

DYNAMA		MARKET research												Period 13	
2MBA2a22		14.04.2023 11.46.47													
Market share of models								Rate of coverage (%) in retail stores by models							
	1	2	3	4	5	6	Sum		1	2	3	4	5	6	
1	6	4	0	0	0	0	10	1	71	71	0	0	0	0	
2	11	19	0	0	0	0	30	2	55	64	31	0	0	0	
3	13	9	2	0	0	0	24	3	69	56	32	0	0	0	
4	7	12	4	0	0	0	23	4	66	59	46	0	0	0	
5	3	2	0	0	0	0	5	5	53	66	0	0	0	0	
Import							8								
2. Co-s'marketing costs on end-users								3. Co-s'marketing costs on retailers							
	1	2	3	4	5	6	Sum		1	2	3	4	5	6	Sum
1	300	300	0	0	0	0	600	1	600	600	0	0	0	0	1 200
2	329	658	329	0	0	0	1 316	2	329	658	329	0	0	0	1 316
3	500	500	400	0	0	0	1 400	3	400	600	300	0	0	0	1 300
4	400	500	500	0	0	0	1 400	4	600	600	500	0	0	0	1 700
5	500	600	0	0	0	0	1 100	5	400	700	0	0	0	0	1 100
Segment	SY		SM		SE		AY		AM		AE		L		Total
Size of segment	260	290	430	249	471	939	203	220	331	114	124	924	228	870	2 050 606
Rate of coverage %	15		11		5		42		43		30		81		27
Purchases by segments	SY		SM		SE		AY		AM		AE		L		Total
First-time	2 465		3 830		0		7 207		15 349		4 286		12 613		45 750
Additional	73		80		79		100		114		25		207		678
Total	2 538		3 910		79		7 307		15 463		4 311		12 820		46 428
Demand rate (%) by models in segm	SY		SM		SE		AY		AM		AE		L		
1 1 Digi1	7		5		5		7		5		5		7		
1 2 Digi2	4		1		0		6		2		1		8		
1 3	0		0		0		0		0		0		0		
2 1 Profit1	12		19		28		11		16		24		10		
2 2 Profit2	23		20		14		21		22		17		18		
2 3 Profit3	0		0		0		1		0		0		1		
3 1 Primus1	11		19		27		10		15		22		10		
3 2 Primus2	10		9		5		10		10		6		9		
3 3 Primus3	2		1		0		3		1		0		4		
4 1 Best1	6		7		7		6		7		8		8		
4 2 Best2	14		14		10		13		15		12		11		
4 3 Best3	4		1		0		5		2		1		6		
5 1 Mikro1	3		3		3		3		3		4		3		
5 2 Mikro2	2		0		0		3		1		0		5		
Product characteristics	Durability		Design		Connectivity		Maintenance		Accessories						
1 1 Digi1	0,6		1,8		0,6		0,6		0,6						
1 2 Digi2	3,0		3,0		3,0		2,0		1,0						
1 3	0,0		0,0		0,0		0,0		0,0						
2 1 Profit1	0,6		0,6		0,6		1,2		0,6						
2 2 Profit2	2,0		1,0		2,0		1,0		2,0						
2 3 Profit3	1,0		3,0		1,0		1,0		3,0						
3 1 Primus1	0,6		0,6		0,6		1,2		0,6						
3 2 Primus2	2,0		1,0		3,0		1,0		1,0						
3 3 Primus3	3,0		2,0		3,0		2,0		2,0						
4 1 Best1	0,6		0,6		0,6		1,8		0,6						
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						
5 1 Mikro1	0,6		0,6		0,6		0,6		0,6						
5 2 Mikro2	3,0		3,0		3,0		3,0		3,0						
Research costs	1		2		3		4		5						
Company	0		0		0		0		0		0				