

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	4	4	0	0	0	0	8	1	68	68	47	0	0	0
2	6	10	0	0	0	0	16	2	51	61	39	0	0	0
3	12	17	3	0	0	0	32	3	63	69	46	0	0	0
4	4	14	4	0	0	0	22	4	55	64	52	0	0	0
5	2	3	0	0	0	0	5	5	53	68	0	0	0	0
Import							16							

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	400	400	0	0	0	1 100	1	700	800	800	0	0	0	2 300
2	329	658	329	0	0	0	1 316	2	329	658	329	0	0	0	1 316
3	400	800	500	0	0	0	1 700	3	600	1 200	500	0	0	0	2 300
4	200	800	700	0	0	0	1 700	4	400	800	500	0	0	0	1 700
5	900	1 000	0	0	0	0	1 900	5	500	900	0	0	0	0	1 400
Segment															
Size of segment															
Rate of coverage %															
Purchases by segments															
First-time															
Additional															
Total															

Demand rate (%) by models in segm															
								SY	SM	SE	AY	AM	AE	L	
1 1 Digi1								5	4	5	4	4	5	4	
1 2 Digi2								5	1	0	7	3	1	9	
1 3 Digi3								1	0	0	1	0	0	0	
2 1 Profit1								5	6	9	4	6	9	5	
2 2 Profit2								16	13	9	15	15	12	14	
2 3 Profit3								0	0	0	1	0	0	1	
3 1 Primus1								8	16	31	7	11	22	7	
3 2 Primus2								26	31	23	24	31	26	19	
3 3 Primus3								4	1	0	6	3	1	6	
3 4								0	0	0	0	0	0	0	
4 1 Best1								4	5	6	4	4	6	5	
4 2 Best2								15	16	13	13	16	14	11	
4 3 Best3								6	2	1	8	4	1	9	
4 4								0	0	0	0	0	0	0	
5 1 Mikro1								2	2	3	1	2	2	1	
5 2 Mikro2								4	1	0	6	2	0	9	

Product characteristics								Durability	Design	Connectivity	Maintenance	Accessories
1 1 Digi1								0,5	1,6	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	1,1	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	1,1	0,5
3 2 Primus2								2,0	1,0	3,0	2,0	1,0
3 3 Primus3								3,0	2,0	3,0	2,0	2,0
3 4								0,0	0,0	0,0	0,0	0,0
4 1 Best1								0,5	0,5	0,5	1,6	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								0,0	0,0	0,0	0,0	0,0
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			