

### 3 Primus

Companies' marketing costs on end-users

Company	1	2	3	4	5
	1 200	1 200	1 000	1 800	1 250

Companies' marketing costs on retailers

Company	1	2	3	4	5
	1 800	900	1 500	1 400	1 400

Market share of models

Company	1	2	3	4	5	6	Sum
1 Digi	5	3	0	0	0	0	8
2 Profit	7	4	1	0	0	0	12
3 Primus	14	2	0	0	0	0	16
4 Best	9	5	2	0	0	0	16
5 Mikro	6	1	0	0	0	0	7
Import							41

Rate of coverage (%) in retail stores by models

Company	1	2	3	4	5	6
1 Digi	61	63				
2 Profit	48	52	13			
3 Primus	60	41	15			
4 Best	49	38	22			
5 Mikro	45	46				

Marketing costs on end-users by models

Company	1	2	3	4	5	6
1 Digi	500	700				
2 Profit	400	400	400			
3 Primus	400	400	200			
4 Best	400	700	700			
5 Mikro	650	600				

Segment	SY	SM	SE	AY	AM	AE	L	Total
Size of segment	260 315	429 097	470 582	202 875	329 842	124 357	227 840	2 044 908
Rate of coverage %	15	10	5	38	38	26	76	25

Purchases by segments	SY	SM	SE	AY	AM	AE	L	Total
First-time	8 573	14 382	8 772	15 080	30 764	9 519	27 574	114 664
Additional	165	177	179	213	221	51	396	1 402
Total	8 738	14 559	8 951	15 293	30 985	9 570	27 970	116 066

Demand rate (%) by models in segm.

	SY	SM	SE	AY	AM	AE	L
1 1 Digi1	11	7	5	11	7	6	11
1 2 Digi2	3	1	0	5	1	0	7
2 1 Profit1	19	28	37	17	24	33	16
2 2 Profit2	16	15	12	15	17	13	13
2 3 Profit3	2	1	1	2	1	1	1
3 1 Primus1	13	15	17	13	15	17	14
3 2 Primus2	3	2	1	4	2	1	4
3 3 Primus3	0	0	0	0	0	0	0
4 1 Best1	9	8	7	10	9	9	13
4 2 Best2	14	15	13	12	15	12	10
4 3 Best3	3	1	0	4	1	0	4
5 1 Mikro1	6	7	8	6	7	7	5
5 2 Mikro2	1	0	0	1	0	0	2

Product characteristics	Durability	Design	Connectivity	Maintenance	Accessories
1 1 Digi1	0,7	2,0	0,7	0,7	0,7
1 2 Digi2	3,0	3,0	3,0	1,0	1,0
2 1 Profit1	0,7	0,7	0,7	1,4	0,7
2 2 Profit2	2,0	1,0	2,0	1,0	1,0
2 3 Profit3	1,0	3,0	1,0	1,0	3,0
3 1 Primus1	0,7	0,7	0,7	1,4	0,7
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	0,7	0,7	0,7	2,0	0,7
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	0,7	0,7	0,7	0,7	0,7
5 2 Mikro2	3,0	3,0	3,0	3,0	3,0

Research costs                    252 000