Co. 1 Industry A Quarter: 1

<table>
<thead>
<tr>
<th></th>
<th>Domestic</th>
<th>Export</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales-Domestic</td>
<td>4211 Units @ 550</td>
<td>0 Units @ 0</td>
</tr>
<tr>
<td>Cost of Good Sold</td>
<td>$1,423,318</td>
<td>$0</td>
</tr>
<tr>
<td>GROSS MARGIN</td>
<td>$892,732</td>
<td>$0</td>
</tr>
</tbody>
</table>

**EXPENSES FOR DOMESTIC PRODUCT:**

- Advertising $100,000
- Sales Promotion 50,000
- Distribution Improvement 200,000
- Bonus Paid on Sales 21,055
- Product Research & Quality 20,000
- Salesforce - 5 in field 50,000
- Salesforce - 1 in training 10,000
- Inventory Expense 160,060

**TOTAL SALES EXPENSE** $611,115

**PRODUCT CONTRIBUTION** $281,617

**EXPENSES FOR EXPORT PRODUCT:**

- Advertising $0
- Sales Promotion 0
- Distribution Improvement 0
- Product Research & Quality 0
- Inventory Expense 0

**TOTAL SALES EXPENSE** $0

**PRODUCT CONTRIBUTION** $0

**OVERHEAD EXPENSES:**

- Market Research 31,000
- Administrative Expense 200,000
- Other Expenses 0

**TOTAL OVERHEAD EXPENSE** $231,000

**NET CONTRIBUTION TO CORP. OVERHEAD** $50,617

**INVENTORY ANALYSIS**

<table>
<thead>
<tr>
<th></th>
<th>Domestic</th>
<th>Export</th>
</tr>
</thead>
<tbody>
<tr>
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<td>12,000</td>
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<tr>
<td>Received</td>
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<tr>
<td>+ Beg. Inv.</td>
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<tr>
<td>= Available</td>
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<tr>
<td>- Sales</td>
<td>4,211</td>
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<tr>
<td>= Ending Inv.</td>
<td>7,553</td>
<td>0</td>
</tr>
<tr>
<td>Lost Sales</td>
<td>0</td>
<td>0</td>
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</tbody>
</table>

**MARKET RESEARCH, INDUSTRY NEWS MESSAGES, AND INCIDENT FEEDBACK**

Number salesreps (Co 1): 6 5 5 5 9 5 5 5

The Business Index Forecast the next four quarters: 101 102 105 095

Total sales this quarter Domestic (units): 36,861 

Prices-Domestic: 550 500 505 500 580 495 500 525

Prices-Export: 0 0 0 0 0 0 0 0

Total Advertising/Promo: Domestic $855,000/$535,000 

Total Product Research & Quality: Domestic 460,000 

Use Incident B next quarter.

Total Assets utilized this quarter $2,016,200 

Business Index was 100
Sales-Domestic: 4192 Units @ 500 $2,096,000
Cost of Good Sold @ 350 $1,467,200
GROSS MARGIN................................................................. $628,800

EXPENSES FOR DOMESTIC PRODUCT:
Advertising $50,000
Sales Promotion 30,000
Distribution Improvement 10,000
Bonus Paid on Sales 0
Product Research & Quality 20,000
Salesforce - 5 in field 50,000
Salesforce - 0 in training 0
Inventory Expense 17,940
TOTAL SALES EXPENSE................................................ $177,940
PRODUCT CONTRIBUTION........................................... $450,860

Sales-Export Area: 0 0 Units @ 0 $0
Cost of Good Sold @ 0 $0
GROSS MARGIN................................................................. $0

EXPENSES FOR EXPORT PRODUCT:
Advertising $0
Sales Promotion 0
Distribution Improvement 0
Product Research & Quality 0
Inventory Expense 0
TOTAL SALES EXPENSE................................................ $0
PRODUCT CONTRIBUTION........................................... $0

OVERHEAD EXPENSES:
Market Research 31,000
Administrative Expense 200,000
Other Expenses 0
TOTAL OVERHEAD EXPENSE........................................... $231,000
NET CONTRIBUTION TO CORP. OVERHEAD.......................... $219,860

** INVENTORY ANALYSIS **

<table>
<thead>
<tr>
<th></th>
<th>Ordered</th>
<th>Received</th>
<th>Beg. Inv.</th>
<th>Available</th>
<th>Sales</th>
<th>Ending Inv.</th>
<th>Lost Sales</th>
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</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>4,500</td>
<td>4,274</td>
<td>365</td>
<td>4,639</td>
<td>4,192</td>
<td>447</td>
<td>0</td>
</tr>
<tr>
<td>Export</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

** MARKET RESEARCH, INDUSTRY NEWS MESSAGES, AND INCIDENT FEEDBACK **
Number salesreps (Co 1..): 6 5 5 5 5 5 9 5 5 5
The Business Index Forecast the next four quarters: 101 102 105 095
Total sales this quarter Domestic (units): 36,861 Export:
Prices-Domestic: 550 500 500 505 500 580 495 500 525
Prices-Export: 0 0 0 0 0 0 0 0 0
Total Advertising/Promo: Domestic $855,000/$535,000 Export $/$
Total Product Research & Quality: Domestic 460,000 Export
Use Incident B next quarter.
Total Assets utilized this quarter $751,700 Business Index was 100
Co. 3 Industry A Quarter: 1

Sales-Domestic: 5108 Units @ 500 $2,554,000
Cost of Good Sold @ 342 $1,746,936
GROSS MARGIN.............................................................. $807,064

EXPENSES FOR DOMESTIC PRODUCT:
- Advertising $100,000
- Sales Promotion 60,000
- Distribution Improvement 30,000
- Bonus Paid on Sales 0
- Product Research & Quality 40,000
- Salesforce - 5 in field 50,000
- Salesforce - 0 in training 0
- Inventory Expense 66,120
TOTAL SALES EXPENSE.............................................. $346,120
PRODUCT CONTRIBUTION....................................... $460,944

Sales-Export Area: 0 0 Units @ 0 $0
Cost of Good Sold @ 0 $0
GROSS MARGIN.............................................................. $0

EXPENSES FOR EXPORT PRODUCT:
- Advertising $0
- Sales Promotion 0
- Distribution Improvement 0
- Product Research & Quality 0
- Inventory Expense 0
TOTAL SALES EXPENSE................................................ $0
PRODUCT CONTRIBUTION........................................ $0
TOTAL CONTRIBUTION.............................................. $460,944

OVERHEAD EXPENSES:
- Market Research 31,000
- Administrative Expense 220,000
- Other Expenses 0
TOTAL OVERHEAD EXPENSE........................................ $251,000
NET CONTRIBUTION TO CORP. OVERHEAD............................... $209,944

** INVENTORY ANALYSIS **

<table>
<thead>
<tr>
<th></th>
<th>Ordered</th>
<th>Received</th>
<th>+ Beg. Inv.</th>
<th>= Available</th>
<th>- Sales</th>
<th>= Ending Inv.</th>
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<tr>
<td>Domestic</td>
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<td>7,599</td>
<td>365</td>
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<td>5,108</td>
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</table>

** MARKET RESEARCH, INDUSTRY NEWS MESSAGES, AND INCIDENT FEEDBACK **

Number salesreps (Co 1..): 6 5 5 5 5 9 5 5 5
The Business Index Forecast the next four quarters: 101 102 105 095
Total sales this quarter Domestic (units): 36,861 Export:
Prices-Domestic: 550 500 500 505 500 580 495 500 525
Prices-Export: 0 0 0 0 0 0 0 0 0
Total Advertising/Promo: Domestic $855,000/$535,000 Export $/$
Total Product Research & Quality: Domestic 460,000 Export
Use Incident B next quarter.
Total Assets utilized this quarter $1,319,075 Business Index was 100
Co. 4       Industry A       Quarter: 1

Sales-Domestic: 4187 Units @ 505 $2,114,435
Cost of Good Sold @ 350 $1,465,450
GROSS MARGIN........................................... $648,985

EXPENSES FOR DOMESTIC PRODUCT:
Advertising $50,000
Sales Promotion 30,000
Distribution Improvement 10,000
Bonus Paid on Sales 8,374
Product Research & Quality 20,000
Salesforce - 5 in field 50,000
Salesforce - 0 in training 0
Inventory Expense 23,740
TOTAL SALES EXPENSE........................................... $192,114
PRODUCT CONTRIBUTION........................................... $456,871

Sales-Export Area: 0 0 Units @ 0 $0
Cost of Good Sold @ 0 $0
GROSS MARGIN...................................................... $0

EXPENSES FOR EXPORT PRODUCT:
Advertising $0
Sales Promotion 0
Distribution Improvement 0
Product Research & Quality 0
Inventory Expense 0
TOTAL SALES EXPENSE........................................... $0
PRODUCT CONTRIBUTION........................................... $0
TOTAL CONTRIBUTION........................................... $456,871

OVERHEAD EXPENSES:
Market Research 10,000
Administrative Expense 200,000
Other Expenses 0
TOTAL OVERHEAD EXPENSE........................................... $210,000
NET CONTRIBUTION TO CORP. OVERHEAD.......................... $246,871

** INVENTORY ANALYSIS **

<table>
<thead>
<tr>
<th></th>
<th>Ordered</th>
<th>Received</th>
<th>+ Beg. Inv.</th>
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<th>- Sales</th>
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<tr>
<td>Domestic</td>
<td>4,800</td>
<td>4,559</td>
<td>365</td>
<td>4,924</td>
<td>4,187</td>
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<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

** MARKET RESEARCH, INDUSTRY NEWS MESSAGES, AND INCIDENT FEEDBACK **
The Business Index Forecast the next four quarters: 101 102 105 095
Prices-Domestic: 550  500  505  500  580  495  500  525
Prices-Export: 0  0  0  0  0  0  0  0
Use Incident B next quarter.
Total Assets utilized this quarter $802,200 Business Index was 100

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### Co. 5 Industry A

#### Quarter: 1

<table>
<thead>
<tr>
<th>Sales-Domestic: 839 Units @ 500</th>
<th>$419,500</th>
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<tr>
<td>Cost of Good Sold @ 378</td>
<td>$317,142</td>
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<td>GROSS MARGIN..........................</td>
<td>$102,358</td>
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**EXPENSES FOR DOMESTIC PRODUCT:**

<table>
<thead>
<tr>
<th>Expense</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>$70,000</td>
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<tr>
<td>Sales Promotion</td>
<td>50,000</td>
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<tr>
<td>Distribution Improvement</td>
<td>10,000</td>
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<tr>
<td>Bonus Paid on Sales</td>
<td>1,678</td>
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<tr>
<td>Product Research &amp; Quality</td>
<td>35,000</td>
</tr>
<tr>
<td>Salesforce - 5 in field</td>
<td>50,000</td>
</tr>
<tr>
<td>Salesforce - 0 in training</td>
<td>0</td>
</tr>
<tr>
<td>Inventory Expense</td>
<td>9,000</td>
</tr>
</tbody>
</table>

**TOTAL SALES EXPENSE..............................................** $225,678

**PRODUCT CONTRIBUTION.......................................** $-123,320

<table>
<thead>
<tr>
<th>Sales-Export Area: 0 0 Units @ 0</th>
<th>$0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of Good Sold @ 0</td>
<td>$0</td>
</tr>
<tr>
<td>GROSS MARGIN.................................................</td>
<td>$0</td>
</tr>
</tbody>
</table>

**EXPENSES FOR EXPORT PRODUCT:**

<table>
<thead>
<tr>
<th>Expense</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>$0</td>
</tr>
<tr>
<td>Sales Promotion</td>
<td>0</td>
</tr>
<tr>
<td>Distribution Improvement</td>
<td>0</td>
</tr>
<tr>
<td>Product Research &amp; Quality</td>
<td>0</td>
</tr>
<tr>
<td>Inventory Expense</td>
<td>0</td>
</tr>
</tbody>
</table>

**TOTAL SALES EXPENSE................................................** $0

**PRODUCT CONTRIBUTION............................................** $0

**TOTAL CONTRIBUTION..............................................** $-123,320

**OVERHEAD EXPENSES:**

<table>
<thead>
<tr>
<th>Expense</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Research</td>
<td>14,000</td>
</tr>
<tr>
<td>Administrative Expense</td>
<td>200,000</td>
</tr>
<tr>
<td>Other Expenses</td>
<td>0</td>
</tr>
</tbody>
</table>

**TOTAL OVERHEAD EXPENSE.................................** $214,000

**NET CONTRIBUTION TO CORP. OVERHEAD..................** $-337,320

<p>| <strong>INVENTORY ANALYSIS</strong>                        |          |</p>
<table>
<thead>
<tr>
<th>Ordered</th>
<th>Received</th>
<th>+ Beg. Inv.</th>
<th>= Available</th>
<th>- Sales</th>
<th>= Ending Inv.</th>
<th>= Lost Sales</th>
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<tbody>
<tr>
<td>Domestic</td>
<td>500</td>
<td>474</td>
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<td>839</td>
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<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**MARKET RESEARCH, INDUSTRY NEWS MESSAGES, AND INCIDENT FEEDBACK**

The Business Index Forecast the next four quarters: 101 102 105 095
Total sales this quarter Domestic (units): 36,861 Export:
Prices-Domestic: 550 500 500 505 500 580 495 500 525
Prices-Export: 0 0 0 0 0 0 0 0
Use Incident B next quarter.
Total Assets utilized this quarter $580,825 Business Index was 100

**The Marketer: 3rd Edition Copyright (c) 1998 by Houghton Mifflin Co. Rights Reserved.**
<table>
<thead>
<tr>
<th>Sales-Domestic:</th>
<th>3269 Units @ 580</th>
<th>$1,896,020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of Good Sold @ 350</td>
<td>$1,144,150</td>
<td></td>
</tr>
<tr>
<td>GROSS MARGIN</td>
<td>$751,870</td>
<td></td>
</tr>
</tbody>
</table>

**EXPENSES FOR DOMESTIC PRODUCT:**

- Advertising: $60,000
- Sales Promotion: 50,000
- Distribution Improvement: 15,000
- Bonus Paid on Sales: 6,538
- Product Research & Quality: 100,000
- Salesforce - 5 in field: 50,000
- Salesforce - 4 in training: 40,000
- Inventory Expense: 28,800

**TOTAL SALES EXPENSE** $350,338

**PRODUCT CONTRIBUTION** $401,532

<table>
<thead>
<tr>
<th>Sales-Export Area:</th>
<th>0 Units @ 0</th>
<th>$0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of Good Sold @ 0</td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>GROSS MARGIN</td>
<td>$0</td>
<td></td>
</tr>
</tbody>
</table>

**EXPENSES FOR EXPORT PRODUCT:**

- Advertising: 0
- Sales Promotion: 0
- Distribution Improvement: 0
- Product Research & Quality: 0
- Inventory Expense: 0

**TOTAL SALES EXPENSE** $0

**PRODUCT CONTRIBUTION** $0

**TOTAL CONTRIBUTION** $401,532

**OVERHEAD EXPENSES:**

- Market Research: 0
- Administrative Expense: 200,000
- Other Expenses: 0

**TOTAL OVERHEAD EXPENSE** $200,000

**NET CONTRIBUTION TO CORP. OVERHEAD** $201,532

**INVENTORY ANALYSIS**

<table>
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<tr>
<th>Domestic</th>
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<tr>
<td>Received: 3,894</td>
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<tr>
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<tr>
<td>= Available: 4,259</td>
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</tr>
<tr>
<td>- Sales: 3,269</td>
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</tr>
<tr>
<td>= Ending Inv.: 990</td>
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</tr>
<tr>
<td>Lost Sales: 0</td>
<td>0</td>
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</tbody>
</table>

**MARKET RESEARCH, INDUSTRY NEWS MESSAGES, AND INCIDENT FEEDBACK**

Use Incident B next quarter.

Total Assets utilized this quarter $1,280,575

Business Index was 100

**The Marketer: 3rd Edition Copyright (c) 1998 by Houghton Mifflin Co. Rights Reserved.**
Co. 7  Industry A  Quarter: 1

Sales-Domestic: 4,775 Units @ 495 $2,363,625
Cost of Good Sold @ 350 $1,671,250
GROSS MARGIN.......................................................... $692,375

EXPENSES FOR DOMESTIC PRODUCT:
Advertising $125,000
Sales Promotion 35,000
Distribution Improvement 15,000
Bonus Paid on Sales 0
Product Research & Quality 30,000
Salesforce - 5 in field 50,000
Salesforce - 0 in training 0
Inventory Expense 15,780
TOTAL SALES EXPENSE.............................................. $270,780
PRODUCT CONTRIBUTION....................................... $421,595

Sales-Export Area: 0 0 Units @ 0 $0
Cost of Good Sold @ 0 $0
GROSS MARGIN.......................................................... $0

EXPENSES FOR EXPORT PRODUCT:
Advertising $0
Sales Promotion 0
Distribution Improvement 0
Product Research & Quality 0
Inventory Expense 0
TOTAL SALES EXPENSE.............................................. $0
PRODUCT CONTRIBUTION....................................... $0

OVERHEAD EXPENSES:
Market Research 0
Administrative Expense 200,000
Other Expenses 0
TOTAL OVERHEAD EXPENSE........................................ $200,000
NET CONTRIBUTION TO CORP. OVERHEAD.................... $221,595

** INVENTORY ANALYSIS **

<table>
<thead>
<tr>
<th></th>
<th>Ordered</th>
<th>Received</th>
<th>Beg. Inv.</th>
<th>Available</th>
<th>Sales</th>
<th>Ending Inv.</th>
<th>Lost Sales</th>
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<tbody>
<tr>
<td>Domestic</td>
<td>5,000</td>
<td>4,749</td>
<td>365</td>
<td>5,114</td>
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<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

** MARKET RESEARCH, INDUSTRY NEWS MESSAGES, AND INCIDENT FEEDBACK **
Use Incident B next quarter.
Total Assets utilized this quarter $811,950  Business Index was 100

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Co. 8  Industry A  Quarter: 1

Sales-Domestic:  4,192  Units @ 500  $2,096,000
Cost of Good Sold @ 350  $1,467,200
GROSS MARGIN.........................................................  $628,800

EXPENSES FOR DOMESTIC PRODUCT:
Advertising  $50,000
Sales Promotion  30,000
Distribution Improvement  10,000
Bonus Paid on Sales  0
Product Research & Quality  20,000
Salesforce - 5 in field  50,000
Salesforce - 0 in training  0
Inventory Expense  17,940
TOTAL SALES EXPENSE...........................................  $177,940
PRODUCT CONTRIBUTION............................................  $450,860
Sales-Export Area:  0  0  Units @ 0  $0
Cost of Good Sold @ 0  $0
GROSS MARGIN............................................................  $0

EXPENSES FOR EXPORT PRODUCT:
Advertising  0
Sales Promotion  0
Distribution Improvement  0
Product Research & Quality  0
Inventory Expense  0
TOTAL SALES EXPENSE...........................................  $0
PRODUCT CONTRIBUTION............................................  $0
TOTAL CONTRIBUTION.............................................  $450,860

OVERHEAD EXPENSES:
Market Research  31,000
Administrative Expense  200,000
Other Expenses  0
TOTAL OVERHEAD EXPENSE.........................................  $231,000
NET CONTRIBUTION TO CORP. OVERHEAD.........................  $219,860

** INVENTORY ANALYSIS **
<table>
<thead>
<tr>
<th></th>
<th>Ordered</th>
<th>Received</th>
<th>+ Beg. Inv.</th>
<th>= Available</th>
<th>- Sales</th>
<th>= Ending Inv.</th>
<th>Lost Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>4,500</td>
<td>4,274</td>
<td>365</td>
<td>4,639</td>
<td>4,192</td>
<td>447</td>
<td>0</td>
</tr>
<tr>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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</tbody>
</table>

** MARKET RESEARCH, INDUSTRY NEWS MESSAGES, AND INCIDENT FEEDBACK **
Number salesreps (Co 1..): 6 5 5 5 5 9 5 5 5
The Business Index Forecast the next four quarters: 101 102 105 095
Total sales this quarter Domestic (units): 36,861  Export:
Prices-Domestic: 550 500 500 505 500 580 495 500 525
Prices-Export: 0 0 0 0 0 0 0 0 0
Total Advertising/Promo: Domestic $855,000/$535,000  Export $/$
Total Product Research & Quality: Domestic 460,000  Export
Use Incident B next quarter.
Total Assets utilized this quarter  $751,700  Business Index was 100
Co. 9  Industry A  Quarter: 1

Sales-Domestic:  6088 Units @ 525 $3,196,200
Cost of Good Sold @ 338 $2,057,744
GROSS MARGIN............................................... $1,138,456

EXPENSES FOR DOMESTIC PRODUCT:
Advertising $250,000
Sales Promotion 200,000
Distribution Improvement 155,000
Bonus Paid on Sales 12,176
Product Research & Quality 175,000
Salesforce - 5 in field 50,000
Salesforce - 0 in training 0
Inventory Expense 84,520
TOTAL SALES EXPENSE........................................... $926,696
PRODUCT CONTRIBUTION........................................ $211,760

Sales-Export Area:  0 0 Units @ 0 $0
Cost of Good Sold @ 0 $0
GROSS MARGIN.............................................. $0

EXPENSES FOR EXPORT PRODUCT:
Advertising $0
Sales Promotion 0
Distribution Improvement 0
Product Research & Quality 0
Inventory Expense 0
TOTAL SALES EXPENSE................................................ $0
PRODUCT CONTRIBUTION........................................ $0

TOTAL CONTRIBUTION........................................ $211,760

OVERHEAD EXPENSES:
Market Research 31,000
Administrative Expense 240,000
Other Expenses 0
TOTAL OVERHEAD EXPENSE......................................... $271,000
NET CONTRIBUTION TO CORP. OVERHEAD.......................... -$59,240

** INVENTORY ANALYSIS **

<table>
<thead>
<tr>
<th></th>
<th>Ordered</th>
<th>Received</th>
<th>Beg. Inv.</th>
<th>Available</th>
<th>Sales</th>
<th>Ending Inv.</th>
<th>Lost Sales</th>
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<tr>
<td>Domestic</td>
<td>10,000</td>
<td>9,499</td>
<td>365</td>
<td>9,864</td>
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<td>3,776</td>
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</tbody>
</table>

** MARKET RESEARCH, INDUSTRY NEWS MESSAGES, AND INCIDENT FEEDBACK **
Number salesreps (Co 1..): 6 5 5 5 5 9 5 5 5
The Business Index Forecast the next four quarters: 101 102 105 095
Total sales this quarter Domestic (units): 36,861 Export:
Prices-Domestic: 550 500 500 505 500 580 495 500 525
Prices-Export: 0 0 0 0 0 0 0 0 0
Total Advertising/Promo: Domestic $855,000/$535,000 Export $/$
Total Product Research & Quality: Domestic 460,000 Export
Use Incident B next quarter.
Total Assets utilized this quarter $2,204,075 Business Index was 100