

Report TNB02: Market Research Report

MARKET 1: CLASSIC

	Price	Deviation Price	Technology	Ecology	Advertising	Sales Employees	Customer Satis- faction	Awareness	Sales	Revenue Market	Market Share
	EUR	%	Index	Index	mEUR	Employees	Index	Index	Units	mEUR	%
C1	3,000	0.00	100.00	100.00	6.00	100.00	73.19	53.75	43,000	129.00	20.00
C2	3,000	0.00	100.00	100.00	6.00	100.00	73.19	53.75	43,000	129.00	20.00
C3	3,000	0.00	100.00	100.00	6.00	100.00	73.19	53.75	43,000	129.00	20.00
C4	3,000	0.00	100.00	100.00	6.00	100.00	73.19	53.75	43,000	129.00	20.00
C5	3,000	0.00	100.00	100.00	6.00	100.00	73.19	53.75	43,000	129.00	20.00
Ø / Sum	3,000		100.00	100.00	6.00	100.00	73.19	53.75	215,000	645.00	

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This first part shows the market results for **your company (e.g. C1)** and the total industry

- Price per unit
- units of sold copy machines
- Revenue = Sales x Price

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The market share, starting with equal percentages for every company in Period 0; always adding up to 100 % in total

The Customer Satisfaction and Awareness index are index influenced by various factors (see participant`s manual chapter 3.1.8 and 3.1.4.2)

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The Advertising budget shows the spendings of each company in this area.
The Technology and Ecology Index are the current indexes achieved by your R&D activities
(see THB4: Research & Development)

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- in later periods, you might have the opportunity to sell other copy machines (Copy Classic, Copy Pro, different Generations) in an additional Market 2, respond to requests for bids or supply bulk buyers (see participant's manual chapter 3.1.6). Those have different priorities (see chapter 3.1.7)
- This table will be provided for each product type in each market.