

Simulation Results

Performance Measures for Period 1, ind2:

Company	Cuml. Unit Sales	Cuml. Return on Marketing	Cuml. Return on Sales	Cuml. Net Profit	Overall Customer Satisfaction										
Sole Purpose (01)	295,464	86.8	27.3	6,634,878	73.9										
Flashx (02)	274,541	30.0	12.7	2,807,422	71.0										
Coastra (03)	191,492	13.6	7.3	1,341,909	60.8										
Sporties (04)	219,719	31.3	13.2	2,672,805	66.3										
Vorsa (05)	14,370	-102.3	-462.3	-8,635,635	43.4										
PacePro (06)	174,138	16.6	9.0	1,523,214	61.0										
PeakPulse Footwear (07)	203,981	35.2	15.8	3,038,443	63.4										
08	186,481	2.2	1.3	237,247	58.1										
09	186,481	2.2	1.3	237,247	58.1										