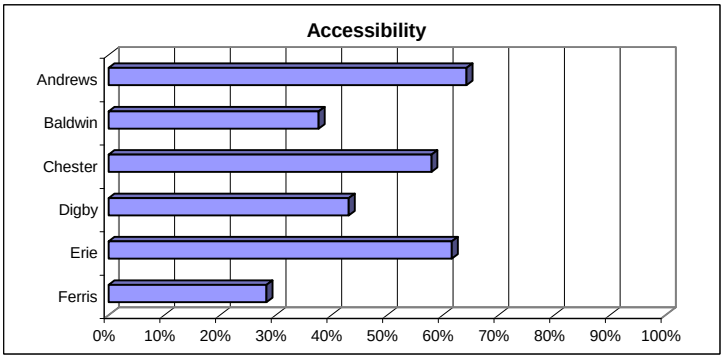
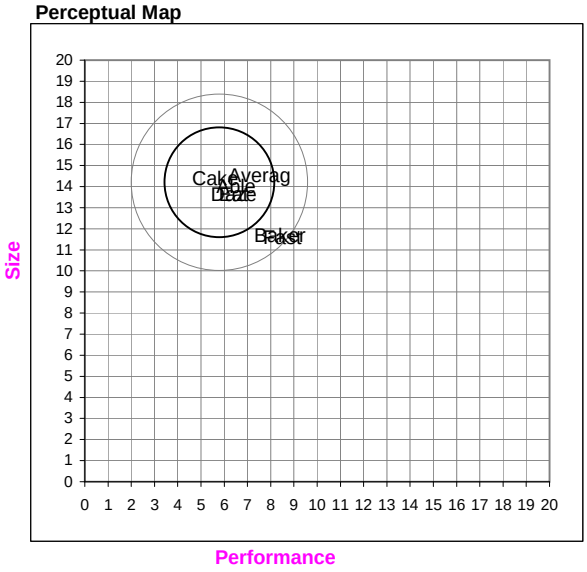
Low Tech

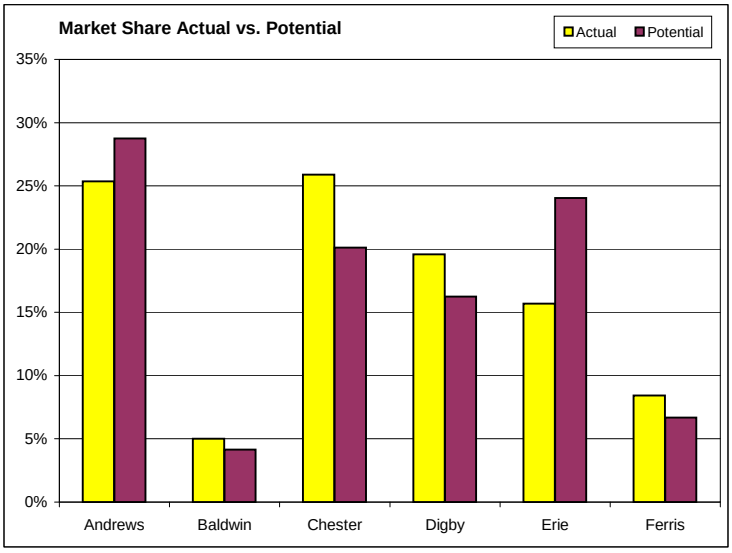
Statistics	
Total Industry Unit Demand	6'098
Actual Industry Unit Sales	6'098
Segment % of Total Industry	66.2%
Growth Rate	10.0%

Customer Buying Criteria		
	Expectations	*Importance*
1. Price	$15.00 - 35.00	41%
2. Age	Ideal Age = 3.0	29%
3. Reliability	MTBF 14000-20000	21%
4. Ideal Position	Pfmn 5.8 Size14.2	9%



Perceptual Map





Top Products In Segment

Name	Market Share	Units Sold to Seg	Revision Date	Stock Out	Pfmn Coord	Size Coord	List Price	MTBF	Age Dec.31	Promo Budget	Sales Budget	Customer Awareness	December Customer Survey
Cake	26%	1'579	15. Jan 10		5.6	14.4	$32.50	15000	3.2	$2'250	$2'250	100%	22
Able	22%	1'351	18. Mrz 10	YES	6.5	14.0	$34.50	21000	2.9	$1'500	$1'500	81%	29
Daze	20%	1'195	21. Nov 05	YES	6.4	13.6	$32.00	21000	5.1	$1'000	$1'500	70%	15
Eat	16%	957	21. Nov 05	YES	6.4	13.6	$30.00	21000	5.1	$3'000	$1'500	100%	23
Fast	8%	514	10. Okt 10		8.5	11.6	$38.50	22000	1.7	$1'500	$1'275	85%	1
Baker	5%	305	28. Jul 10	YES	8.4	11.7	$38.00	21000	1.7	$1'400	$2'000	88%	3
Averag	3%	196	07. Mrz 10	YES	7.5	14.5	$33.50	17000	0.8	$1'250	$1'500	61%	7