

### 3 Primus

#### Companies' marketing costs on end-users

Company	1	2	3	4	5
	300	400	1 000	1 000	300

#### Companies' marketing costs on retailers

Company	1	2	3	4	5
	400	1 600	800	600	200

#### Market share of models

Company	1	2	3	4	5	6	Sum
1 Digi	8	0	0	0	0	0	8
2 Profit	16	0	0	0	0	0	16
3 Primus	25	0	0	0	0	0	25
4 Best	14	0	0	0	0	0	14
5 Mikro	6	0	0	0	0	0	6
Import							30

#### Rate of coverage (%) in retail stores by models

Company	1	2	3	4	5	6
1 Digi	43					
2 Profit	64					
3 Primus	59					
4 Best	55					
5 Mikro	24					

#### Marketing costs on end-users by models

Company	1	2	3	4	5	6
1 Digi	300					
2 Profit	400					
3 Primus						
4 Best	1 000					
5 Mikro	300					

Segment	SY	SM	SE	AY	AM	AE	L	Total
Size of segment	260 390	425 641	466 511	201 840	326 026	122 656	224 750	2 027 814
Rate of coverage %	7	3	2	20	15	8	40	11

Purchases by segments	SY	SM	SE	AY	AM	AE	L	Total
First-time	6 234	8 118	6 133	9 378	16 129	4 418	21 220	71 630
Additional	65	68	76	74	61	13	81	438
Total	6 299	8 186	6 209	9 452	16 190	4 431	21 301	72 068

#### Demand rate (%) by models in segm.

	SY	SM	SE	AY	AM	AE	L
1 1 Digi1	10	7	6	10	8	6	10
2 1 Profit1	20	21	22	19	21	22	19
3 1 Primus1	31	34	35	31	32	33	30
4 1 Best1	32	31	31	32	33	33	34
5 1 Mikro1	7	6	6	7	7	6	7

Product characteristics	Durability	Design	Connectivity	Maintenance	Accessories
1 1 Digi1	0,9	1,8	0,9	0,9	0,9
2 1 Profit1	0,9	0,9	0,9	1,8	0,9
4 1 Best1	0,9	0,9	0,9	1,8	0,9
5 1 Mikro1	0,9	0,9	0,9	0,9	0,9

Research costs	141 000
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