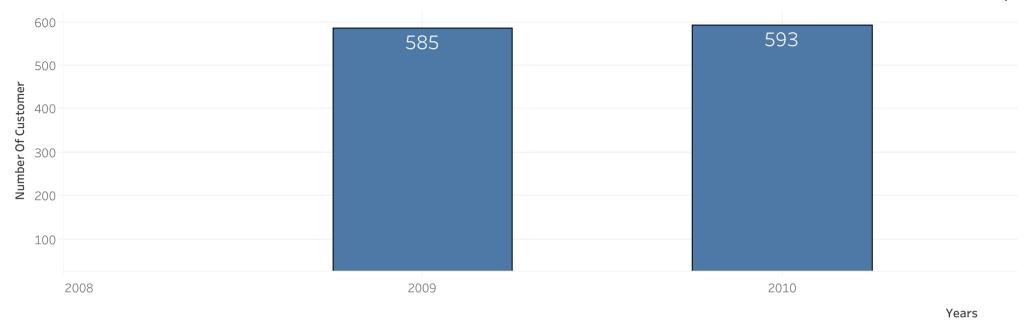
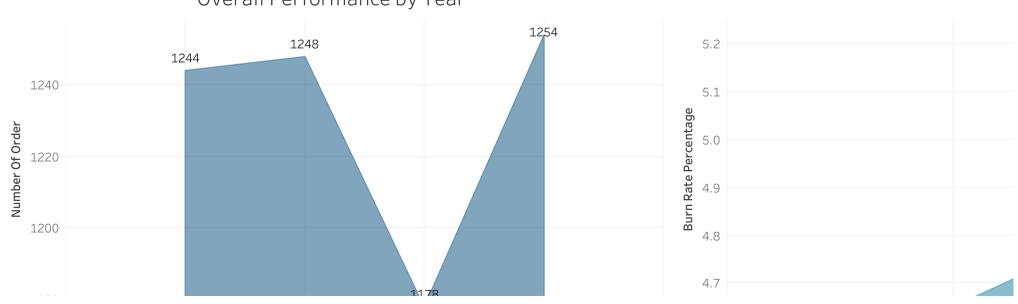
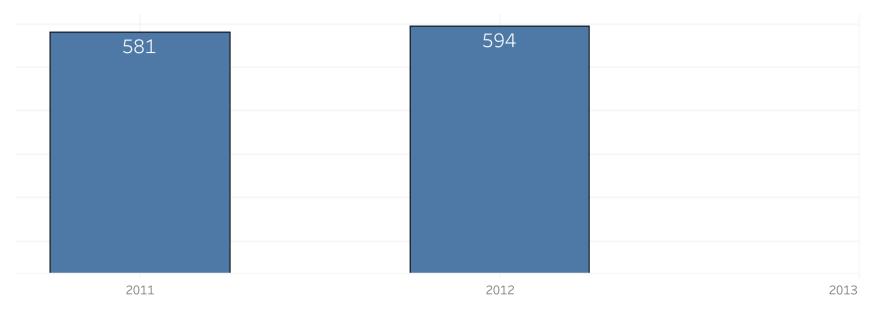
Customers Transaction p



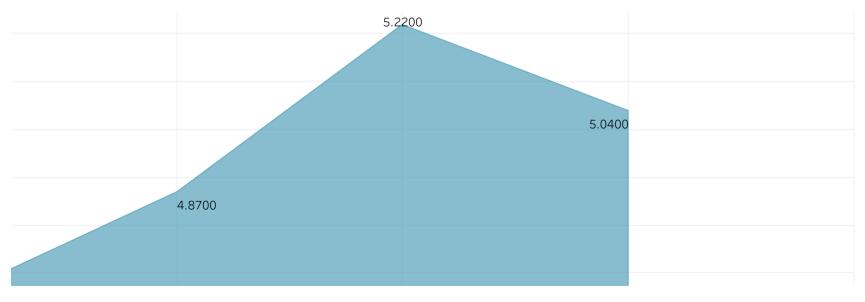








Promotion Effectiveness and Efficiency by Years

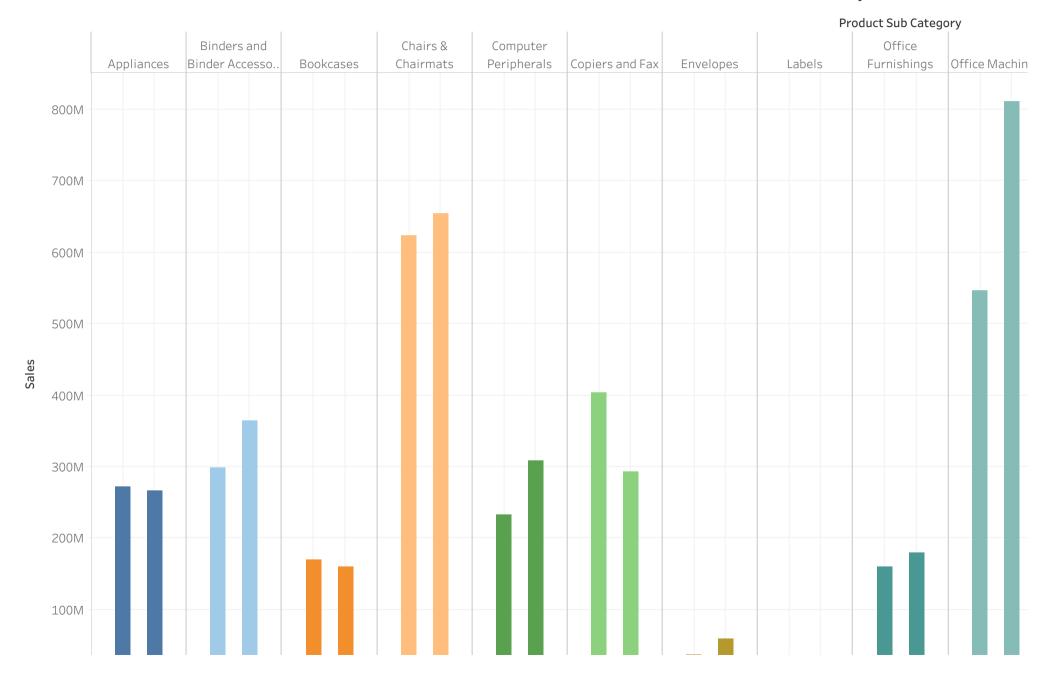




2010 2011 2012 2013

Years

Overall Performance by Product Sub Cate



∍gory

							Appliances
							Binders and Binder A
	Pens & Art		Scissors, Rulers	Storage &		Telephones and	Bookcases
Paper	Supplies	Rubber Bands	and Trimmers	Organization	Tables	Communication	Chairs & Chairmats
'							Computer Periphera
							Copiers and Fax
							Envelopes
							Labels
							Office Furnishings
							Office Machines
							Paper
							Pens & Art Supplies
							Rubber Bands
							Scissors, Rulers and
							Storage & Organiza
							Tables
							Telephones and Con

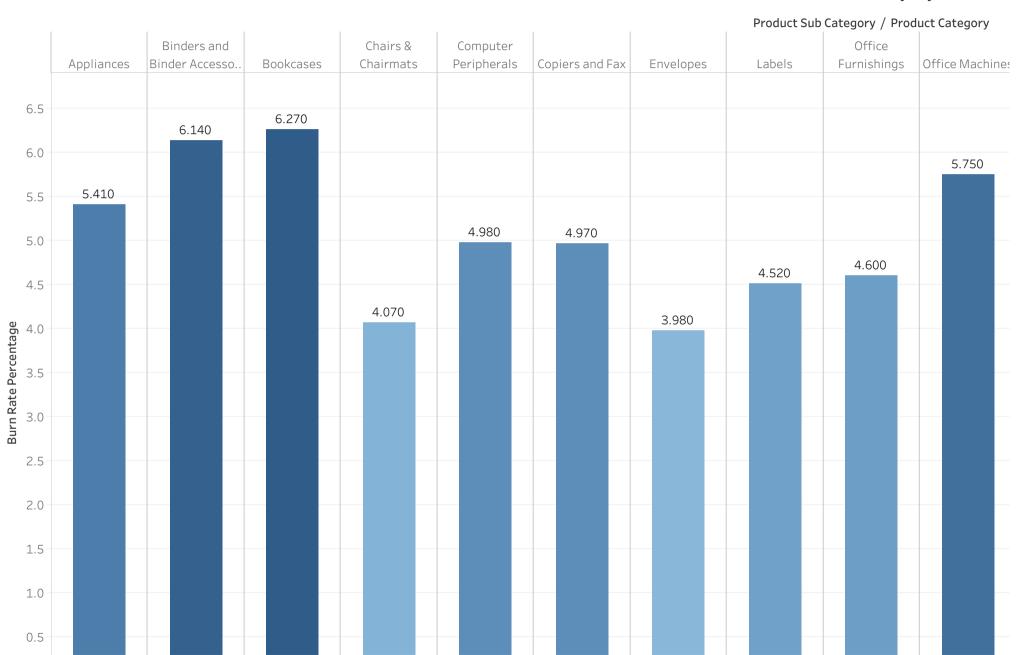
Product Sub Category

Appliances

2010	2012	2010	2012	2011 2012	2010	2012	2010	2012	2010	2012	2010	2012	2010	2012	2011 2012	2010	20
Υ	'ears	Y	ears	Years	Y	ears	Years	Y	ears/								

	012	2010	2012	2010	2012	2010	2012	2011 201	2010	2012	2010	2012
Year	's	Ye	ears	Y	ears	Y	ears	Years	Y	ears	Y	ears

Promotion Effectiveness and Efficiency by Produc



t Sub Category

Burn Rate Percentage

3.060	6.390

		Pens & Art		Scissors, Rulers	Storage &		Telephones and
5	Paper	Supplies	Rubber Bands	and Trimmers	Organization	Tables	Communication
				6.390			
		5.350			5.270		
					3.270		
	4.910						
							4.450
						4.200	
			3.060				
+							
+							
-							

0.0										
	Office Supplies	Office Supplies	Furniture	Furniture	Technology	Technology	Office Supplies	Office Supplies	Furniture	Technology

| (| Office Supplies | Furniture | Technology |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-----------|------------|