

3 Primus

Companies' marketing costs on end-users

Company	1	2	3	4	5
	1 200	1 200	1 000	900	500

Companies' marketing costs on retailers

Company	1	2	3	4	5
	1 800	1 000	1 500	1 000	500

Market share of models

Company	1	2	3	4	5	6	Sum
1 Digi	6	2	0	0	0	0	7
2 Profit	10	10	0	0	0	0	20
3 Primus	18	1	0	0	0	0	19
4 Best	9	3	0	0	0	0	13
5 Mikro	6	0	0	0	0	0	6
Import							35

Rate of coverage (%) in retail stores by models

Company	1	2	3	4	5	6
1 Digi	56	55				
2 Profit	56	55				
3 Primus	62	27	6			
4 Best	46	33	6			
5 Mikro	40					

Marketing costs on end-users by models

Company	1	2	3	4	5	6
1 Digi	500	700				
2 Profit	600	600				
3 Primus						
4 Best	200	300	400			
5 Mikro	500					

Segment	SY	SM	SE	AY	AM	AE	L	Total
Size of segment	260 340	427 945	469 225	202 530	328 570	123 790	226 810	2 039 210
Rate of coverage %	11	7	3	31	29	19	64	20

Purchases by segments	SY	SM	SE	AY	AM	AE	L	Total
First-time	7 207	11 134	6 607	15 058	29 342	8 974	28 588	106 910
Additional	144	159	169	170	158	34	265	1 099
Total	7 351	11 293	6 776	15 228	29 500	9 008	28 853	108 009

Demand rate (%) by models in segm.

	SY	SM	SE	AY	AM	AE	L
1 1 Digi1	12	5	2	13	7	4	13
1 2 Digi2	1	0	0	3	0	0	4
2 1 Profit1	30	47	60	26	37	49	22
2 2 Profit2	14	14	11	13	14	11	10
3 1 Primus1	19	16	14	19	19	18	21
3 2 Primus2	1	0	0	1	1	0	2
3 3 Primus3	0	0	0	0	0	0	0
4 1 Best1	12	8	6	13	12	10	18
4 2 Best2	4	3	2	4	4	2	4
4 3 Best3	0	0	0	1	0	0	1
5 1 Mikro1	7	6	5	7	7	6	7

Product characteristics	Durability	Design	Connectivity	Maintenance	Accessories
1 1 Digi1	0,8	2,3	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	1,5	0,8
2 2 Profit2	2,0	1,0	2,0	1,0	1,0
4 1 Best1	0,8	0,8	0,8	2,3	0,8
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	0,8	0,8	0,8	0,8	0,8

Research costs 205 000