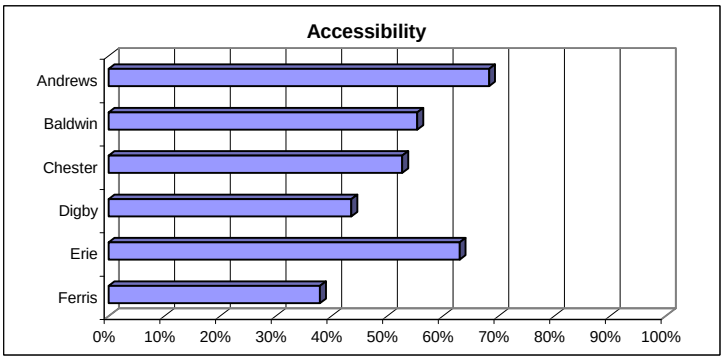
High Tech

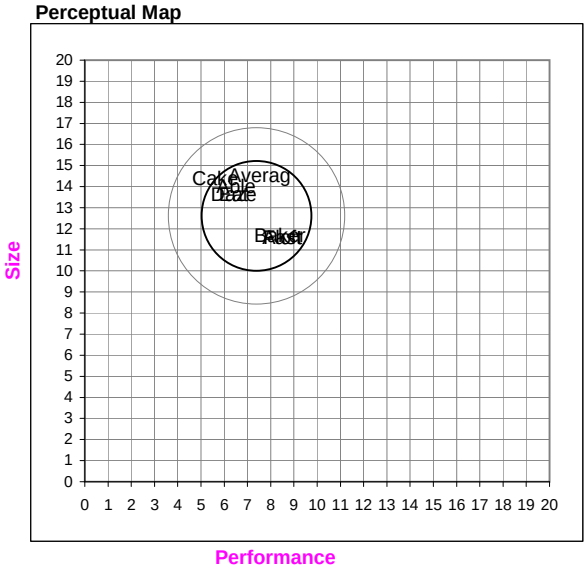
Statistics	
Total Industry Unit Demand	3'110
Actual Industry Unit Sales	3'110
Segment % of Total Industry	33.8%
Growth Rate	20.0%

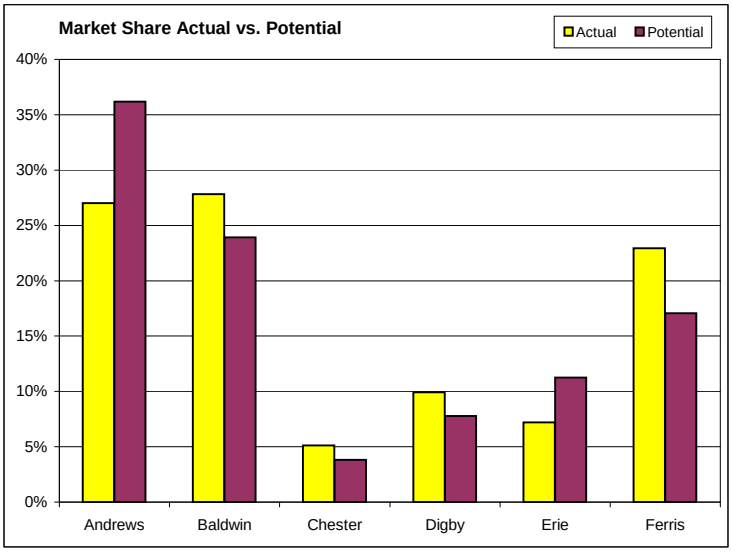
Customer Buying Criteria

	Expectations	*Importance*
1. Ideal Position	Pfmn 8.8 Size11.2	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	Pfmn Coord	Size Coord	List Price	MTBF	Age Dec.31	Promo Budget	Sales Budget	Customer Awareness	December Customer Survey
Baker	28%	865	28. Jul 10	YES	8.4	11.7	$38.00	21000	1.7	$1'400	$2'000	88%	33
Fast	23%	713	10. Okt 10		8.5	11.6	$38.50	22000	1.7	$1'500	$1'275	85%	30
Daze	10%	308	21. Nov 05	YES	6.4	13.6	$32.00	21000	5.1	$1'000	$1'500	70%	8
Aloft	10%	297	27. Jun 10	YES	8.5	11.6	$45.50	21000	0.5	$1'750	$2'000	68%	35
Able	9%	294	18. Mrz 10	YES	6.5	14.0	$34.50	21000	2.9	$1'500	$1'500	81%	10
Averag	8%	249	07. Mrz 10	YES	7.5	14.5	$33.50	17000	0.8	$1'250	$1'500	61%	16
Eat	7%	224	21. Nov 05	YES	6.4	13.6	$30.00	21000	5.1	$3'000	$1'500	100%	12
Cake	5%	159	15. Jan 10		5.6	14.4	$32.50	15000	3.2	$2'250	$2'250	100%	4