57/16/62/59/ 5/7/8 [6]	3,009	1,941	600	1,341
Product 2-2	**/**/**/**/**/**/** [**]	3,024	1,951	696	1,255
Product 3-2	**/**/**/**/**/**/** [**]	2,613	1,686	696	990
Product 4-4	68/ 8/80/68/ 5/7/7 [7]	2,802	1,808	561	1,247
Product 5-1	**/**/**/**/**/**/** [**]	849	547	259	288
Product 5-2	**/**/**/**/**/**/** [**]	3,410	2,200	696	1,504
REGION 3 (JAPAN)					
Product 1-3	20/44/ 8/44/ 5/5/7 [3]	2,063	1,250	416	834
Product 2-3	20/44/13/44/ 5/8/8 [6]	2,167	1,313	641	672
Product 3-3	20/44/ 8/44/ 5/8/8 [3]	2,124	1,287	635	652
Product 4-3	32/44/20/56/ 5/7/7 [7]	3,267	1,980	523	1,457
Product 5-1	**/**/**/**/**/**/** [**]	912	552	259	293
REGION 4 (HK/T/K/S)					
Product 1-2	57/16/62/59/ 5/7/8 [6]	3,401	2,000	600	1,400
Product 2-4	56/20/32/56/ 5/9/8 [4]	3,414	2,008	742	1,266
Product 4-2	50/20/60/60/ 5/8/8 [**]	3,034	1,785	653	1,132
Product 4-4	68/ 8/80/68/ 5/7/7 [7]	3,595	2,114	561	1,553
Product 5-1	**/**/**/**/**/**/** [**]	941	553	259	294
REGION 5 (U.K.)					
Product 1-4	**/**/**/**/**/**/** [**]	1,997	1,288	334	954
Product 2-1	**/**/**/**/**/**/** [**]	2,076	1,339	259	1,080
Product 3-4	**/**/**/**/**/**/** [**]	1,883	1,214	359	855
Product 4-2	50/20/60/60/ 5/8/8 [**]	2,777	1,792	653	1,139

*** NOTES ***

(1) "Brand Formulation" refers to the last "recorded" formulation of a brand.

Formulations are only "recorded" when a firm executes Marketing Research Study #2 ("Brand Composition Analysis") or Marketing Research Study #33 ("Reformulation Activity - Detailed").

- (2) "Reformulation Quarter" refers to the quarter in which the last recorded major reformulation occurred. Quarter "***" refers to brands that have not had a major reformulation since quarter 0.
- (3) "Dealer Price" is the price at which dealers sell brands to customers.
- (4) "Manuf Price" is the price at which manufacturers sell brands to dealers.
- (5) "Unit Cost" is the raw materials, production, labor, plant depreciation (assuming full capacity usage), and transportation and shipping costs. Experience curve cost reductions and smoothing cost adjustments, if any, in production and labor are not included within these "Unit Cost" figures. Other components of variable costs (dealer rebates and sales commissions) are also not included in these "Unit Cost" figures.
- (6) "Margin" equals "Manuf Price" minus "Unit Cost".

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MARKETING RESEARCH STUDY #41 (REGIONAL SUMMARY ANALYSIS)

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REGION STATISTICS, REGION 1 (AUST/NZ), QUARTER 8 (FALL)

	Quarter		Change (%)
	Previous	Current	
Population	22,060,454	22,129,582	.3
Consumer Price Index	1,073	1,089	1.5
Per Capita Income	21,807	22,056	1.1
Industry Sales Volume	50,856	53,617	5.4
Industry Advertising	16,000,000	7,000,000	-56.3
Industry Average D_Price	1,672	2,147	28.4
Industry Promotion	13,500,000	5,000,000	-63.0
Industry Average R&D	1,155,882	1,375,000	19.0
Industry Sales Force	555	525	-5.4

BRAND PERFORMANCE STATISTICS, REGION 1 (AUST/NZ), QUARTER 8 (FALL)

	Volume Market Share (%)		D_Price	P_Per	P_Con
1-3	12.5 --		\$1,904	.0 --	41.2 -
2-3r	17.6 +		\$2,132	.0 ++	65.4 ++
4-1	31.4 ++		\$3,814 -	87.6	10.5 ++
5-1	38.5 +		\$ 875	.0	9.3

0% 8% 17% 27% 36%

*** NOTES ***

- (1) An "r" after a product number denotes a reformulation in this quarter. A "u" denotes unfilled orders in this quarter. A "*" denotes a product that has been reformulated and that has unfilled orders in this quarter.
- (2) Changes of more than 25%, from the previous-quarter value, are flagged by "++" and "--" to the right of the current-quarter entry for increases and decreases, respectively. Changes of more than 5% but less than 25%, from the previous-quarter value, are flagged by "+" and "-" to the right of the current-quarter entry for increases and decreases, respectively. Changes of less than 5% from the previous quarter are not flagged.
- (3) "D_Price" is dealer price, "P_Per" is perceived performance, and "P_Con" is perceived convenience.

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MARKETING RESEARCH STUDY #41 (REGIONAL SUMMARY ANALYSIS)

=====

REGION STATISTICS, REGION 2 (U.S.), QUARTER 8 (FALL)

	Quarter		Change (%)
	Previous	Current	
Population	267,803,488	268,370,800	.2
Consumer Price Index	1,061	1,071	1.0
Per Capita Income	27,475	27,761	1.0
Industry Sales Volume	175,344	182,179	3.9
Industry Advertising	45,000,000	42,000,000	-6.7
Industry Average D_Price	2,418	2,577	6.6
Industry Promotion	25,400,000	24,000,000	-5.5
Industry Average R&D	1,155,882	1,375,000	19.0
Industry Sales Force	920	1,120	21.7

BRAND PERFORMANCE STATISTICS, REGION 2 (U.S.), QUARTER 8 (FALL)

	Volume Market Share (%)		D_Price	P_Per	P_Con
1-2r	42.6	+	\$3,009	9.7 --	67.7 +
2-2	14.8	-	\$3,024	2.3 --	30.3
3-2r	10.7	++	\$2,613	- 12.0 ++	13.9 --
4-4r	9.3	++	\$2,802	87.1 ++	13.4 -
5-1	18.1		\$ 849	.0	2.7 -
5-2	4.5	--	\$3,410	1.6 --	20.7 -

*** NOTES ***

- (1) An "r" after a product number denotes a reformulation in this quarter. A "u" denotes unfilled orders in this quarter. A "*" denotes a product that has been reformulated and that has unfilled orders in this quarter.
- (2) Changes of more than 25%, from the previous-quarter value, are flagged by "++" and "--" to the right of the current-quarter entry for increases and decreases, respectively. Changes of more than 5% but less than 25%, from the previous-quarter value, are flagged by "+" and "-" to the right of the current-quarter entry for increases and decreases, respectively. Changes of less than 5% from the previous quarter are not flagged.
- (3) "D_Price" is dealer price, "P_Per" is perceived performance, and "P_Con" is perceived convenience.

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MARKETING RESEARCH STUDY #41 (REGIONAL SUMMARY ANALYSIS)

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REGION STATISTICS, REGION 3 (JAPAN), QUARTER 8 (FALL)

	Quarter		Change (%)
	Previous	Current	
Population	129,245,264	130,048,624	.6
Consumer Price Index	1,422	1,442	1.4
Per Capita Income	14,876	15,014	.9
Industry Sales Volume	120,874	112,482	-6.9
Industry Advertising	18,000,000	15,000,000	-16.7
Industry Average D_Price	2,135	2,296	7.5
Industry Promotion	14,500,000	10,500,000	-27.6
Industry Average R&D	1,155,882	1,375,000	19.0
Industry Sales Force	800	950	18.8

BRAND PERFORMANCE STATISTICS, REGION 3 (JAPAN), QUARTER 8 (FALL)

	Volume Market Share (%)			D_Price	P_Per	P_Con
1-3	17.9	-		\$2,063	4.0 --	32.9 +
2-3r	45.8	+		\$2,167	16.3 --	66.1
3-3	20.4	-		\$2,124	4.4 --	47.9 +
4-3*	15.1	-		\$3,267 ++	72.3 ++	14.5 --
5-1	.8	+		\$ 912	.0	2.9

0% 10% 21% 32% 43%

*** NOTES ***

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MARKETING RESEARCH STUDY #41 (REGIONAL SUMMARY ANALYSIS)

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REGION STATISTICS, REGION 4 (HK/T/K/S), QUARTER 8 (FALL)

	Quarter		Change (%)
	Previous	Current	
Population	93,448,832	93,786,552	.4
Consumer Price Index	1,159	1,176	1.4
Per Capita Income	16,263	16,405	.9
Industry Sales Volume	77,613	72,530	-6.5
Industry Advertising	14,300,000	12,000,000	-16.1
Industry Average D_Price	3,256	3,309	1.6
Industry Promotion	10,500,000	10,000,000	-4.8
Industry Average R&D	1,155,882	1,375,000	19.0
Industry Sales Force	550	670	21.8

BRAND PERFORMANCE STATISTICS, REGION 4 (HK/T/K/S), QUARTER 8 (FALL)

	Volume Market Share (%)			D_Price	P_Per	P_Con
1-2r	39.4	-		\$3,401	17.4 --	61.5 +
2-4r	38.1	++		\$3,414	78.1 ++	46.8 +
4-2	18.9	--		\$3,034	3.1 --	50.0 -
4-4r	2.3	++		\$3,595 ++	26.2 ++	4.8 ++
5-1	1.3	--		\$ 941	.0	3.3

0% 8% 18% 27% 37%

*** NOTES ***

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- (2) Changes of more than 25%, from the previous-quarter value, are flagged by "++" and "--" to the right of the current-quarter entry for increases and decreases, respectively. Changes of more than 5% but less than 25%, from the previous-quarter value, are flagged by "+" and "-" to the right of the current-quarter entry for increases and decreases, respectively. Changes of less than 5% from the previous quarter are not flagged.
- (3) "D_Price" is dealer price, "P_Per" is perceived performance, and "P_Con" is perceived convenience.

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MARKETING RESEARCH STUDY #41 (REGIONAL SUMMARY ANALYSIS)

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REGION STATISTICS, REGION 5 (U.K.), QUARTER 8 (FALL)

	Quarter		Change (%)
	Previous	Current	
Population	58,626,092	58,808,212	.3
Consumer Price Index	1,070	1,081	1.0
Per Capita Income	19,079	19,257	.9
Industry Sales Volume	45,781	69,484	51.8
Industry Advertising	9,500,000	9,000,000	-5.3
Industry Average D_Price	2,031	1,981	-2.5
Industry Promotion	9,500,000	9,000,000	-5.3
Industry Average R&D	1,155,882	1,375,000	19.0
Industry Sales Force	450	525	16.7

BRAND PERFORMANCE STATISTICS, REGION 5 (U.K.), QUARTER 8 (FALL)

	Volume Market Share (%)			D_Price	P_Per	P_Con
1-4	18.1	-		\$1,997	71.3	16.0 ++
2-1	28.4	++		\$2,076	- 81.3	35.7 ++
3-4	50.9	-		\$1,883	71.6	29.2 -
4-2	2.6			\$2,777	5.0 ++	18.9 --

0% 11% 23% 35% 47%

*** NOTES ***

- (1) An "r" after a product number denotes a reformulation in this quarter. A "u" denotes unfilled orders in this quarter. A "*" denotes a product that has been reformulated and that has unfilled orders in this quarter.
- (2) Changes of more than 25%, from the previous-quarter value, are flagged by "++" and "--" to the right of the current-quarter entry for increases and decreases, respectively. Changes of more than 5% but less than 25%, from the previous-quarter value, are flagged by "+" and "-" to the right of the current-quarter entry for increases and decreases, respectively. Changes of less than 5% from the previous quarter are not flagged.
- (3) "D_Price" is dealer price, "P_Per" is perceived performance, and "P_Con" is perceived convenience.

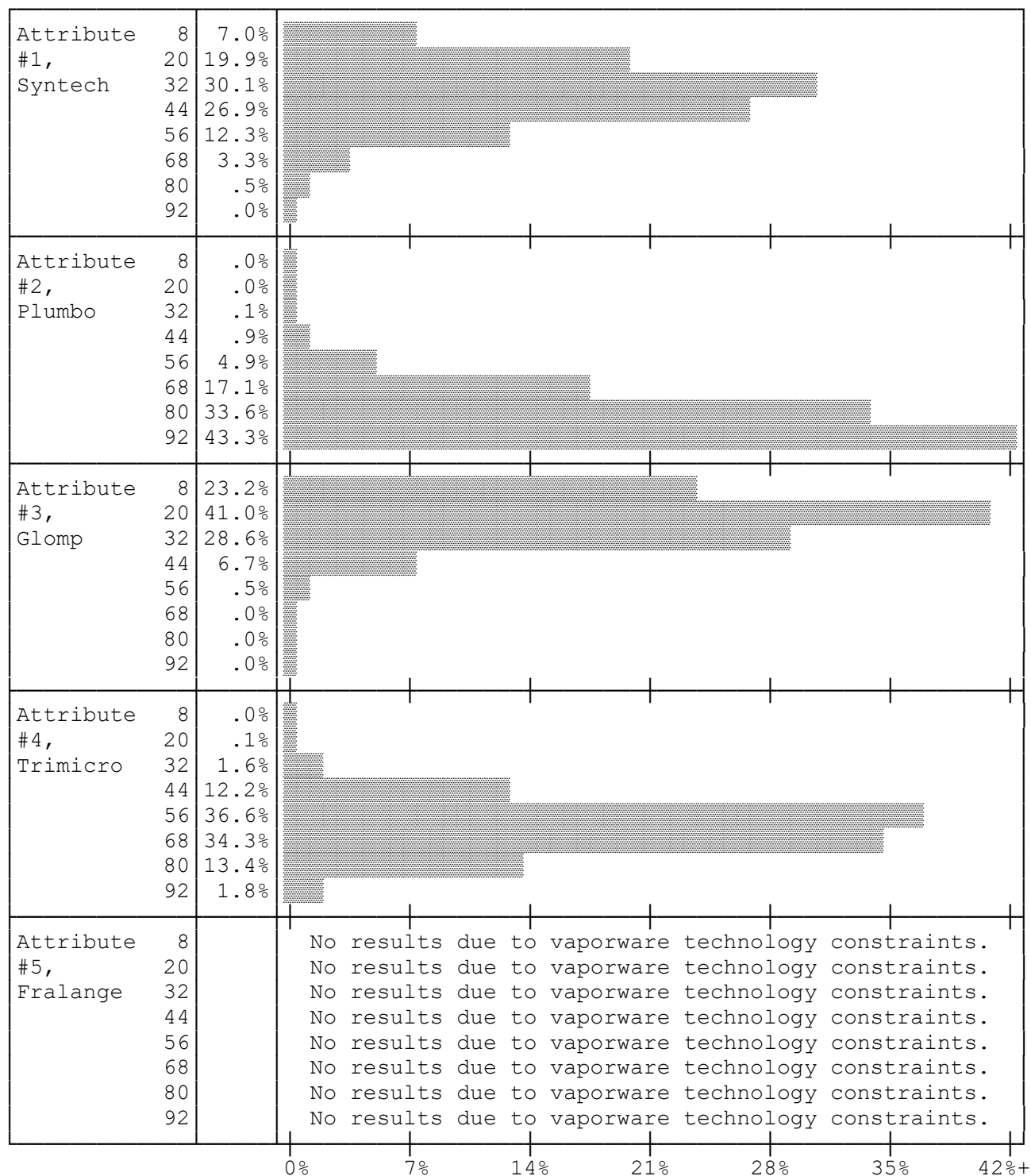
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MARKETING RESEARCH STUDY #47 (SELF-REPORTED ATTRIBUTE PREFERENCES)

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REGION 1 (AUST/NZ)

REGION 1 (AUST/NZ)



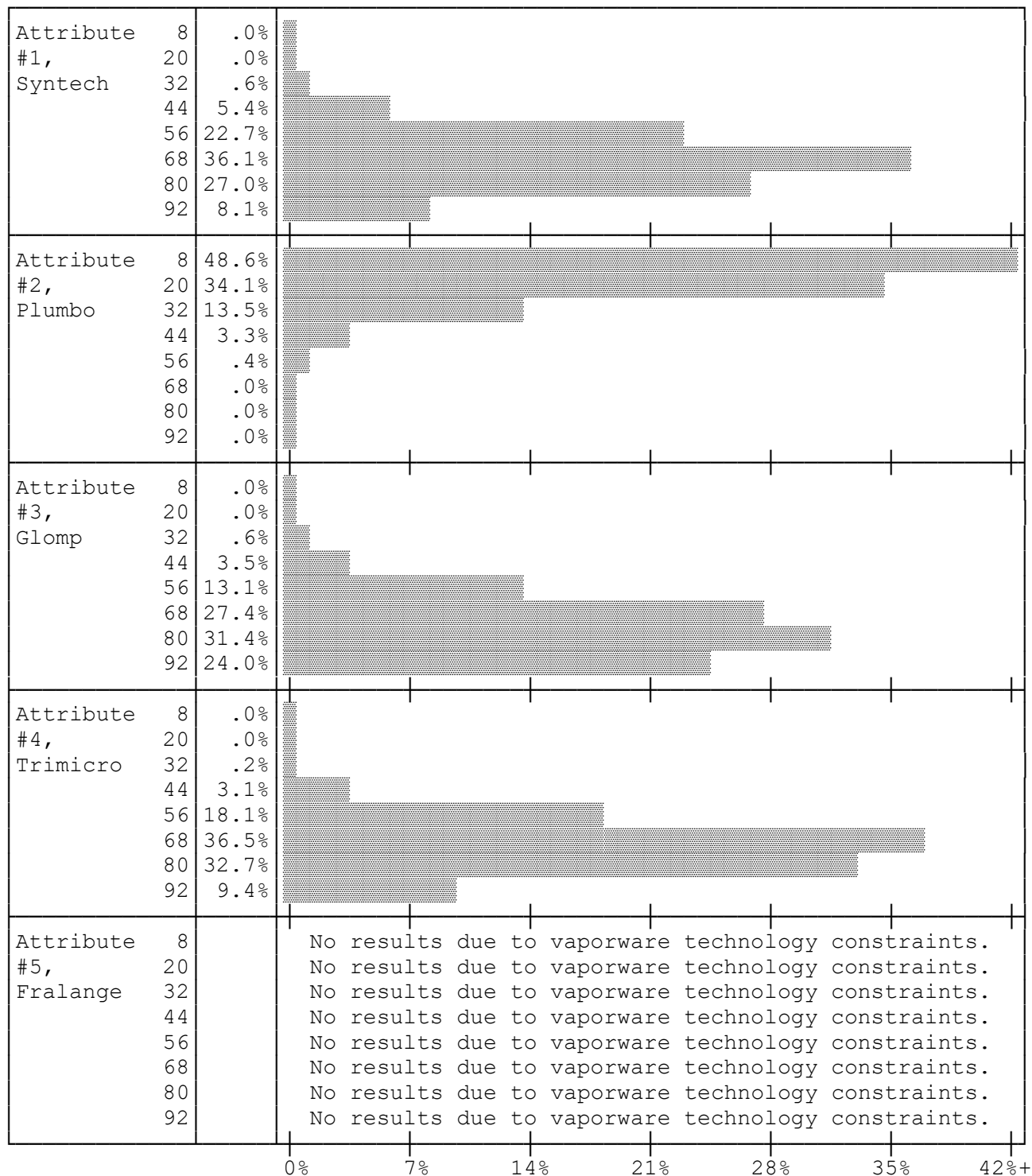
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MARKETING RESEARCH STUDY #47 (SELF-REPORTED ATTRIBUTE PREFERENCES)

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REGION 2 (U.S.)

REGION 2 (U.S.)



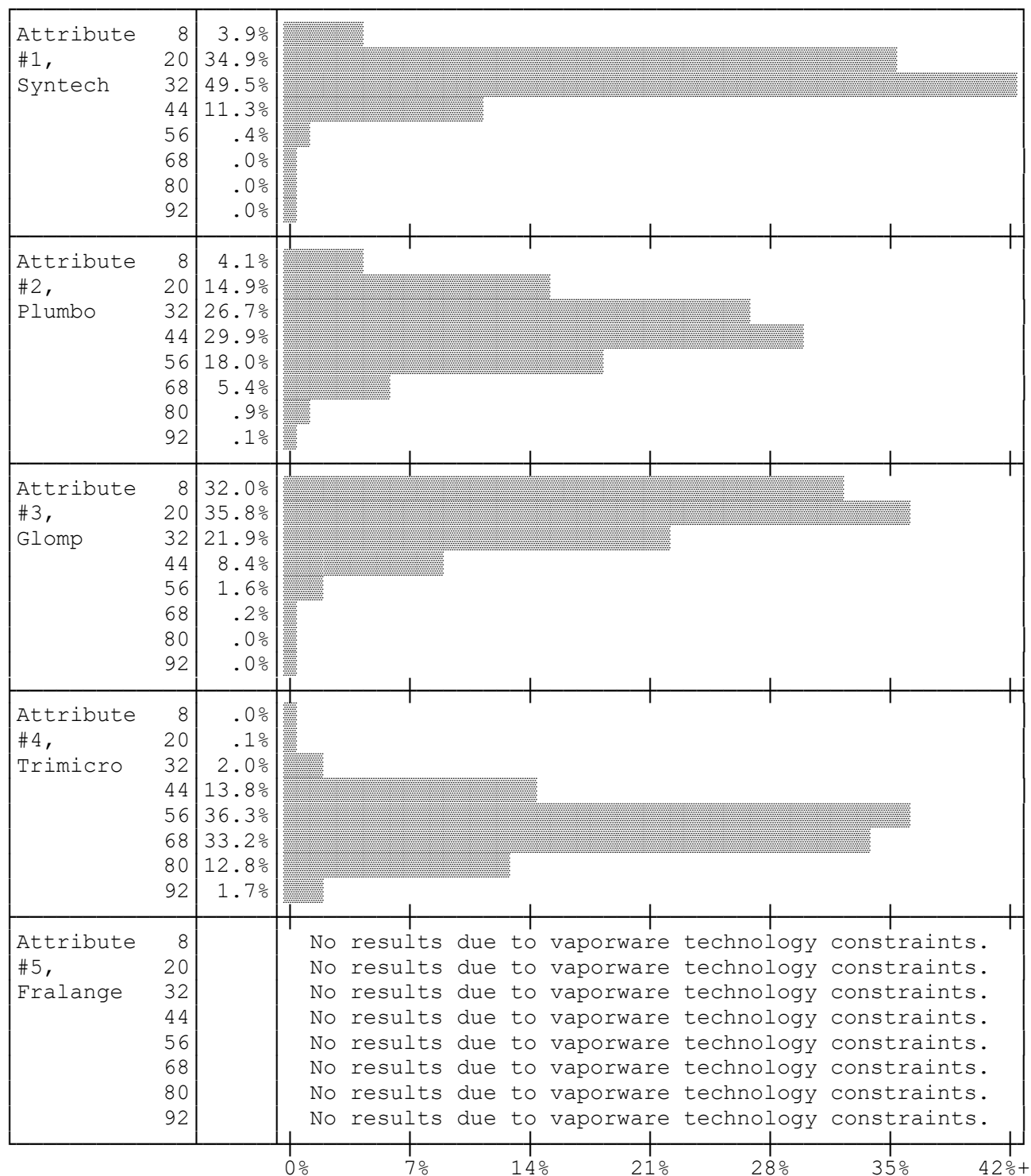
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MARKETING RESEARCH STUDY #47 (SELF-REPORTED ATTRIBUTE PREFERENCES)

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REGION 3 (JAPAN)

REGION 3 (JAPAN)



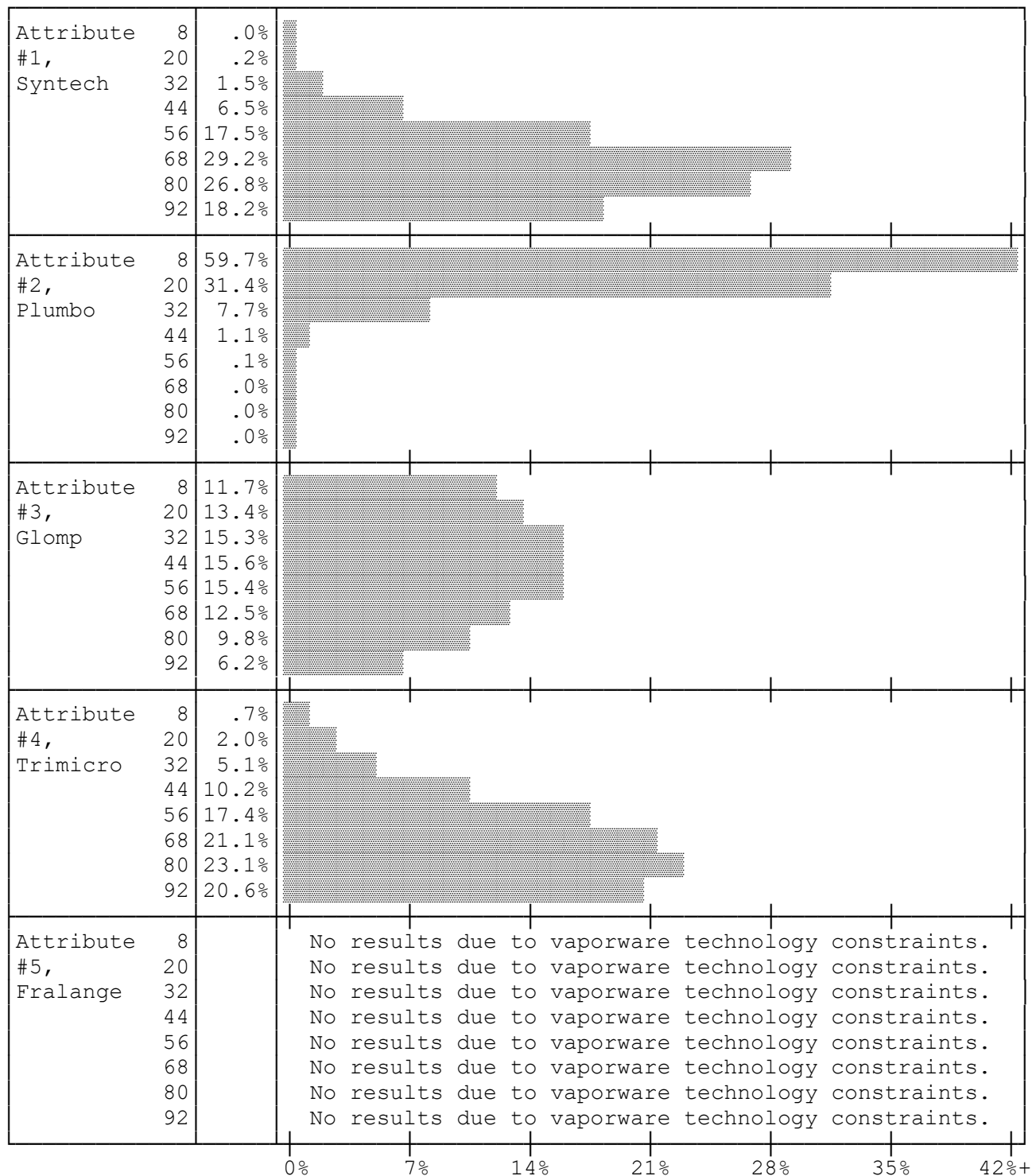
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MARKETING RESEARCH STUDY #47 (SELF-REPORTED ATTRIBUTE PREFERENCES)

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REGION 4 (HK/T/K/S)

REGION 4 (HK/T/K/S)



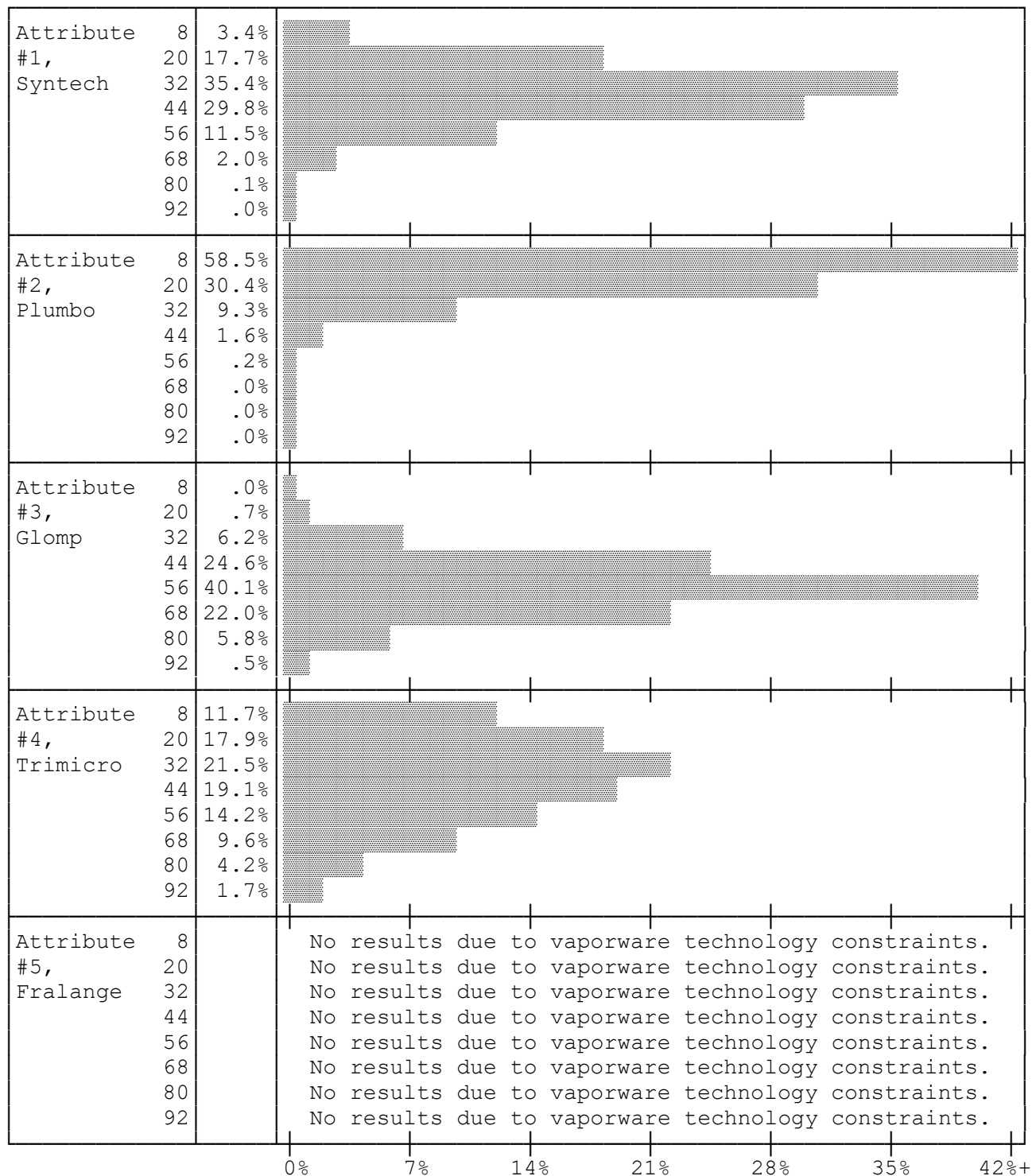
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MARKETING RESEARCH STUDY #47 (SELF-REPORTED ATTRIBUTE PREFERENCES)

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REGION 5 (U.K.)

REGION 5 (U.K.)



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MARKETING RESEARCH STUDY #50 (PRICE SENSITIVITY ANALYSIS)

=====

REGION 1 (AUST/NZ)

REGION 1 (AUST/NZ)

Estimated Preference Shares Given	Product 1-3 @ \$1,904:	5.3%
Product Formulations and Dealer Prices	Product 2-3 @ \$2,132:	10.9%
of All Actively Distributed Products	Product 4-1 @ \$3,814:	83.8%
	Product 5-1 @ \$ 875:	.0%

Product 4-1 Estimated Preference Shares	Product 4-1 @ \$3,000:	91.4%
at Various Dealer Prices Given Current	Product 4-1 @ \$3,050:	91.0%
Product Formulations and Dealer Prices	Product 4-1 @ \$3,100:	90.6%
of All Other Actively Distributed	Product 4-1 @ \$3,150:	90.2%
Products	Product 4-1 @ \$3,200:	89.8%
	Product 4-1 @ \$3,250:	89.3%
	Product 4-1 @ \$3,300:	88.9%
	Product 4-1 @ \$3,350:	88.4%
	Product 4-1 @ \$3,400:	88.0%
	Product 4-1 @ \$3,450:	87.5%
	Product 4-1 @ \$3,500:	87.0%
	Product 4-1 @ \$3,550:	86.5%
	Product 4-1 @ \$3,600:	86.0%
	Product 4-1 @ \$3,650:	85.5%
	Product 4-1 @ \$3,700:	85.0%
	Product 4-1 @ \$3,750:	84.5%
	Product 4-1 @ \$3,800:	84.0%
	Product 4-1 @ \$3,850:	83.4%
	Product 4-1 @ \$3,900:	82.9%
	Product 4-1 @ \$3,950:	82.3%
	Product 4-1 @ \$4,000:	81.8%
	Product 4-1 @ \$4,050:	81.2%
	Product 4-1 @ \$4,100:	80.7%
	Product 4-1 @ \$4,150:	80.1%
	Product 4-1 @ \$4,200:	79.5%
	Product 4-1 @ \$4,250:	78.9%
	Product 4-1 @ \$4,300:	78.3%
	Product 4-1 @ \$4,350:	77.7%
	Product 4-1 @ \$4,400:	77.1%
	Product 4-1 @ \$4,450:	76.5%
	Product 4-1 @ \$4,500:	75.9%
	Product 4-1 @ \$4,550:	75.3%
	Product 4-1 @ \$4,600:	74.7%

*** NOTES ***

- (1) Preference shares refer to market shares if only two aspects of the whole marketing program, formulation and dealer price, matter to customers.

- (2) A 20% range around current dealer price is used in this price sensitivity analysis. Extrapolations beyond the immediate vicinity of current dealer price are likely to be unreliable. Substantial dealer price changes are likely to lead to competitive counter-responses thus making preference share predictions problematic.
- (3) These preference shares should be viewed as long-run "full information" estimates to which market shares might stabilize assuming that customers have equal access (i.e., equal awareness, equal distribution, equal "convenience," etc.) to all products actively distributed in this market.

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MARKETING RESEARCH STUDY #50 (PRICE SENSITIVITY ANALYSIS)

=====

REGION 2 (U.S.)

REGION 2 (U.S.)

Estimated Preference Shares Given	Product 1-2 @ \$3,009:	17.2%
Product Formulations and Dealer Prices	Product 2-2 @ \$3,024:	12.5%
of All Actively Distributed Products	Product 3-2 @ \$2,613:	27.7%
	Product 4-4 @ \$2,802:	35.3%
	Product 5-1 @ \$ 849:	.0%
	Product 5-2 @ \$3,410:	7.3%

Product 4-4 Estimated Preference Shares	Product 4-4 @ \$2,200:	56.3%
at Various Dealer Prices Given Current	Product 4-4 @ \$2,250:	54.3%
Product Formulations and Dealer Prices	Product 4-4 @ \$2,300:	52.4%
of All Other Actively Distributed	Product 4-4 @ \$2,350:	50.4%
Products	Product 4-4 @ \$2,400:	48.6%
	Product 4-4 @ \$2,450:	46.7%
	Product 4-4 @ \$2,500:	45.0%
	Product 4-4 @ \$2,550:	43.2%
	Product 4-4 @ \$2,600:	41.6%
	Product 4-4 @ \$2,650:	39.9%
	Product 4-4 @ \$2,700:	38.3%
	Product 4-4 @ \$2,750:	36.8%
	Product 4-4 @ \$2,800:	35.3%
	Product 4-4 @ \$2,850:	33.9%
	Product 4-4 @ \$2,900:	32.5%
	Product 4-4 @ \$2,950:	31.2%
	Product 4-4 @ \$3,000:	30.0%
	Product 4-4 @ \$3,050:	28.7%
	Product 4-4 @ \$3,100:	27.6%
	Product 4-4 @ \$3,150:	26.5%
	Product 4-4 @ \$3,200:	25.4%
	Product 4-4 @ \$3,250:	24.4%
	Product 4-4 @ \$3,300:	23.4%
	Product 4-4 @ \$3,350:	22.4%

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FIRM 4: ES LO QUE HAY INDUSTRY O
MARKETING RESEARCH FOR FIRM 4, QUARTER 8 (FALL) PAGE 64

have equal access (i.e., equal awareness, equal distribution, equal
"convenience," etc.) to all products actively distributed in this market.

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MARKETING RESEARCH STUDY #50 (PRICE SENSITIVITY ANALYSIS)

=====

REGION 3 (JAPAN)

REGION 3 (JAPAN)

Estimated Preference Shares Given	Product 1-3 @ \$2,063:	16.9%
Product Formulations and Dealer Prices	Product 2-3 @ \$2,167:	38.8%
of All Actively Distributed Products	Product 3-3 @ \$2,124:	19.3%
	Product 4-3 @ \$3,267:	25.0%
	Product 5-1 @ \$ 912:	.0%

Product 4-3 Estimated Preference Shares	Product 4-3 @ \$2,550:	41.5%
at Various Dealer Prices Given Current	Product 4-3 @ \$2,600:	40.1%
Product Formulations and Dealer Prices	Product 4-3 @ \$2,650:	38.7%
of All Other Actively Distributed	Product 4-3 @ \$2,700:	37.4%
Products	Product 4-3 @ \$2,750:	36.1%
	Product 4-3 @ \$2,800:	34.8%
	Product 4-3 @ \$2,850:	33.6%
	Product 4-3 @ \$2,900:	32.4%
	Product 4-3 @ \$2,950:	31.3%
	Product 4-3 @ \$3,000:	30.2%
	Product 4-3 @ \$3,050:	29.1%
	Product 4-3 @ \$3,100:	28.1%
	Product 4-3 @ \$3,150:	27.1%
	Product 4-3 @ \$3,200:	26.2%
	Product 4-3 @ \$3,250:	25.3%
	Product 4-3 @ \$3,300:	24.4%
	Product 4-3 @ \$3,350:	23.6%
	Product 4-3 @ \$3,400:	22.8%
	Product 4-3 @ \$3,450:	22.0%
	Product 4-3 @ \$3,500:	21.3%
	Product 4-3 @ \$3,550:	20.6%
	Product 4-3 @ \$3,600:	19.9%
	Product 4-3 @ \$3,650:	19.2%
	Product 4-3 @ \$3,700:	18.6%
	Product 4-3 @ \$3,750:	18.0%
	Product 4-3 @ \$3,800:	17.4%
	Product 4-3 @ \$3,850:	16.8%
	Product 4-3 @ \$3,900:	16.3%

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share predictions problematic.

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MARKETING RESEARCH STUDY #50 (PRICE SENSITIVITY ANALYSIS)

=====

REGION 4 (HK/T/K/S)

REGION 4 (HK/T/K/S)

Estimated Preference Shares Given	Product 1-2 @ \$3,401:	17.5%
Product Formulations and Dealer Prices	Product 2-4 @ \$3,414:	54.7%
of All Actively Distributed Products	Product 4-2 @ \$3,034:	7.0%
	Product 4-4 @ \$3,595:	20.7%
	Product 5-1 @ \$ 941:	.0%

Product 4-2 Estimated Preference Shares	Product 4-2 @ \$2,400:	13.4%
at Various Dealer Prices Given Current	Product 4-2 @ \$2,450:	12.7%
Product Formulations and Dealer Prices	Product 4-2 @ \$2,500:	12.0%
of All Other Actively Distributed	Product 4-2 @ \$2,550:	11.4%
Products	Product 4-2 @ \$2,600:	10.8%
	Product 4-2 @ \$2,650:	10.3%
	Product 4-2 @ \$2,700:	9.7%
	Product 4-2 @ \$2,750:	9.2%
	Product 4-2 @ \$2,800:	8.8%
	Product 4-2 @ \$2,850:	8.4%
	Product 4-2 @ \$2,900:	8.0%
	Product 4-2 @ \$2,950:	7.6%
	Product 4-2 @ \$3,000:	7.2%
	Product 4-2 @ \$3,050:	6.9%
	Product 4-2 @ \$3,100:	6.6%
	Product 4-2 @ \$3,150:	6.3%
	Product 4-2 @ \$3,200:	6.0%
	Product 4-2 @ \$3,250:	5.7%
	Product 4-2 @ \$3,300:	5.5%
	Product 4-2 @ \$3,350:	5.2%
	Product 4-2 @ \$3,400:	5.0%
	Product 4-2 @ \$3,450:	4.8%
	Product 4-2 @ \$3,500:	4.6%
	Product 4-2 @ \$3,550:	4.4%
	Product 4-2 @ \$3,600:	4.2%
	Product 4-2 @ \$3,650:	4.1%

Product 4-4 Estimated Preference Shares	Product 4-4 @ \$2,850:	34.9%
at Various Dealer Prices Given Current	Product 4-4 @ \$2,900:	33.7%
Product Formulations and Dealer Prices	Product 4-4 @ \$2,950:	32.5%
of All Other Actively Distributed	Product 4-4 @ \$3,000:	31.4%
Products	Product 4-4 @ \$3,050:	30.3%
	Product 4-4 @ \$3,100:	29.3%
	Product 4-4 @ \$3,150:	28.2%
	Product 4-4 @ \$3,200:	27.3%
	Product 4-4 @ \$3,250:	26.3%
	Product 4-4 @ \$3,300:	25.4%
	Product 4-4 @ \$3,350:	24.5%

Product 4-4 @ \$3,400:	23.7%
Product 4-4 @ \$3,450:	22.9%
Product 4-4 @ \$3,500:	22.1%
Product 4-4 @ \$3,550:	21.4%
Product 4-4 @ \$3,600:	20.6%
Product 4-4 @ \$3,650:	20.0%
Product 4-4 @ \$3,700:	19.3%
Product 4-4 @ \$3,750:	18.6%
Product 4-4 @ \$3,800:	18.0%
Product 4-4 @ \$3,850:	17.4%
Product 4-4 @ \$3,900:	16.9%
Product 4-4 @ \$3,950:	16.3%
Product 4-4 @ \$4,000:	15.8%
Product 4-4 @ \$4,050:	15.3%
Product 4-4 @ \$4,100:	14.8%
Product 4-4 @ \$4,150:	14.3%
Product 4-4 @ \$4,200:	13.9%
Product 4-4 @ \$4,250:	13.5%
Product 4-4 @ \$4,300:	13.0%

*** NOTES ***

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- (2) A 20% range around current dealer price is used in this price sensitivity analysis. Extrapolations beyond the immediate vicinity of current dealer price are likely to be unreliable. Substantial dealer price changes are likely to lead to competitive counter-responses thus making preference share predictions problematic.
- (3) These preference shares should be viewed as long-run "full information" estimates to which market shares might stabilize assuming that customers have equal access (i.e., equal awareness, equal distribution, equal "convenience," etc.) to all products actively distributed in this market.

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MARKETING RESEARCH STUDY #50 (PRICE SENSITIVITY ANALYSIS)

=====

REGION 5 (U.K.)

REGION 5 (U.K.)

Estimated Preference Shares Given	Product 1-4 @ \$1,997:	26.8%
Product Formulations and Dealer Prices	Product 2-1 @ \$2,076:	29.3%
of All Actively Distributed Products	Product 3-4 @ \$1,883:	38.5%
	Product 4-2 @ \$2,777:	5.4%

Product 4-2 Estimated Preference Shares	Product 4-2 @ \$2,150:	12.0%
at Various Dealer Prices Given Current	Product 4-2 @ \$2,200:	11.2%
Product Formulations and Dealer Prices	Product 4-2 @ \$2,250:	10.5%
of All Other Actively Distributed	Product 4-2 @ \$2,300:	9.8%
Products	Product 4-2 @ \$2,350:	9.2%
	Product 4-2 @ \$2,400:	8.6%
	Product 4-2 @ \$2,450:	8.0%
	Product 4-2 @ \$2,500:	7.5%
	Product 4-2 @ \$2,550:	7.1%
	Product 4-2 @ \$2,600:	6.7%
	Product 4-2 @ \$2,650:	6.3%
	Product 4-2 @ \$2,700:	5.9%
	Product 4-2 @ \$2,750:	5.6%
	Product 4-2 @ \$2,800:	5.3%
	Product 4-2 @ \$2,850:	5.0%
	Product 4-2 @ \$2,900:	4.7%
	Product 4-2 @ \$2,950:	4.4%
	Product 4-2 @ \$3,000:	4.2%
	Product 4-2 @ \$3,050:	4.0%
	Product 4-2 @ \$3,100:	3.8%
	Product 4-2 @ \$3,150:	3.6%
	Product 4-2 @ \$3,200:	3.4%
	Product 4-2 @ \$3,250:	3.2%
	Product 4-2 @ \$3,300:	3.1%
	Product 4-2 @ \$3,350:	2.9%

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FIRM 4: ES LO QUE HAY INDUSTRY O
MARKETING RESEARCH FOR FIRM 4, QUARTER 8 (FALL) PAGE 70

"convenience," etc.) to all products actively distributed in this market.

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TABLE OF CONTENTS FOR THIS MARKETING RESEARCH STUDY OUTPUT

=====

MR STUDY # 1 (COMP INFO - DIVIDENDS AND EARNINGS)	page	19
MR STUDY # 3 (INDUSTRY SALES FORCE SIZE)	page	19
MR STUDY # 8 (MEDIA CONTENT ANALYSIS)	page	20
MR STUDY # 9 (PROMOTIONAL TYPE ANALYSIS)	page	22
MR STUDY #11 (CUSTOMER BRAND AWARENESS)	page	22
MR STUDY #17 (BRAND QUALITY RATINGS)	page	24
MR STUDY #19 (COMPETITIVE INFORMATION - BALANCE SHEETS))	page	24
MR STUDY #21 (BRAND PERCEPTUAL RATINGS)	page	30
MR STUDY #23 (REFORMULATION ACTIVITY)	page	36
MR STUDY #24 (MARKET SHARES)	page	36
MR STUDY #25 (DEALER PRICES)	page	38
MR STUDY #26 (DEALER REBATES)	page	40
MR STUDY #31 (INDUSTRY SALES VOLUME FORECASTS)	page	40
MR STUDY #32 (BRAND SALES VOLUME FORECASTS)	page	41
MR STUDY #33 (REFORMULATION ACTIVITY - DETAILED)	page	42
MR STUDY #36 (COMPETITIVE INFORMATION - BRAND PROFILES))	page	43
MR STUDY #37 (COMPETITIVE INFORMATION - SFC STATISTICS))	page	45
MR STUDY #39 (COMPETITIVE INFORMATION - UNFILLED ORDER))	page	47
MR STUDY #40 (COMPETITIVE INFORMATION - BRAND MARGINS))	page	48
MR STUDY #41 (REGIONAL SUMMARY ANALYSIS)	page	51
MR STUDY #47 (SELF-REPORTED ATTRIBUTE PREFERENCES)	page	56
MR STUDY #50 (PRICE SENSITIVITY ANALYSIS)	page	61