

3 Primus

Companies' marketing costs on end-users

Company	1	2	3	4	5
	1 000	550	1 000	1 000	400

Companies' marketing costs on retailers

Company	1	2	3	4	5
	1 000	1 550	700	600	300

Market share of models

Company	1	2	3	4	5	6	Sum
1 Digi	8	1	0	0	0	0	9
2 Profit	4	3	0	0	0	0	7
3 Primus	23	0	0	0	0	0	24
4 Best	11	2	0	0	0	0	13
5 Mikro	9	0	0	0	0	0	9
Import							39

Rate of coverage (%) in retail stores by models

Company	1	2	3	4	5	6
1 Digi	44	23				
2 Profit	56	59				
3 Primus	56	5				
4 Best	46	15				
5 Mikro	30					

Marketing costs on end-users by models

Company	1	2	3	4	5	6
1 Digi	400	600				
2 Profit	50	500				
3 Primus						
4 Best	400	600				
5 Mikro	400					

Segment	SY	SM	SE	AY	AM	AE	L	Total
Size of segment	260 365	426 793	467 868	202 185	327 298	123 223	225 780	2 033 512
Rate of coverage %	8	4	2	23	20	11	51	14

Purchases by segments	SY	SM	SE	AY	AM	AE	L	Total
First-time	3 876	4 984	1 022	7 778	15 699	3 685	24 579	61 623
Additional	42	45	49	50	45	9	57	297
Total	3 918	5 029	1 071	7 828	15 744	3 694	24 636	61 920

Demand rate (%) by models in segm.

	SY	SM	SE	AY	AM	AE	L
1 1 Digi1	14	9	7	13	10	8	12
1 2 Digi2	1	0	0	1	0	0	1
2 1 Profit1	8	7	7	8	9	8	10
2 2 Profit2	3	3	2	3	3	2	3
3 1 Primus1	34	40	44	33	37	41	32
3 2 Primus2	0	0	0	0	0	0	0
4 1 Best1	28	28	26	29	29	29	32
4 2 Best2	2	2	1	2	2	1	2
5 1 Mikro1	10	11	12	9	10	11	8

Product characteristics	Durability	Design	Connectivity	Maintenance	Accessories
1 1 Digi1	0,8	1,6	0,8	0,8	0,8
1 2 Digi2	3,0	3,0	3,0	1,0	1,0
2 1 Profit1	0,8	0,8	0,8	1,6	0,8
2 2 Profit2	2,0	1,0	2,0	1,0	1,0
4 1 Best1	0,8	0,8	0,8	2,5	0,8
4 2 Best2	2,0	1,0	2,0	1,0	1,0
5 1 Mikro1	0,8	0,8	0,8	0,8	0,8

Research costs 186 000