Market share of models

	1	2	3	4	5	6	Sum
1	1	3	1	0	0	0	6
2	3	17	1	0	0	0	20
3	0	13	3	2	0	0	19
4	2	16	6	0	0	0	24
5	2	7	0	0	0	0	9
Import							23

Rate of coverage (%) in retail stores by models

	1	2	3	4	5	6
1	63	66	57	0	0	0
2	48	67	42	0	0	0
3	51	70	51	57	0	0
4	46	64	56	8	0	0
5	47	68	0	0	0	0

2. Co-s´marketing costs on end-users

	1	2	3	4	5	6	Sum
1	300	400	400	0	0	0	1 100
2	329	800	400	0	0	0	1 529
3	0	500	400	800	0	0	1 700
4	0	800	800	400	0	0	2 000
5	800	1 000	0	0	0	0	1 800

3. Co-s´marketing costs on retailers

	1	2	3	4	5	6	Sum
1	500	800	800	0	0	0	2 100
2	329	800	400	0	0	0	1 529
3	50	800	600	1 200	0	0	2 650
4	100	800	600	200	0	0	1 700
5	200	800	0	0	0	0	1 000

Segment	SY	SM	SE	AY	AM	AE	L	Total
Size of segment	260 240	432 553	474 653	203 910	333 658	126 058	230 930	2 062 002
Rate of coverage %	21	17	8	53	56	42	91	35

Purchases by segments	SY	SM	SE	AY	AM	AE	L	Total
First-time	7 419	13 071	8 734	10 312	20 177	7 011	9 216	75 940
Additional	277	318	280	396	524	131	817	2 743
Total	7 696	13 389	9 014	10 708	20 701	7 142	10 033	78 683

Demand rate (%) by models in segm	SY	SM	SE	AY	AM	AE	L
1 1 Digi1	3	2	4	2	2	3	2
1 2 Digi2	4	1	0	6	2	1	8
1 3 Digi3	2	1	1	2	1	1	1
2 1 Profit1	2	4	7	2	3	6	2
2 2 Profit2	19	20	19	17	19	20	14
2 3 Profit3	1	0	0	2	0	0	2
3 1 Primus1	0	0	1	0	0	0	0
3 2 Primus2	25	34	31	23	33	33	19
3 3 Primus3	5	2	0	7	3	1	8
3 4 Primus4	1	3	5	1	2	3	1
4 1 Best1	2	2	3	2	2	3	2
4 2 Best2	16	20	20	13	18	19	10
4 3 Best3	8	4	1	10	5	2	11
4 4 Best4	0	0	0	0	0	0	0
5 1 Mikro1	2	3	6	1	2	4	1
5 2 Mikro2	9	3	1	13	5	2	17

Product characteristics	Durability	Design	Connectivity	Maintenance	Accessories
1 1 Digi1	0,5	1,4	0,5	0,5	0,5
1 2 Digi2	3,0	3,0	3,0	2,0	1,0
1 3 Digi3	1,0	2,0	2,0	1,0	2,0
2 1 Profit1	0,5	0,5	0,5	0,9	0,5
2 2 Profit2	2,0	1,0	2,0	1,0	2,0
2 3 Profit3	1,0	3,0	1,0	2,0	3,0
3 1 Primus1	0,5	0,5	0,5	0,9	0,5
3 2 Primus2	2,0	1,0	3,0	2,0	1,0
3 3 Primus3	3,0	2,0	3,0	3,0	2,0
3 4 Primus4	1,0	1,0	2,0	1,0	1,0
4 1 Best1	0,5	0,5	0,5	1,4	0,5
4 2 Best2	2,0	1,0	2,0	1,0	1,0
4 3 Best3	2,0	3,0	3,0	2,0	1,0
4 4 Best4	3,0	1,0	3,0	2,0	1,0
5 1 Mikro1	0,5	0,5	0,5	0,5	0,5
5 2 Mikro2	3,0	3,0	3,0	3,0	3,0

Research costs

Company	1	2	3	4	5
	0	0	0	0	0