

Modify Brand

No new or modified brands this quarter.

Feature R&D

R&D Feature	Already invested	Cost this quarter and every quarter until finished	Quarter available for design into new brands	R&D cost if designed in 1 quarter	R&D cost if designed in 2 quarters	Material Cost
Storage device: Fail-proof ultra capacity	926,244	921,616	Q7 ▾	921,616	774,984	145
Computing power: Ultra fast	1,493,941	1,486,480	Q7 ▾	1,486,480	1,249,976	570







Total Expenses: 2,408,096

R&D Licensing







No contracts were agreed to previously.

Price and Priority

NORAM

Brand	Available for Sale	Retail Price	Price Rebate	Sales Priority	Point of Purchase Display
 Innovator Core	<input checked="" type="checkbox"/>	3,500	0	1	<input type="checkbox"/>
 Innovator Max	<input checked="" type="checkbox"/>	3,750	0	2	<input type="checkbox"/>
 Innovator Max 2	<input checked="" type="checkbox"/>	4,000	0	3	<input type="checkbox"/>
 Mercedes XLE	<input checked="" type="checkbox"/>	5,125	250	4	<input type="checkbox"/>
 Mercedes LT	<input checked="" type="checkbox"/>	2,500	500	5	<input type="checkbox"/>
 Workhorse Pro	<input type="checkbox"/>	0	0	0	<input type="checkbox"/>

EUROPE







Brand	Available for Sale	Retail Price	Price Rebate	Sales Priority	Point of Purchase Display
 Innovator Core	<input checked="" type="checkbox"/>	3,500	0	1	<input type="checkbox"/>
 Innovator Max	<input checked="" type="checkbox"/>	3,600	0	2	<input type="checkbox"/>
 Innovator Max 2	<input checked="" type="checkbox"/>	4,000	0	3	<input type="checkbox"/>
 Mercedes XLE	<input checked="" type="checkbox"/>	5,100	250	4	<input type="checkbox"/>
 Mercedes LT	<input checked="" type="checkbox"/>	2,400	400	5	<input type="checkbox"/>
 Workhorse Pro	<input type="checkbox"/>	0	0	0	<input type="checkbox"/>

Modify Ad







No new or modified ad designs this quarter.

Local Media

NORAM

City	Cost	 Innovator Core	 Innovator Max	 Workhorse Pro	 Innovator Max 2	 Mercedes XLE	 Mercedes LT
Los Angeles	8,000	1	1	0	1	1	1
Chicago	7,500	1	1	0	1	1	1
Toronto	7,000	1	1	0	1	1	1
Mexico City	4,500	1	1	0	1	1	1






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City	Cost	 Innovator Core	 Innovator Max	 Workhorse Pro	 Innovator Max 2	 Mercedes XLE	 Mercedes LT
London	8,000	1	1	0	1	1	1

Total number of inserts: 25
Total local media expenses: 175,000







Regional Media

NORAM

Media	Cost	 Innovator Core	 Innovator Max	 Workhorse Pro	 Innovator Max 2	 Mercedes XLE	 Mercedes LT
New Venture Magazines	9,000	1	1	0	1	1	1

Media	Cost	 Innovator Core	 Innovator Max	 Workhorse Pro	 Innovator Max 2	 Mercedes XLE	 Mercedes LT
Executive Business Mags	29,000	0	0	0	0	1	1
Total		9,000	9,000	0	9,000	38,000	38,000

EUROPE

Media	Cost	 Innovator Core	 Innovator Max	 Workhorse Pro	 Innovator Max 2	 Mercedes XLE	 Mercedes LT
New Venture Magazines	7,800	1	1	0	1	1	1
Executive Business Mags	30,000	0	0	0	0	1	1
Total		7,800	7,800	0	7,800	37,800	37,800

Total number of inserts: 14
Total regional media expenses: 202,000

Buy Market Research

Buying for: NORAM, EUROPE, APAC
Total Expenses: 69,000