EXECUTIVE SUMMARY

Customer research conducted in early 2012 determined that consumer trends are favorable to Northwind/Contoso products, hitting a sweet spot that consumers are looking for: innovative, good-quality products for a good price from companies they know and trust.

With exciting sustainability programs and new, innovative products on the horizon, a renewal of the exclusive Northwind/Contoso partnership will clearly benefit both companies.

**Thirty-five years of sights and sound**

Contoso produced the first Northwind-brand integrated music center in November 1974, and Northwind released it just in time for Christmas. It was a hit. Word spread all across Cleveland, Ohio that Northwind was the place to go for the latest stereo equipment.

In 1975, Northwind became known for TVs too, when it released the Contoso-produced CR-113. Since then, Northwind and Contoso have grown into multinational companies, but neither organization has forgotten the values that the companies were founded on.

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| Country | January | February | March | April | May |
| US | $710,233.24 | $701,233.56 | $801,233.30 | $820,233.50 | $930,233.20 |
| Europe | $320,673.98 | $302,233.34 | $402,504.12 | $310,233.05 | $372,297.34 |
| Asia | $620,673.46 | $602,233.55 | $602,504.77 | $610,233.43 | $702,297.23 |
| Gross Profit | **$1,651,580.68** | **$1,605,700.45** | **$1,806,242.19** | **$1,740,699.98** | **$2,004,827.77** |

**Long-term trends**

A multiyear analysis of Northwind sales shows that while Northwind sales have remained relatively steady over the past five years, Northwind brand products created by Contoso have been a steadily increasing share of those sales.