

Page 1	Front Page	Page 5	Traditional Segment Analysis	Page 10	Market Share
Page 2	Stocks & Bonds	Page 6	Low End Segment Analysis	Page 11	Perceptual Map
Page 3	Financial Summary	Page 7	High End Segment Analysis	Page 12	HR/TQM Report
Page 4	Production Analysis	Page 8	Performance Segment Analysis	Page 13	Ethics Report
		Page 9	Size Segment Analysis		

[PRINT](#)

[Top](#)

Round: 8
Dec. 31, 2027

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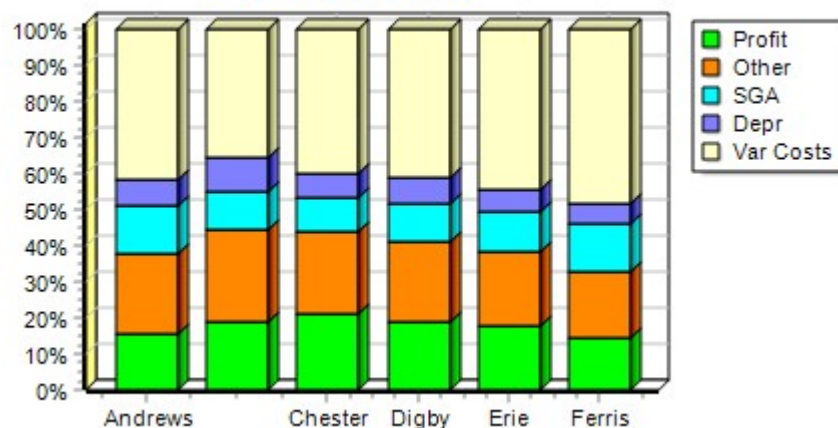
C105204

Andrews Indra Reddy Gayam jashwanth gottipati Srikrishna Krishnarao Srinivasan Avinash Narra ASHUTOSH PATRA Nipun Soni	Baldwin Diana Gonzalez Nadia James Matthew Matos Dominique Rocco Mithra Sagar palak tater	Chester Kartikay Bali Baranidhar Eswaramoorthy Manoharan Praveenkumar Panneerselvam Yesenia Perez Raja Singh Ravi Vigneshwar Sripad
Digby Ritik Gupta Gregory Klein Khaninder KOMMAGONI Soumya Roy Sachin Santhosh	Erie Carmelo Alvarez xinyu jiang Maxim Kazanov Michael Kleissler Sriraghav Pullabattla Venkata qian wang	Ferris Prachi Gupta Vidhya Sagar Naragondra Pankaj Patel Sachin Salvanikar Pragati Brijesh Shukla Muththukumar Vyapuri

Selected Financial Statistics

	Andrews	Baldwin	Chester	Digby	Erie	Ferris
ROS	16.8%	21.0%	22.7%	20.2%	19.3%	15.2%
Asset Turnover	1.03	0.88	1.16	1.14	1.33	1.46
ROA	17.4%	18.4%	26.4%	23.0%	25.7%	22.3%
Leverage (Assets/Equity)	2.4	1.8	1.8	1.8	1.8	2.6
ROE	41.9%	32.9%	47.6%	40.6%	45.1%	57.0%
Emergency Loan	\$0	\$0	\$0	\$0	\$0	\$0
Sales	\$240,815,233	\$211,563,111	\$264,622,384	\$295,571,017	\$271,548,543	\$231,176,601
EBIT	\$81,463,159	\$82,766,036	\$106,011,193	\$107,181,434	\$92,467,895	\$66,903,287
Profits	\$40,535,641	\$44,441,420	\$60,151,191	\$59,651,249	\$52,412,165	\$35,182,559
Cumulative Profit	\$108,554,938	\$127,482,865	\$115,386,095	\$139,288,977	\$114,682,051	\$90,345,124
SG&A / Sales	14.5%	11.5%	10.1%	11.7%	12.0%	14.0%
Contrib. Margin %	55.1%	60.6%	56.9%	55.5%	52.4%	48.2%

Percent of Sales C105204



\$ Market Share C105204



Andrews	15.89 %
Baldwin	13.96 %
Chester	17.46 %
Digby	19.51 %
Erie	17.92 %
Ferris	15.26 %

[Top](#)

Stocks & Bonds

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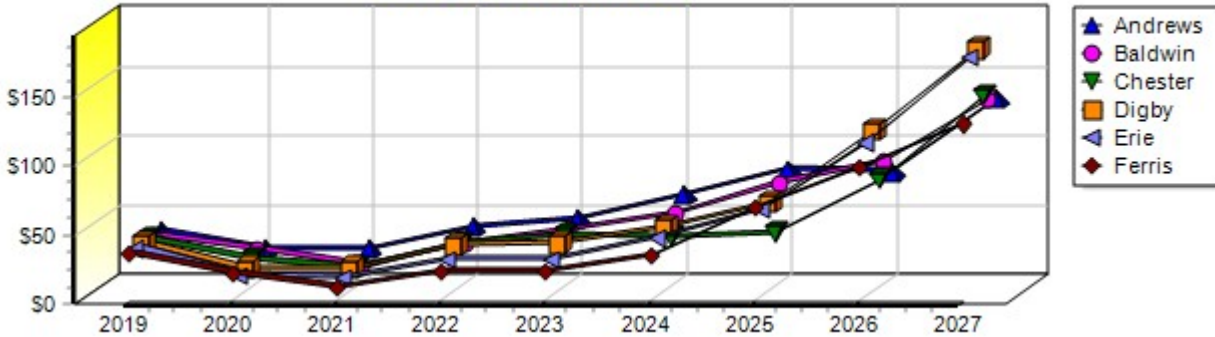
Round: 8

December 31, 2027

Stock Market Summary

Company	Close	Change	Shares	MarketCap (\$M)	Book Value	EPS	Dividend	Yield	P/E
Andrews	\$130.60	\$53.01	2,319,989	\$303	\$41.67	\$17.47	\$11.00	8.4%	7.5
Baldwin	\$132.74	\$45.03	2,724,191	\$362	\$49.65	\$16.31	\$7.76	5.8%	8.1
Chester	\$137.46	\$59.91	3,143,580	\$432	\$40.18	\$19.13	\$15.20	11.1%	7.2
Digby	\$175.41	\$59.83	2,601,628	\$456	\$56.50	\$22.93	\$12.00	6.8%	7.7
Erie	\$173.87	\$62.48	2,203,988	\$383	\$52.71	\$23.78	\$12.00	6.9%	7.3
Ferris	\$126.93	\$30.89	2,148,345	\$273	\$28.74	\$16.38	\$12.50	9.8%	7.8

Closing Stock Price C105204



Bond Market Summary

Company	Series#	Face	Yield	Close\$	S&P
Andrews	11.3S2030	\$12,105,574	12.7%	89.24	CC
	13.1S2032	\$3,000,000	14.5%	90.20	CC
	13.1S2033	\$7,000,000	14.7%	88.97	CC
	13.5S2034	\$27,000,000	15.1%	89.53	CC
	13.8S2035	\$20,000,000	15.3%	90.04	CC
	14.3S2036	\$50,000,000	15.6%	91.74	CC
Baldwin	11.3S2030	\$9,940,576	12.2%	92.42	BB
	12.2S2031	\$17,000,000	13.1%	93.09	BB
	13.3S2034	\$24,000,000	14.1%	94.53	BB
	13.4S2036	\$35,000,000	14.2%	94.19	BB
Chester	11.3S2030	\$18,994,000	12.3%	92.20	BB
	12.8S2031	\$15,000,000	13.5%	94.54	BB
	12.7S2035	\$28,000,000	14.0%	90.94	BB
	14.0S2036	\$10,000,000	14.5%	96.62	BB
Digby	11.3S2030	\$10,507,973	12.2%	92.63	BB
	13.3S2034	\$20,000,000	14.0%	94.93	BB
	13.5S2035	\$30,000,000	14.1%	95.44	BB
	14.1S2036	\$40,000,000	14.4%	98.06	BB
Erie	11.3S2030	\$18,994,000	12.2%	92.63	BB
	13.0S2031	\$15,000,000	13.6%	95.67	BB
	13.4S2032	\$5,820,000	13.9%	96.27	BB
	13.8S2033	\$6,000,000	14.2%	97.31	BB
	14.4S2034	\$8,000,000	14.5%	99.58	BB
	14.4S2035	\$3,000,000	14.5%	99.54	BB
	14.5S2036	\$20,000,000	14.5%	100.00	BB
Ferris	11.3S2030	\$18,994,000	12.7%	88.83	CC
	12.8S2031	\$12,500,000	14.2%	90.27	CC
	13.6S2032	\$3,463,000	14.9%	91.22	CC
	13.8S2033	\$10,727,000	15.2%	90.86	CC
	14.6S2034	\$8,144,000	15.7%	93.19	CC
	14.5S2036	\$33,000,000	15.8%	91.79	CC

Next Year's Prime Rate 11.00%

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Page 2

[Top](#)

Financial Summary						
			CAPSTONE® COURIER		C105204	Round: 8 December 31, 2027
Cash Flow Statement Survey	Andrews	Baldwin	Chester	Digby	Erie	Ferris
Cash flows from operating activities						
Net Income (Loss)	\$40,536	\$44,441	\$60,151	\$59,651	\$52,412	\$35,183
Adjustment for non-cash items:						
Depreciation	\$18,627	\$21,136	\$17,595	\$22,440	\$17,065	\$13,904
Extraordinary gains/losses/writeoffs	(\$2,564)	(\$459)	\$0	(\$492)	\$0	(\$1,809)
Changes in current assets and liabilities:						
Accounts payable	(\$3,199)	(\$1,173)	\$1,781	\$1,268	\$617	\$271
Inventory	\$26,314	\$17,622	(\$1,720)	(\$8,841)	(\$2,008)	\$3,211
Accounts receivable	(\$2,606)	(\$10,790)	(\$3,119)	(\$1,564)	(\$13,218)	(\$1,857)
Net cash from operations	\$77,108	\$70,776	\$74,688	\$72,462	\$54,868	\$48,902
Cash flows from investing activities						
Plant improvements (net)	\$9,106	(\$8,400)	\$0	(\$29,100)	(\$11,160)	\$7,176
Cash flows from financing activities						
Dividends paid	(\$25,520)	(\$21,140)	(\$47,782)	(\$31,220)	(\$26,448)	(\$26,854)
Sales of common stock	\$0	\$0	\$0	\$0	\$0	\$0
Purchase of common stock	(\$9,474)	(\$12,500)	(\$12,831)	(\$15,827)	(\$12,920)	(\$10,856)
Cash from long term debt issued	\$0	\$0	\$0	\$0	\$0	\$0
Early retirement of long term debt	(\$6,000)	(\$5,000)	\$0	(\$5,000)	\$0	\$0
Retirement of current debt	(\$12,917)	(\$2,808)	(\$22,000)	\$0	\$0	\$0
Cash from current debt borrowing	\$11,000	\$15,000	\$20,000	\$0	\$0	\$0
Cash from emergency loan	\$0	\$0	\$0	\$0	\$0	\$0
Net cash from financing activities	(\$42,911)	(\$26,447)	(\$62,613)	(\$52,046)	(\$39,368)	(\$37,710)
Net change in cash position	\$43,303	\$35,929	\$12,075	(\$8,684)	\$4,341	\$18,368
Balance Sheet Survey	Andrews	Baldwin	Chester	Digby	Erie	Ferris
Cash	\$43,303	\$35,929	\$48,823	\$13,963	\$19,756	\$21,649
Accounts Receivable	\$19,793	\$26,083	\$22,475	\$24,294	\$33,479	\$19,001
Inventory	\$7,672	\$3,904	\$9,933	\$16,478	\$15,002	\$21,257
Total Current Assets	\$70,768	\$65,916	\$81,230	\$54,735	\$68,236	\$61,906
Plant and equipment	\$279,410	\$317,040	\$263,920	\$336,600	\$255,980	\$208,560
Accumulated Depreciation	(\$116,741)	(\$141,379)	(\$117,419)	(\$132,457)	(\$120,601)	(\$112,524)
Total Fixed Assets	\$162,669	\$175,661	\$146,501	\$204,143	\$135,379	\$96,036
Total Assets	\$233,437	\$241,576	\$227,732	\$258,877	\$203,615	\$157,942
Accounts Payable	\$6,648	\$5,373	\$9,424	\$11,366	\$10,634	\$9,362
Current Debt	\$11,000	\$15,000	\$20,000	\$0	\$0	\$0
Long Term Debt	\$119,106	\$85,941	\$71,994	\$100,508	\$76,814	\$86,828
Total Liabilities	\$136,754	\$106,313	\$101,418	\$111,874	\$87,448	\$96,190
Common Stock	\$30,788	\$33,233	\$52,936	\$37,989	\$26,326	\$18,957
Retained Earnings	\$65,895	\$102,030	\$73,378	\$109,014	\$89,842	\$42,795
Total Equity	\$96,683	\$135,263	\$126,314	\$147,003	\$116,168	\$61,752
Total Liabilities & Owners' Equity	\$233,437	\$241,576	\$227,732	\$258,877	\$203,615	\$157,942
Income Statement Survey	Andrews	Baldwin	Chester	Digby	Erie	Ferris
Sales	\$240,815	\$211,563	\$264,622	\$295,571	\$271,549	\$231,177
Variable Costs (Labor, Material, Carry)	\$108,120	\$83,460	\$114,129	\$131,425	\$129,168	\$119,671
Depreciation	\$18,627	\$21,136	\$17,595	\$22,440	\$17,065	\$13,904
SGA (R&D, Promo, Sales, Admin)	\$34,927	\$24,397	\$26,695	\$34,704	\$32,654	\$32,345
Other (Fees, Writeoffs, TQM, Bonuses)	(\$2,322)	(\$197)	\$192	(\$180)	\$194	(\$1,646)
EBIT	\$81,463	\$82,766	\$106,011	\$107,181	\$92,468	\$66,903
Interest (Short term, Long term)	\$17,828	\$12,999	\$11,582	\$13,537	\$10,188	\$11,672
Taxes	\$22,272	\$24,418	\$33,050	\$32,775	\$28,798	\$19,331
Profit Sharing	\$827	\$907	\$1,228	\$1,217	\$1,070	\$718
Net Profit	\$40,536	\$44,441	\$60,151	\$59,651	\$52,412	\$35,183
CAPSTONE® COURIER						Page 3

[Top](#)

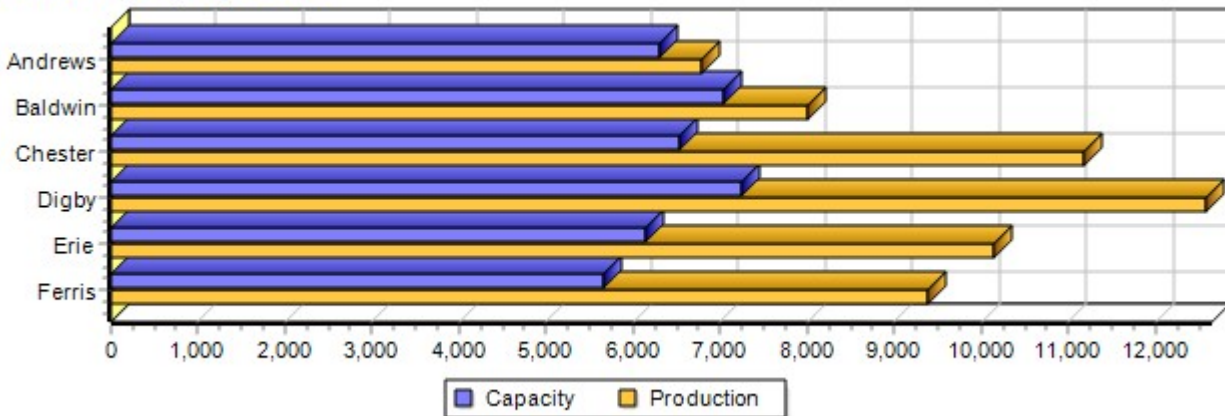
Production Analysis

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C105204

Round: 8
December 31, 2027

Production vs Capacity C105204



Production Information

Name	Primary Segment	Units Sold	Unit Inventory	Revision Date	Age Dec.31	MTBF	Pfmm Coord	Size Coord	Price	Material Cost	Labor Cost	Contr. Marg.	2nd Shift & Over-time	Auto mation Next Round	Capacity Next Round	Plant Utiliz.
Able	Trad	889	0	10/25/2027	1.2	14000	9.2	11.0	\$22.49	\$6.67	\$1.16	65%	21%	10.0	700	120%
Acre	Low	2,284	0	3/28/2027	4.5	12000	5.4	15.0	\$16.39	\$4.01	\$1.07	69%	0%	10.0	1,750	59%
Adam	High	703	83	8/26/2027	1.3	25000	15.7	4.3	\$35.75	\$13.21	\$2.14	54%	0%	9.0	550	81%
Aft	Pfmm	1,305	47	10/21/2027	1.3	27000	17.3	10.5	\$30.85	\$12.89	\$2.41	48%	35%	9.0	780	133%
Agape	Trad	1,132	215	9/17/2027	1.6	14000	9.6	8.1	\$23.19	\$7.63	\$1.18	54%	28%	10.0	780	127%
Ale	High	676	123	9/26/2027	1.3	25000	15.9	4.2	\$35.75	\$13.30	\$2.18	53%	4%	9.0	530	103%
Alex	Pfmm	1,324	19	10/21/2027	1.2	27000	17.3	10.5	\$30.80	\$12.89	\$2.53	50%	60%	9.0	780	159%
Amber	High	748	59	11/21/2027	0.9	25000	16.1	3.9	\$35.85	\$13.43	\$2.50	52%	53%	9.0	475	151%
Baker	Trad	1,161	0	11/21/2026	2.6	14000	8.5	11.3	\$23.31	\$6.40	\$1.07	64%	0%	10.0	1,450	45%
Bead	Low	3,594	507	12/10/2024	7.8	12000	4.5	14.5	\$17.18	\$3.94	\$1.33	68%	100%	10.0	2,000	198%
Bid	High	570	51	7/7/2027	1.5	23000	16.1	3.9	\$36.00	\$12.90	\$5.88	46%	26%	6.0	400	125%
Bold	Trad	1,137	0	9/10/2027	1.6	14000	9.0	11.3	\$22.99	\$6.54	\$1.07	63%	0%	10.0	1,290	5%
Buddy	Size	1,079	10	6/30/2027	1.5	19000	9.6	2.6	\$31.00	\$10.83	\$6.63	44%	100%	6.0	600	198%
Bob	Low	2,438	0	1/18/2025	6.9	12000	6.0	14.0	\$17.49	\$4.44	\$1.21	66%	37%	10.0	1,500	136%
Cake	Trad	1,024	205	10/15/2027	1.4	14000	8.7	11.0	\$23.20	\$6.54	\$1.13	66%	13%	10.0	900	112%
Cedar	Low	3,565	0	10/30/2024	7.9	12000	5.2	14.8	\$17.50	\$4.00	\$1.32	69%	100%	10.0	1,800	198%
Cid	Trad	1,628	191	8/28/2026	2.7	14000	10.6	9.5	\$23.50	\$7.47	\$1.29	61%	80%	10.0	970	179%
Coat	Trad	1,089	0	12/13/2026	2.1	14000	10.6	11.0	\$23.50	\$7.09	\$1.32	64%	100%	10.0	550	198%
Cure	Trad	1,584	0	12/2/2026	2.2	14000	10.2	9.5	\$23.50	\$7.36	\$1.32	62%	100%	10.0	800	198%
Candy	High	693	135	6/9/2027	1.5	25000	16.1	3.9	\$36.00	\$13.43	\$8.63	37%	48%	4.0	500	147%
Cool	High	718	109	6/9/2027	1.4	25000	16.1	3.9	\$36.00	\$13.43	\$8.60	38%	46%	4.0	500	145%
Cersei	High	739	55	6/9/2027	1.4	25000	16.1	3.9	\$36.00	\$13.43	\$8.66	38%	50%	4.0	500	149%
Daze	Trad	1,701	311	4/28/2027	2.1	14000	10.6	9.4	\$23.20	\$7.50	\$1.24	62%	50%	10.0	1,200	149%
Dell	Low	3,365	100	7/18/2024	8.0	12000	4.7	15.3	\$17.00	\$3.72	\$1.32	69%	94%	10.0	1,900	193%
Dixie	High	714	155	7/27/2027	1.4	25000	15.9	4.1	\$36.00	\$13.32	\$3.52	51%	25%	8.5	600	124%
Dot	Pfmm	1,228	158	8/18/2027	1.4	27000	17.2	10.5	\$31.00	\$12.86	\$3.98	45%	100%	8.5	850	198%
Dune	Size	1,248	139	8/31/2027	1.4	21000	9.5	2.7	\$31.00	\$11.31	\$3.98	50%	100%	8.5	850	198%
Derp	Size	1,254	144	8/31/2027	1.3	21000	9.5	2.7	\$31.00	\$11.31	\$3.98	50%	100%	8.5	850	198%
Deep	Trad	1,483	234	8/28/2027	2.1	14000	9.6	10.3	\$20.00	\$6.98	\$1.28	57%	70%	10.0	1,000	168%
Damn	High	775	92	7/27/2027	1.2	25000	15.9	4.1	\$36.00	\$13.32	\$3.62	51%	36%	8.5	550	135%
Eat	Trad	915	22	10/11/2027	1.2	14000	8.9	11.3	\$23.50	\$6.51	\$1.05	68%	0%	10.0	1,050	88%
Ebb	Low	2,914	0	12/21/2024	7.8	12000	5.7	14.3	\$19.35	\$4.27	\$1.31	70%	100%	10.0	1,450	198%
Echo	High	719	125	8/19/2027	1.4	25000	16.1	3.9	\$36.00	\$13.43	\$4.79	47%	40%	8.0	500	139%
Edge	Pfmm	1,390	234	9/16/2027	1.4	27000	17.4	10.4	\$31.00	\$12.94	\$3.84	44%	81%	8.0	800	179%
Egg	Size	1,311	198	8/11/2027	1.4	21000	9.6	2.6	\$31.00	\$11.36	\$5.13	46%	82%	8.0	770	180%
Elf	Pfmm	1,394	214	9/16/2027	1.3	27000	17.4	10.4	\$31.00	\$12.94	\$3.84	45%	81%	8.0	800	179%
Eon	Size	1,317	102	8/11/2027	1.4	21000	9.6	2.6	\$31.00	\$11.36	\$5.14	46%	84%	9.0	760	182%
Fast	Trad	1,491	1,133	5/27/2026	2.9	14000	9.9	10.1	\$23.35	\$7.11	\$1.23	59%	51%	10.0	1,160	149%
Feat	Low	3,271	622	6/26/2024	8.1	12000	4.8	15.5	\$17.05	\$3.70	\$1.30	69%	90%	10.0	1,950	188%
Fist	High	711	115	7/2/2027	1.4	25000	16.1	3.9	\$36.00	\$13.43	\$6.37	43%	0%	5.0	550	85%
Foam	Pfmm	1,089	0	6/25/2027	1.5	27000	17.4	10.4	\$31.00	\$12.94	\$7.90	33%	100%	5.0	550	198%
Fume	Size	1,089	0	6/25/2027	1.5	21000	9.6	2.6	\$31.00	\$11.36	\$7.90	38%	100%	5.0	550	198%
Fire	High	722	286	6/11/2027	1.5	25000	16.1	3.9	\$36.00	\$13.43	\$6.84	40%	18%	5.0	550	117%
Faith	Pfmm	396	0	6/11/2027	1.1	27000	17.4	10.4	\$31.00	\$12.94	\$9.21	29%	100%	4.0	200	198%
Face	Size	297	0	6/25/2027	1.1	19000	9.6	2.6	\$31.00	\$10.83	\$7.90	40%	100%	5.0	150	198%

[Top](#)

Traditional Market Segment Analysis

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Round: 8
December 31, 2027

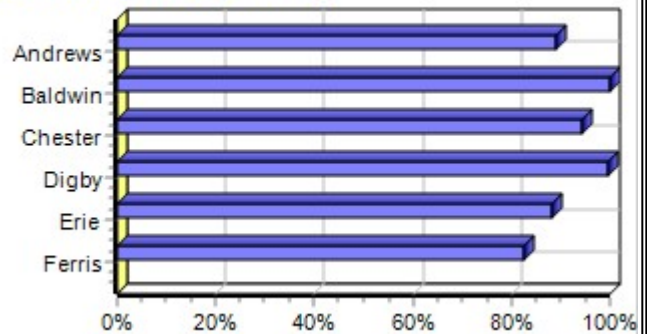
Traditional Statistics

Total Industry Unit Demand	14,937
Actual Industry Unit Sales	14,937
Segment % of Total Industry	24.5%
Next Year's Segment Growth Rate	9.2%

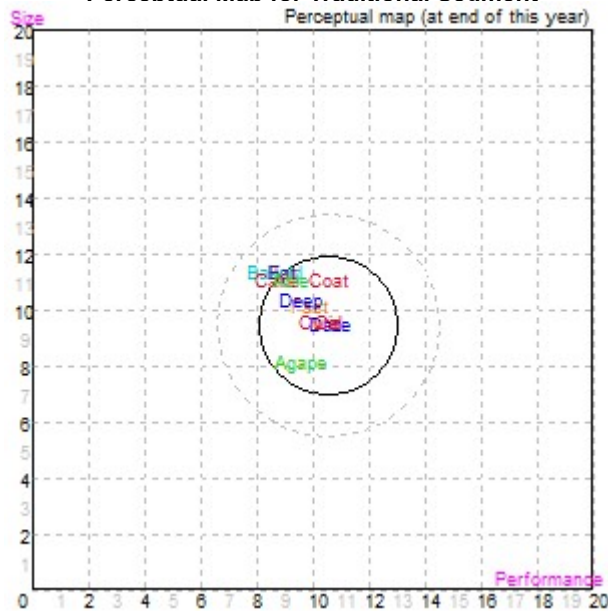
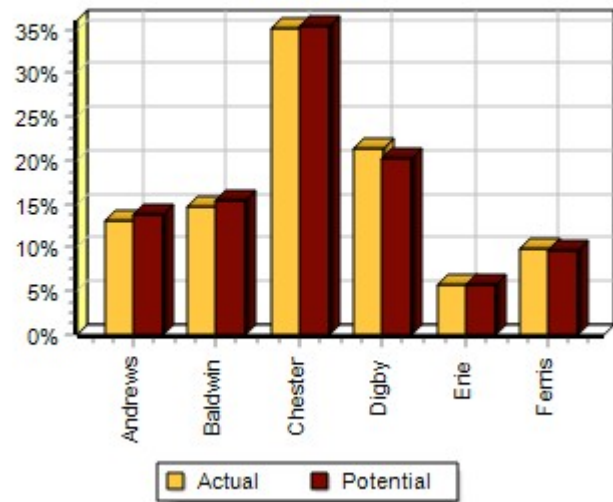
Traditional Customer Buying Criteria

	Expectations	Importance
1. Age	Ideal Age = 2.0	47%
2. Price	\$16.00 - 26.00	23%
3. Ideal Position	Pfmn 10.6 Size 9.4	21%
4. Reliability	MTBF 14000-19000	9%

Accessibility C105204 Traditional



Percentual Map for Traditional Segment

Actual vs Potential Market Share
2027 C105204
Traditional

Top Products in Traditional Segment

Name	Market Share	Units Sold to Seg	Revision Date	Stock Out	Pfmn Coord	Size Coord	List Price	MTBF	Age Dec.31	Promo Budget	Cust. Awareness	Sales Budget	Cust. Accessibility	Dec. Cust. Survey
Daze	11%	1,701	4/28/2027		10.6	9.4	\$23.20	14000	2.12	\$1,400	100%	\$1,800	100%	68
Cid	11%	1,628	8/28/2026		10.6	9.5	\$23.50	14000	2.73	\$1,400	100%	\$1,000	94%	45
Cure	11%	1,584	12/2/2026	YES	10.2	9.5	\$23.50	14000	2.15	\$1,400	100%	\$1,000	94%	61
Fast	10%	1,491	5/27/2026		9.9	10.1	\$23.35	14000	2.92	\$1,400	100%	\$2,500	82%	33
Deep	10%	1,483	8/28/2027		9.6	10.3	\$20.00	14000	2.09	\$1,400	100%	\$1,800	100%	66
Agape	7%	1,118	9/17/2027		9.6	8.1	\$23.19	14000	1.63	\$1,400	100%	\$900	89%	42
Baker	7%	1,105	11/21/2026	YES	8.5	11.3	\$23.31	14000	2.55	\$1,400	100%	\$1,750	100%	26
Coat	7%	1,089	12/13/2026	YES	10.6	11.0	\$23.50	14000	2.14	\$1,400	100%	\$1,000	94%	47
Bold	7%	1,085	9/10/2027	YES	9.0	11.3	\$22.99	14000	1.59	\$1,400	100%	\$1,750	100%	40
Cake	6%	954	10/15/2027		8.7	11.0	\$23.20	14000	1.36	\$1,400	100%	\$1,000	94%	29
Eat	6%	849	10/11/2027		8.9	11.3	\$23.50	14000	1.21	\$1,400	100%	\$3,000	88%	26
Able	6%	849	10/25/2027	YES	9.2	11.0	\$22.49	14000	1.16	\$1,400	100%	\$2,800	89%	28

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Page 5

[Top](#)

Low End Market Segment Analysis

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C105204

Round: 8
December 31, 2027

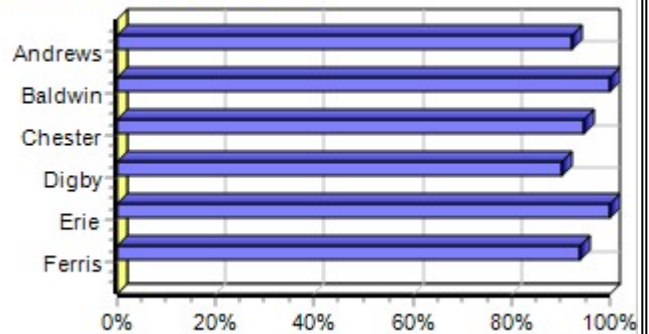
Low End Statistics

Total Industry Unit Demand	21,715
Actual Industry Unit Sales	21,715
Segment % of Total Industry	35.7%
Next Year's Segment Growth Rate	11.7%

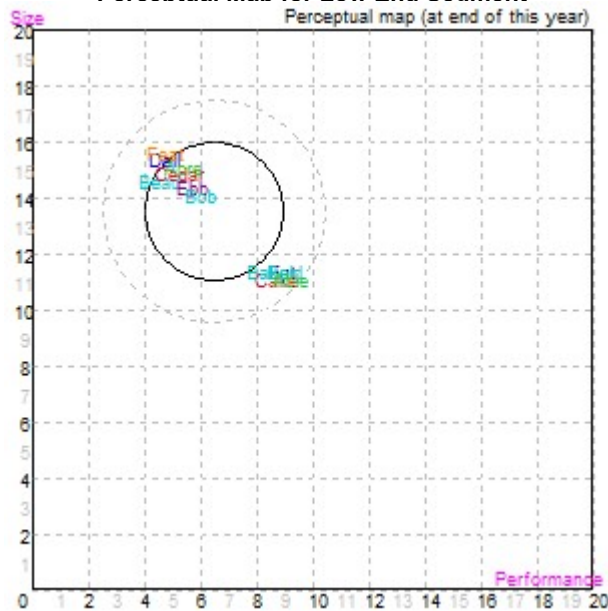
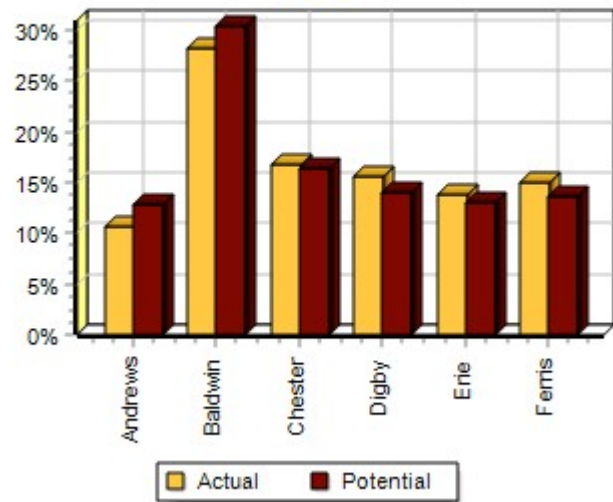
Low End Customer Buying Criteria

	Expectations	Importance
1. Price	\$11.00 - 21.00	53%
2. Age	Ideal Age = 7.0	24%
3. Ideal Position	Pfmn 5.7 Size 14.3	16%
4. Reliability	MTBF 12000-17000	7%

Accessibility C105204 Low End



Perceptual Map for Low End Segment

Actual vs Potential Market Share
2027 C105204
Low End

Top Products in Low End Segment

Name	Market Share	Units Sold to Seg	Revision Date	Stock Out	Pfmn Coord	Size Coord	List Price	MTBF	Age Dec.31	Promo Budget	Cust. Awareness	Sales Budget	Cust. Accessibility	Dec. Cust. Survey
Bead	17%	3,594	12/10/2024		4.5	14.5	\$17.18	12000	7.82	\$1,400	100%	\$1,750	100%	37
Cedar	16%	3,565	10/30/2024	YES	5.2	14.8	\$17.50	12000	7.88	\$1,400	100%	\$3,000	95%	41
Dell	16%	3,365	7/18/2024		4.7	15.3	\$17.00	12000	8.02	\$1,400	100%	\$2,800	90%	33
Feat	15%	3,271	6/26/2024		4.8	15.5	\$17.05	12000	8.05	\$1,400	100%	\$2,800	94%	31
Ebb	13%	2,914	12/21/2024	YES	5.7	14.3	\$19.35	12000	7.81	\$1,400	100%	\$2,800	100%	35
Bob	11%	2,438	1/18/2025	YES	6.0	14.0	\$17.49	12000	6.93	\$1,400	100%	\$1,750	100%	46
Acre	11%	2,284	3/28/2027	YES	5.4	15.0	\$16.39	12000	4.47	\$1,400	100%	\$2,900	92%	36
Cake	0%	71	10/15/2027		8.7	11.0	\$23.20	14000	1.36	\$1,400	100%	\$1,000	95%	1
Eat	0%	66	10/11/2027		8.9	11.3	\$23.50	14000	1.21	\$1,400	100%	\$3,000	100%	1
Baker	0%	56	11/21/2026	YES	8.5	11.3	\$23.31	14000	2.55	\$1,400	100%	\$1,750	100%	1
Bold	0%	51	9/10/2027	YES	9.0	11.3	\$22.99	14000	1.59	\$1,400	100%	\$1,750	100%	1
Able	0%	40	10/25/2027	YES	9.2	11.0	\$22.49	14000	1.16	\$1,400	100%	\$2,800	92%	0

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Page 6

[Top](#)**High End Market Segment Analysis****CAPSTONE
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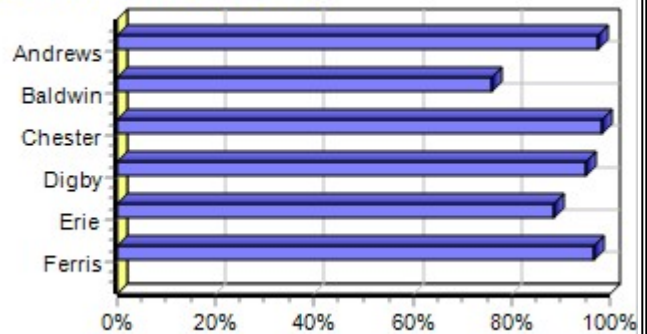
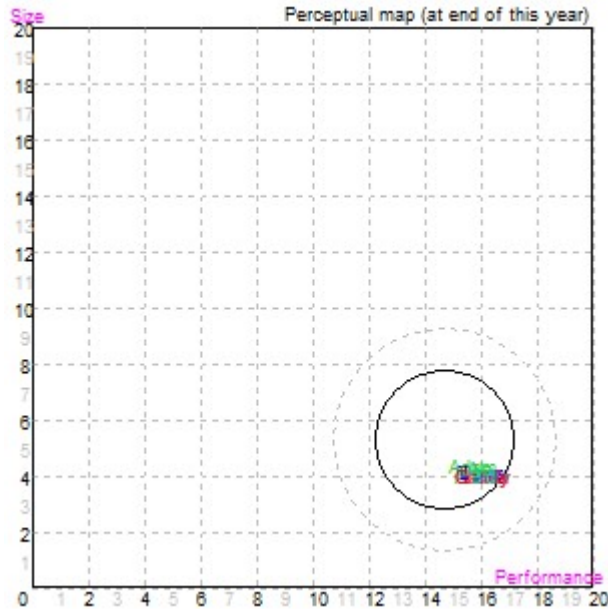
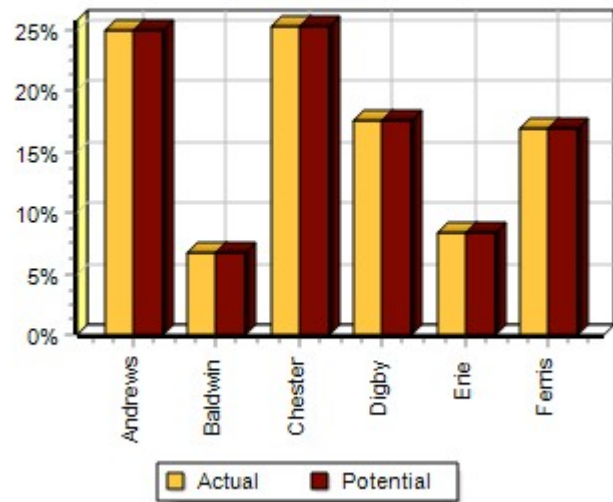
C105204

Round: 8
December 31, 2027**High End Statistics**

Total Industry Unit Demand	8,488
Actual Industry Unit Sales	8,488
Segment % of Total Industry	13.9%
Next Year's Segment Growth Rate	16.2%

High End Customer Buying Criteria

	Expectations	Importance
1. Ideal Position	Pfmm 16.1 Size 3.9	43%
2. Age	Ideal Age = 0.0	29%
3. Reliability	MTBF 20000-25000	19%
4. Price	\$26.00 - 36.00	9%

Accessibility C105204 High End**Percentual Map for High End Segment****Actual vs Potential Market Share
2027 C105204
High End****Top Products in High End Segment**

Name	Market Share	Units Sold to Seg	Revision Date	Stock Out	Pfmm Coord	Size Coord	List Price	MTBF	Age Dec.31	Promo Budget	Cust. Awareness	Sales Budget	Cust. Accessibility	Dec. Cust. Survey
Damn	9%	775	7/27/2027		15.9	4.1	\$36.00	25000	1.22	\$1,800	100%	\$2,000	95%	77
Amber	9%	748	11/21/2027		16.1	3.9	\$35.85	25000	0.88	\$2,800	100%	\$1,200	98%	84
Cersei	9%	739	6/9/2027		16.1	3.9	\$36.00	25000	1.36	\$1,800	100%	\$1,334	98%	74
Fire	9%	722	6/11/2027		16.1	3.9	\$36.00	25000	1.47	\$1,400	100%	\$2,000	97%	73
Echo	8%	719	8/19/2027		16.1	3.9	\$36.00	25000	1.41	\$1,400	100%	\$3,000	88%	78
Cool	8%	718	6/9/2027		16.1	3.9	\$36.00	25000	1.43	\$1,400	100%	\$1,333	98%	73
Dixie	8%	714	7/27/2027		15.9	4.1	\$36.00	25000	1.41	\$1,400	100%	\$2,000	95%	73
Fist	8%	711	7/2/2027		16.1	3.9	\$36.00	25000	1.44	\$1,400	100%	\$2,000	97%	74
Adam	8%	703	8/26/2027		15.7	4.3	\$35.75	25000	1.30	\$1,400	100%	\$1,400	98%	72
Candy	8%	693	6/9/2027		16.1	3.9	\$36.00	25000	1.51	\$1,400	100%	\$1,333	98%	71
Ale	8%	676	9/26/2027		15.9	4.2	\$35.75	25000	1.28	\$1,400	100%	\$1,200	98%	74
Bid	7%	570	7/7/2027		16.1	3.9	\$36.00	23000	1.47	\$1,400	100%	\$3,000	76%	60

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Page 7

[Top](#)

Performance Market Segment Analysis

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C105204

Round: 8
December 31, 2027

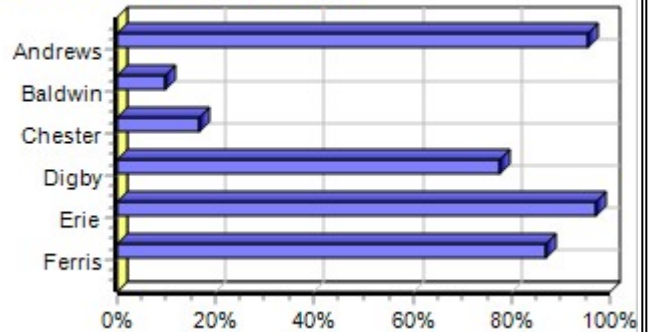
Performance Statistics

Total Industry Unit Demand	8,126
Actual Industry Unit Sales	8,126
Segment % of Total Industry	13.4%
Next Year's Segment Growth Rate	19.8%

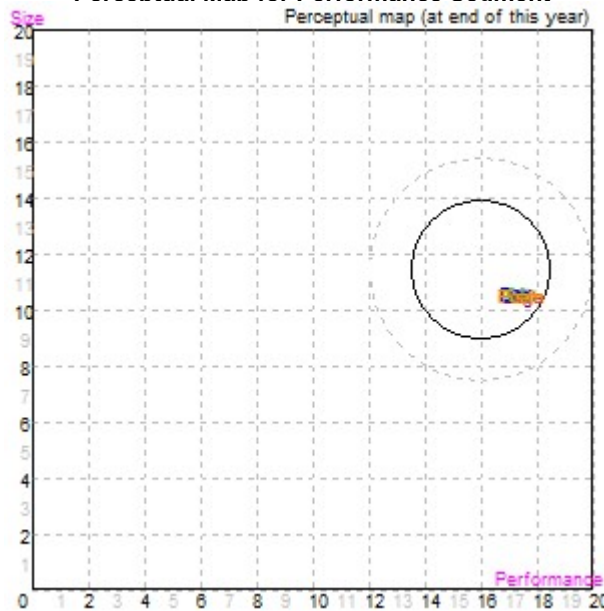
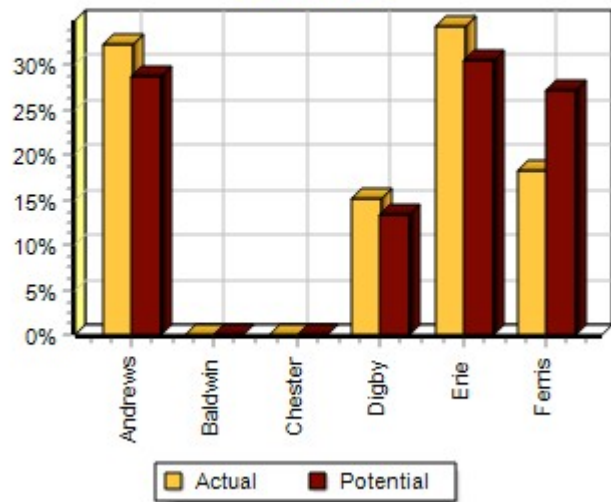
Performance Customer Buying Criteria

	Expectations	Importance
1. Reliability	MTBF 22000-27000	43%
2. Ideal Position	Pfmm 17.4 Size 10.4	29%
3. Price	\$21.00 - 31.00	19%
4. Age	Ideal Age = 1.0	9%

Accessibility C105204 Performance



Perceptual Map for Performance Segment

Actual vs Potential Market Share
2027 C105204
Performance

Top Products in Performance Segment

Name	Market Share	Units Sold to Seg	Revision Date	Stock Out	Pfmm Coord	Size Coord	List Price	MTBF	Age Dec.31	Promo Budget	Cust. Awareness	Sales Budget	Cust. Accessibility	Dec. Cust. Survey
Elf	17%	1,394	9/16/2027		17.4	10.4	\$31.00	27000	1.35	\$1,400	100%	\$2,000	97%	82
Edge	17%	1,390	9/16/2027		17.4	10.4	\$31.00	27000	1.37	\$1,400	100%	\$2,000	97%	82
Alex	16%	1,324	10/21/2027		17.3	10.5	\$30.80	27000	1.18	\$1,400	100%	\$1,800	95%	78
Aft	16%	1,305	10/21/2027		17.3	10.5	\$30.85	27000	1.30	\$1,400	100%	\$1,900	95%	78
Dot	15%	1,228	8/18/2027		17.2	10.5	\$31.00	27000	1.41	\$1,400	100%	\$2,300	78%	71
Foam	13%	1,089	6/25/2027	YES	17.4	10.4	\$31.00	27000	1.50	\$1,400	100%	\$1,500	87%	72
Faith	5%	396	6/11/2027	YES	17.4	10.4	\$31.00	27000	1.10	\$2,000	92%	\$1,500	87%	71

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Page 8

[Top](#)

Size Market Segment Analysis

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C105204

Round: 8
December 31, 2027

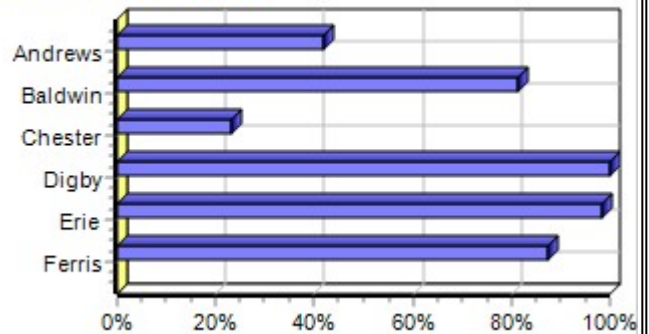
Size Statistics

Total Industry Unit Demand	7,609
Actual Industry Unit Sales	7,609
Segment % of Total Industry	12.5%
Next Year's Segment Growth Rate	18.3%

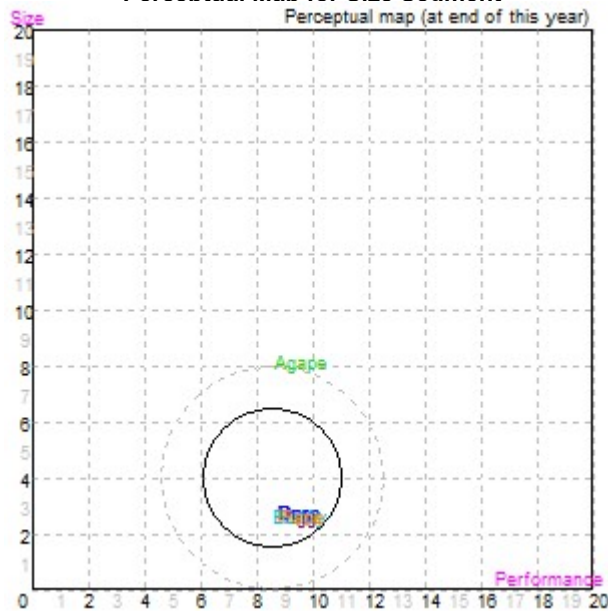
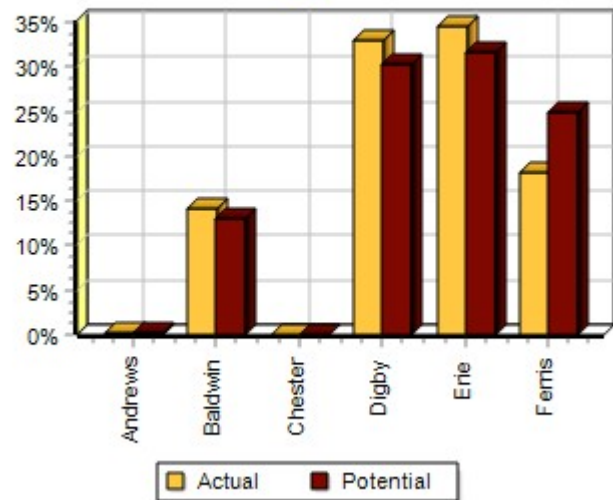
Size Customer Buying Criteria

	Expectations	Importance
1. Ideal Position	Pfmm 9.6 Size 2.6	43%
2. Age	Ideal Age = 1.5	29%
3. Reliability	MTBF 16000-21000	19%
4. Price	\$21.00 - 31.00	9%

Accessibility C105204 Size



Perceptual Map for Size Segment

Actual vs Potential Market Share
2027 C105204
Size

Top Products in Size Segment

Name	Market Share	Units Sold to Seg	Revision Date	Stock Out	Pfmm Coord	Size Coord	List Price	MTBF	Age Dec.31	Promo Budget	Cust. Awareness	Sales Budget	Cust. Accessibility	Dec. Cust. Survey
Eon	17%	1,317	8/11/2027		9.6	2.6	\$31.00	21000	1.37	\$1,400	100%	\$2,000	98%	102
Egg	17%	1,311	8/11/2027		9.6	2.6	\$31.00	21000	1.42	\$1,400	100%	\$2,000	98%	103
Derp	16%	1,254	8/31/2027		9.5	2.7	\$31.00	21000	1.32	\$1,400	100%	\$2,000	100%	97
Dune	16%	1,248	8/31/2027		9.5	2.7	\$31.00	21000	1.36	\$1,400	100%	\$2,000	100%	98
Fume	14%	1,089	6/25/2027	YES	9.6	2.6	\$31.00	21000	1.48	\$1,400	100%	\$1,500	87%	91
Buddie	14%	1,079	6/30/2027		9.6	2.6	\$31.00	19000	1.51	\$1,400	100%	\$3,000	81%	84
Face	4%	297	6/25/2027	YES	9.6	2.6	\$31.00	19000	1.12	\$2,000	92%	\$1,500	87%	72
Agape	0%	14	9/17/2027		9.6	8.1	\$23.19	14000	1.63	\$1,400	100%	\$900	42%	0

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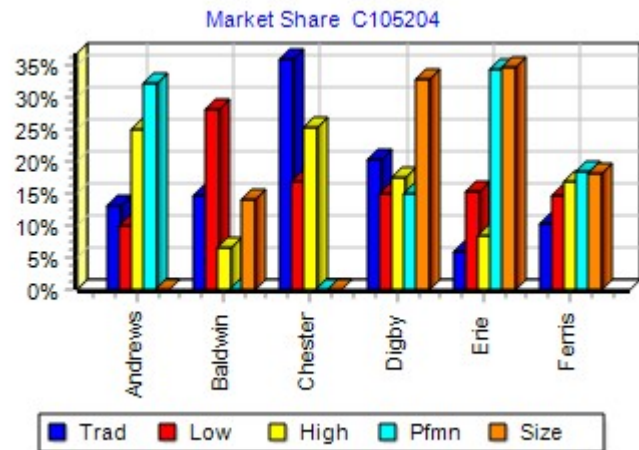
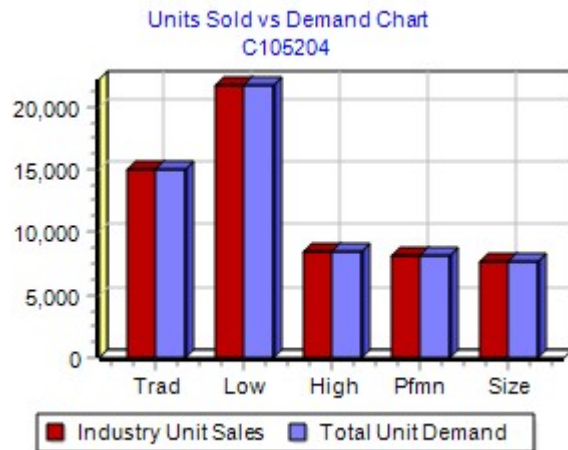
Page 9

[Top](#)

Market Share Report

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C105204

Round: 8
December 31, 2027

Actual Market Share in Units							Potential Market Share in Units						
	Trad	Low	High	Pfmn	Size	Total		Trad	Low	High	Pfmn	Size	Total
Industry Unit Sales	14,937	21,715	8,488	8,126	7,609	60,874	Units Demanded	14,937	21,715	8,488	8,126	7,609	60,874
% of Market	24.5%	35.7%	13.9%	13.3%	12.5%	100.0%	% of Market	24.5%	35.7%	13.9%	13.3%	12.5%	100.0%
Able	5.7%	0.2%				1.5%	Able	6.6%	0.2%				1.7%
Acre		10.5%				3.8%	Acre		12.5%				4.5%
Adam			8.3%			1.2%	Adam			8.3%			1.2%
Aft				16.1%		2.1%	Aft				14.3%		1.9%
Agape	7.5%				0.2%	1.9%	Agape	7.1%				0.2%	1.8%
Ale			8.0%			1.1%	Ale			8.0%			1.1%
Alex				16.3%		2.2%	Alex				14.5%		1.9%
Amber			8.8%			1.2%	Amber			8.8%			1.2%
Total	13.2%	10.7%	25.1%	32.4%	0.2%	14.9%	Total	13.7%	12.8%	25.1%	28.8%	0.2%	15.3%
Baker	7.4%	0.3%				1.9%	Baker	7.6%	0.3%				2.0%
Bead		16.6%				5.9%	Bead		14.9%				5.3%
Bid			6.7%			0.9%	Bid			6.7%			0.9%
Bold	7.3%	0.2%				1.9%	Bold	7.8%	0.2%				2.0%
Buddy					14.2%	1.8%	Buddy					13.0%	1.6%
Bob		11.2%				4.0%	Bob		15.0%				5.3%
Total	14.7%	28.3%	6.7%		14.2%	16.4%	Total	15.4%	30.4%	6.7%		13.0%	17.2%
Cake	6.4%	0.3%				1.7%	Cake	6.1%	0.3%				1.6%
Cedar		16.4%				5.9%	Cedar		16.0%				5.7%
Cid	10.9%					2.7%	Cid	10.4%					2.5%
Coat	7.3%					1.8%	Coat	8.4%					2.1%
Cure	10.6%					2.6%	Cure	10.4%					2.6%
Candy			8.2%			1.1%	Candy			8.2%			1.1%
Cool			8.5%			1.2%	Cool			8.5%			1.2%
Cersei			8.7%			1.2%	Cersei			8.7%			1.2%
Total	35.2%	16.7%	25.3%			18.1%	Total	35.4%	16.3%	25.3%			18.0%
Daze	11.4%					2.8%	Daze	10.8%					2.6%
Dell		15.5%				5.5%	Dell		14.0%				5.0%
Dixie			8.4%			1.2%	Dixie			8.4%			1.2%
Dot				15.1%		2.0%	Dot				13.5%		1.8%
Dune					16.4%	2.0%	Dune					15.1%	1.9%
Derp					16.5%	2.1%	Derp					15.1%	1.9%
Deep	9.9%					2.4%	Deep	9.4%					2.3%
Damn			9.1%			1.3%	Damn			9.1%			1.3%
Total	21.3%	15.5%	17.6%	15.1%	32.9%	19.3%	Total	20.1%	14.0%	17.6%	13.4%	30.2%	17.9%
Eat	5.7%	0.3%				1.5%	Eat	5.7%	0.3%				1.5%
Ebb		13.4%				4.8%	Ebb		12.6%				4.5%
Echo			8.5%			1.2%	Echo			8.5%			1.2%
Edge				17.1%		2.3%	Edge				15.2%		2.0%
Egg					17.2%	2.1%	Egg					15.8%	2.0%
Elf				17.1%		2.3%	Elf				15.3%		2.0%
Eon					17.3%	2.2%	Eon					15.9%	2.0%
Total	5.7%	13.7%	8.5%	34.3%	34.5%	16.4%	Total	5.7%	12.9%	8.5%	30.5%	31.7%	15.2%
Fast	10.0%					2.5%	Fast	9.6%					2.3%
Feat		15.1%				5.4%	Feat		13.6%				4.9%
Fist			8.4%			1.2%	Fist			8.4%			1.2%
Foam				13.4%		1.8%	Foam				13.8%		1.8%
Fume					14.3%	1.8%	Fume					14.1%	1.8%
Fire			8.5%			1.2%	Fire			8.5%			1.2%
Faith				4.9%		0.7%	Faith				13.4%		1.8%
Face					3.9%	0.5%	Face					10.8%	1.3%
Total	10.0%	15.1%	16.9%	18.3%	18.2%	14.9%	Total	9.6%	13.6%	16.9%	27.2%	24.9%	16.3%

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Page 10

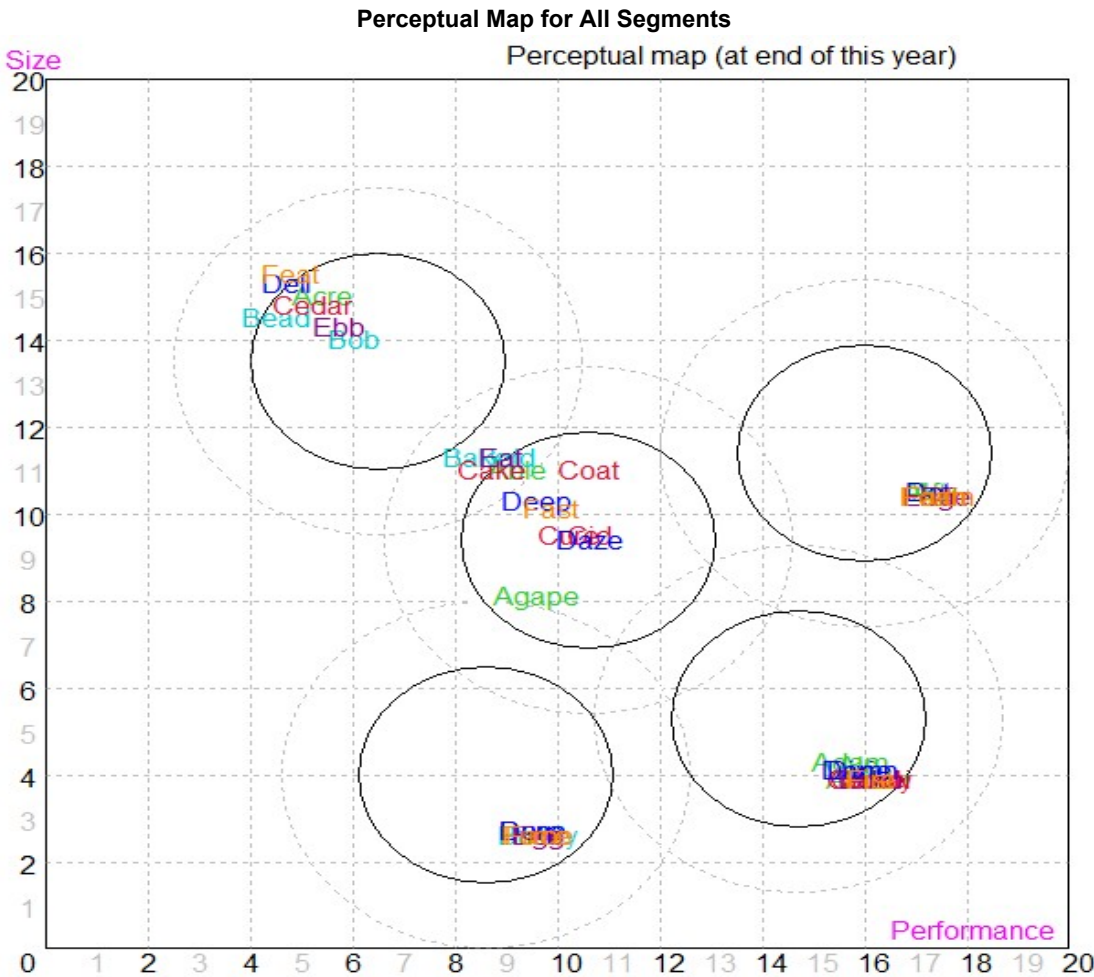
[Top](#)

Perceptual Map



C105204

Round: 8
December 31, 2027



Andrews				Baldwin				Chester			
Name	Pfmn	Size	Revised	Name	Pfmn	Size	Revised	Name	Pfmn	Size	Revised
Able	9.2	11.0	10/25/2027	Baker	8.5	11.3	11/21/2026	Cake	8.7	11.0	10/15/2027
Acre	5.4	15.0	3/28/2027	Bead	4.5	14.5	12/10/2024	Cedar	5.2	14.8	10/30/2024
Adam	15.7	4.3	8/26/2027	Bid	16.1	3.9	7/7/2027	Cid	10.6	9.5	8/28/2026
Aft	17.3	10.5	10/21/2027	Bold	9.0	11.3	9/10/2027	Coat	10.6	11.0	12/13/2026
Agape	9.6	8.1	9/17/2027	Buddy	9.6	2.6	6/30/2027	Cure	10.2	9.5	12/2/2026
Ale	15.9	4.2	9/26/2027	Bob	6.0	14.0	1/18/2025	Candy	16.1	3.9	6/9/2027
Alex	17.3	10.5	10/21/2027					Cool	16.1	3.9	6/9/2027
Amber	16.1	3.9	11/21/2027					Cersei	16.1	3.9	6/9/2027

Digby				Erie				Ferris			
Name	Pfmn	Size	Revised	Name	Pfmn	Size	Revised	Name	Pfmn	Size	Revised
Daze	10.6	9.4	4/28/2027	Eat	8.9	11.3	10/11/2027	Fast	9.9	10.1	5/27/2026
Dell	4.7	15.3	7/18/2024	Ebb	5.7	14.3	12/21/2024	Feat	4.8	15.5	6/26/2024
Dixie	15.9	4.1	7/27/2027	Echo	16.1	3.9	8/19/2027	Fist	16.1	3.9	7/2/2027
Dot	17.2	10.5	8/18/2027	Edge	17.4	10.4	9/16/2027	Foam	17.4	10.4	6/25/2027
Dune	9.5	2.7	8/31/2027	Egg	9.6	2.6	8/11/2027	Fume	9.6	2.6	6/25/2027
Derp	9.5	2.7	8/31/2027	Elf	17.4	10.4	9/16/2027	Fire	16.1	3.9	6/11/2027
Deep	9.6	10.3	8/28/2027	Eon	9.6	2.6	8/11/2027	Faith	17.4	10.4	6/11/2027
Damn	15.9	4.1	7/27/2027					Face	9.6	2.6	6/25/2027

[Top](#)

HR/TQM Report

CAPSTONE®
COURIER

C105204

Round: 8
December 31, 2027

HUMAN RESOURCES SUMMARY

	Andrews	Baldwin	Chester	Digby	Erie	Ferris
Needed Complement	186	249	422	414	449	511
Complement	186	249	422	414	449	511
1st Shift Complement	146	151	266	236	259	309
2nd Shift Complement	40	98	156	178	190	202
Overtime%	0.0%	0.1%	0.0%	0.0%	0.2%	0.1%
Turnover Rate	6.4%	6.2%	6.1%	6.4%	6.2%	6.3%
New Employees	12	15	92	26	28	52
Separated Employees	292	38	0	126	62	0
Recruiting Spend	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Training Hours	80	80	80	80	80	80
Productivity Index	129.2%	129.3%	126.8%	129.4%	130.9%	129.4%
Recruiting Cost	\$71	\$93	\$551	\$158	\$168	\$313
Separation Cost	\$1,460	\$190	\$0	\$630	\$310	\$0
Training Cost	\$298	\$398	\$675	\$662	\$718	\$818
Total HR Admin Cost	\$1,829	\$681	\$1,226	\$1,450	\$1,197	\$1,131
Labor Contract Next Year						
Wages	\$31.04	\$31.04	\$31.04	\$31.04	\$31.04	\$31.04
Benefits	2,500	2,500	2,500	2,500	2,500	2,500
Profit Sharing	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
Annual Raise	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Starting Negotiation Position						
Wages						
Benefits						
Profit Sharing						
Annual Raise						
Ceiling Negotiation Position						
Wages						
Benefits						
Profit Sharing						
Annual Raise						
Adjusted Labor Demands						
Wages						
Benefits						
Profit Sharing						
Annual Raise						
Strike Days						

TQM SUMMARY

	Andrews	Baldwin	Chester	Digby	Erie	Ferris
Process Mgt Budgets Last Year						
CPI Systems	\$1	\$0	\$0	\$0	\$0	\$0
Vendor/JIT	\$1	\$0	\$0	\$0	\$0	\$0
Quality Initiative Training	\$1	\$0	\$0	\$0	\$0	\$0
Channel Support Systems	\$1	\$0	\$0	\$0	\$0	\$0
Concurrent Engineering	\$1	\$0	\$0	\$0	\$0	\$0
UNEP Green Programs	\$1	\$0	\$0	\$0	\$0	\$0
TQM Budgets Last Year						
Benchmarking	\$1	\$0	\$0	\$0	\$0	\$0
Quality Function Deployment Effort	\$1	\$0	\$0	\$0	\$0	\$0
CCE/6 Sigma Training	\$1	\$0	\$0	\$0	\$0	\$0
GEMI TQEM Sustainability Initiatives	\$1	\$0	\$0	\$0	\$0	\$0
Total Expenditures	\$10	\$0	\$0	\$0	\$0	\$0
Cumulative Impacts						
Material Cost Reduction	11.80%	11.80%	11.80%	11.80%	11.80%	11.80%
Labor Cost Reduction	14.00%	14.00%	14.00%	13.99%	14.00%	14.00%
Reduction R&D Cycle Time	40.01%	40.01%	40.01%	40.01%	40.01%	40.01%
Reduction Admin Costs	60.02%	60.02%	60.02%	60.02%	60.02%	60.02%
Demand Increase	14.40%	14.40%	14.40%	14.40%	14.40%	14.40%

CAPSTONE® COURIER

Page 12

[Top](#)

Ethics Report		CAPSTONE® COURIER		C105204		Round: 8 December 31, 2027		
ETHICS SUMMARY								
Other (Fees, Writeoffs, etc.)		The actual dollar impact. Example, \$120 means Other increased by \$120.						
Demand Factor		The % of normal. 98% means demand fell 2%.						
Material Cost Impact		The % of normal. 104% means material costs rose 4%.						
Admin Cost Impact		The % of normal. 103% means admin costs rose 3%.						
Productivity Impact		The % of normal. 104% means productivity increased by 4%.						
Awareness Impact		The % of normal. 105% means normal awareness was multiplied by 1.05.						
Accessibility Impact		The % of normal. 98% means normal accessibility was multiplied by 0.98.						
Normal means the value that would have been produced if the problem had not been presented.								
Total		No Impact	Andrews	Baldwin	Chester	Digby	Erie	Ferris
Other (Fees, Writeoffs, etc.)		\$0	\$0	\$0	\$0	\$0	\$0	\$0
Demand Factor		100%	100%	100%	100%	100%	100%	100%
Material Cost Impact		100%	100%	100%	100%	100%	100%	100%
Admin Cost Impact		100%	100%	100%	100%	100%	100%	100%
Productivity Impact		100%	100%	100%	100%	100%	100%	100%
Awareness Impact		100%	100%	100%	100%	100%	100%	100%
Accessibility Impact		100%	100%	100%	100%	100%	100%	100%
CAPSTONE® COURIER								Page 13