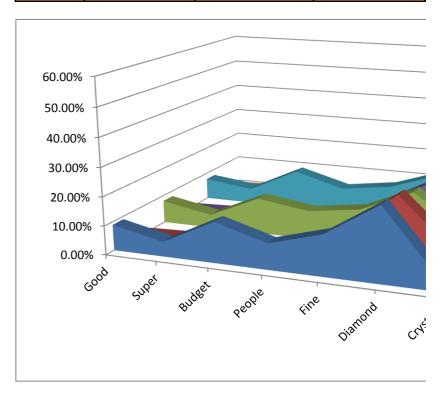
Average licence price	Product	Počet 2010	Revenue	Počet 2011
100,000.00	Good	70	7,000,000.00	20
300,000.00	Super	40	12,000,000.00	13
40,000.00	Budget	110	4,400,000.00	32
200,000.00	People	70	14,000,000.00	43
800,000.00	Fine	110	88,000,000.00	31
1,000,000.00	Diamond	200	200,000,000.00	30
2,000,000.00	Crystal	30	60,000,000.00	60
600,000.00	Fox	70	42,000,000.00	80
5,000,000.00	Bull	80	400,000,000.00	31

Customer total/year		780		340
Revenue total /year			827,400,000.00	
Customer total market	100%	1,290.00		
Customer total/market	100%	1,603,480,000.00		growth =G

	2010/S	2010/G	2011/S		
Good	8.97%	0.85%	8.04%		
Super	5.13%	1.45%	4.73%		
Budget	14.10%	0.53%	12.68%		
People	8.97%	1.69%	10.09%		
Fine	14.10%	10.64%	12.59%		
Diamond	25.64%	24.17%	20.54%		
Crystal	3.85%	7.25%	8.04%		
Fox	8.97%	5.08%	13.39%		
Bull	10.26%	48.34%	9.91%		

Check	100.00%	100.00%	100.00%

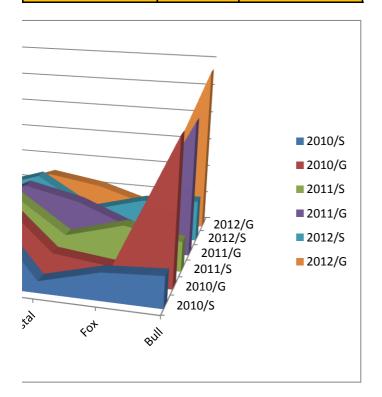


Revenue	Počet 2012	Revenue
2,000,000.00	9	900,000.00
3,900,000.00	18	5,400,000.00
1,280,000.00	40	1,600,000.00
8,600,000.00	6	1,200,000.00
24,800,000.00	11	8,800,000.00
30,000,000.00	2	2,000,000.00
120,000,000.00	3	6,000,000.00
48,000,000.00	11	6,600,000.00
155,000,000.00	70	350,000,000.00

	170	
393,580,000.00		382,500,000.00

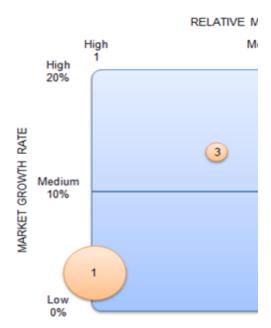
share=S

2011/G	2012/S	2012/G
0.74%	7.67%	0.62%
1.30%	5.50%	1.33%
0.47%	14.11%	0.45%
1.85%	9.22%	1.48%
9.24%	11.78%	7.58%
18.84%	17.98%	14.47%
14.74%	7.21%	11.60%
7.37%	12.48%	6.02%
45.46%	14.03%	56.44%



		Product	Revenues prvious period	Revenues	% of corporate revenues	Largests competitor market share in % per product type	Your brand market share
I	1	Good	485,436.00	500,000.00	54%	25%	25%
I	2	Super	308,000.00	350,000.00	38%	30%	5%
I	3	Budget	43,500.00	50,000.00	5%	45%	30%
I	4	People	17,000.00	20,000.00	2%	10%	1%
•		Total		920,000.00	100.00%	Manually from market research	Manually from market research
			Manually	Manually			
			from ERP	from ERP			_
		Corporat	te revenue		920,000.00		

	Parameter	1			
Relative market share=my revenue per brand/Largest competitor market share					
Largest competitor market share in CZK = Total market share for all product/Largest					
	Relative mark	rgest competitor market share			



Total market share for all products	Largests competitor market share in CZK	Relative market share	Market growth rate
2,000,000.00	500,000.00	1.00	3.00%
7,000,000.00	2,100,000.00	0.17	12.00%
166,666.67	75,000.00	0.67	13.00%
2,000,000.00	200,000.00	0.10	15.00%
			Calculated
etitor market share in %]	
		1	
ARKET SHARE			
edium	Low		
0.5	0		
0.5			
2	4		