Andrews F24562 **Marketing** **Round 5 - 2013**

NAME	Price	Promo Budget	Sales Budget	Computer Prediction	Your Sales Forecast	Gross Revenue Forecast	Variable Costs	Contrib. Margin Forecast	Less Promo & Sales
Able	**$36.30**	**$1'300**	**$900**	1'550	**1'700**	$61'710	$42'405	$19'305	$17'105
Aloft	**$44.00**	**$1'500**	**$2'000**	1'206	**600**	$26'400	$17'487	$8'913	$5'413
Averag	**$34.70**	**$1'500**	**$1'600**	1'063	**1'200**	$41'640	$28'840	$12'800	$9'700
Advanc	**$35.80**	**$1'500**	**$1'000**	622	**450**	$16'110	$12'336	$3'774	$1'274
Na	**$0.0**	**$0**	**$0**	0	**-**	$0	$0	$0	$0
Total		**$5'800**	**$5'500**	4'441	3'950	**$145'860**	**$101'067**	**$44'793**	**$33'493**

Note: The Computer Prediction is only useful as a benchmarking tool. The computer assumes that each competitor will offer one unremarkable product in each segment. It does not know what your competitors have actually offered. Therefore, you should always override the computer's forecast with your own.

A/R Lag (days)	**30**
A/P Lag (days)	**30**



