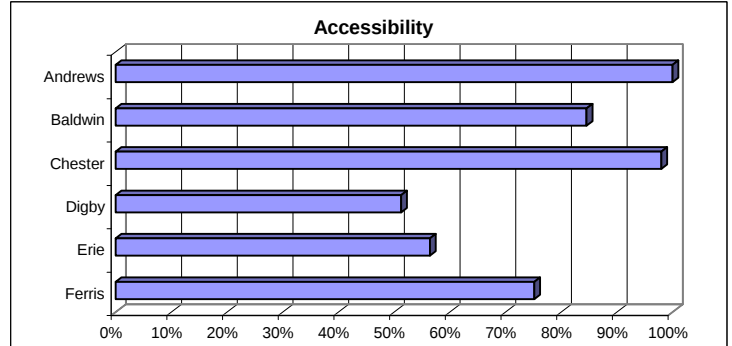


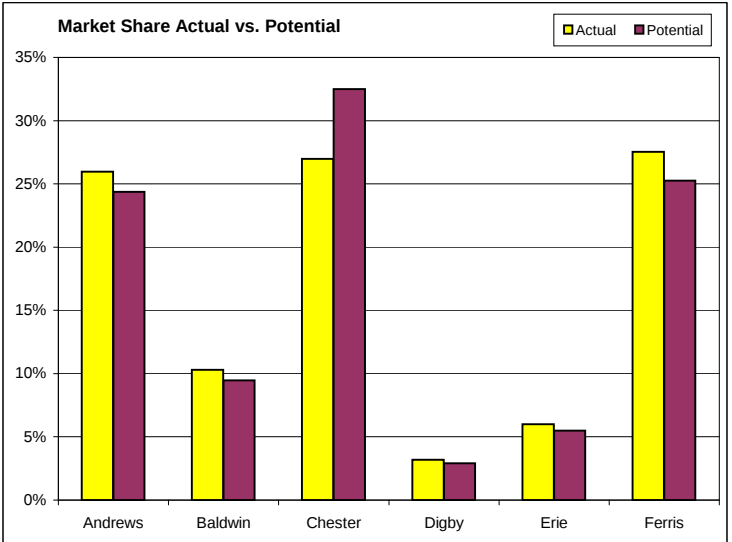
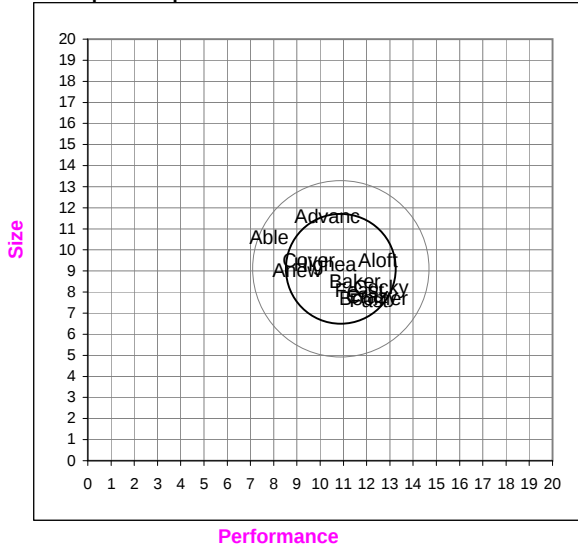
High Tech

Statistics	
Total Industry Unit Demand	7'740
Actual Industry Unit Sales	7'740
Segment % of Total Industry	44.1%
Growth Rate	20.0%

Customer Buying Criteria		
	Expectations	Importance
1. Ideal Position	Pfmm12.3 Size 7.7	33%
2. Age	Ideal Age = 0.0	29%
3. Price	\$25.00 - 45.00	25%
4. Reliability	MTBF 17000-23000	13%



Perceptual Map



Top Products In Segment

Name	Market Share	Units Sold to Seg	Revision Date	Stock Out	Pfmm Coord	Size Coord	List Price	MTBF	Age Dec.31	Promo Budget	Sales Budget	Customer Awareness	December Customer Survey
Fast	14%	1'099	30. Jul 15		12.1	7.6	\$41.00	22000	1.4	\$1'500	\$1'150	100%	43
Feast	13%	1'033	30. Jul 15		11.7	8.1	\$41.00	22000	1.4	\$1'500	\$1'150	99%	41
Aloft	10%	755	31. Mrz 15		12.5	9.5	\$40.50	21000	2.1	\$2'000	\$2'000	100%	25
Cocky	10%	743	12. Sep 15	YES	12.6	8.2	\$43.80	17000	1.0	\$2'000	\$2'250	94%	37
Crazy	9%	673	24. Feb 15	YES	12.2	7.8	\$44.80	17000	0.9	\$2'250	\$2'250	72%	35
Advanc	7%	548	02. Mrz 15		10.3	11.6	\$36.00	18000	1.4	\$2'000	\$2'000	100%	16
Highea	6%	465	20. Jul 14		10.2	9.3	\$42.00	27000	2.8	\$2'000	\$1'500	100%	12
Cover	5%	419	14. Dez 14	YES	9.5	9.5	\$37.80	19000	2.0	\$1'400	\$2'250	100%	15
Boomer	5%	404	23. Nov 15		12.3	7.7	\$45.00	17000	1.7	\$1'000	\$1'000	88%	25
Baker	5%	394	01. Okt 15		11.5	8.5	\$42.00	19000	1.9	\$1'000	\$1'000	88%	24
Anew	5%	391	18. Mai 15	YES	9.0	9.0	\$41.00	21000	0.6	\$2'750	\$2'500	74%	23
Able	4%	316	17. Mrz 15		7.8	10.6	\$35.50	21000	1.9	\$1'500	\$1'500	100%	6