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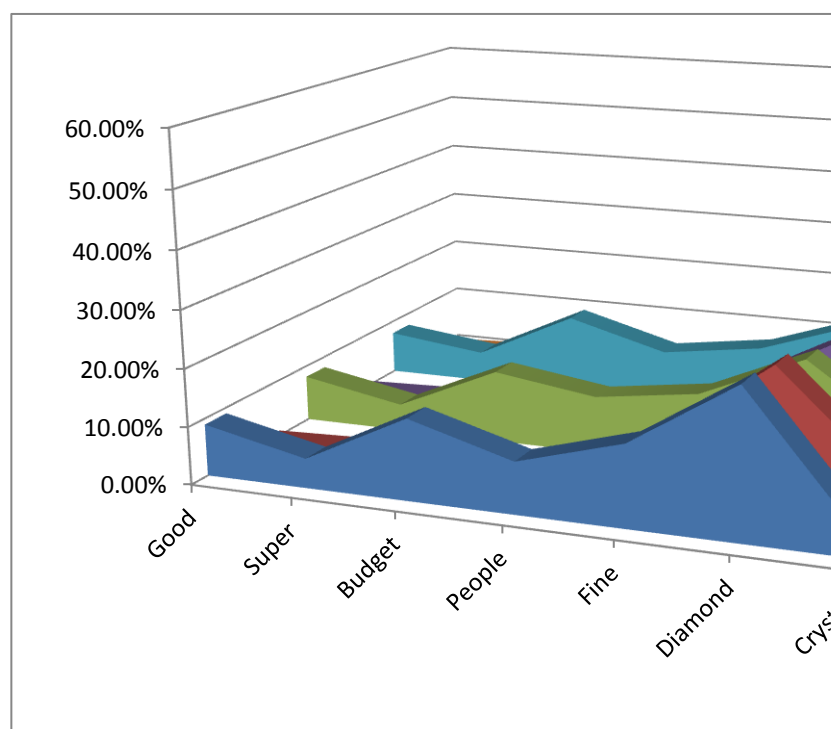
Revenue	Počet 2012	Revenue
2,000,000.00	9	900,000.00
3,900,000.00	18	5,400,000.00
1,280,000.00	40	1,600,000.00
8,600,000.00	6	1,200,000.00
24,800,000.00	11	8,800,000.00
30,000,000.00	2	2,000,000.00
120,000,000.00	3	6,000,000.00
48,000,000.00	11	6,600,000.00
155,000,000.00	70	350,000,000.00

	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%

100.00%	100.00%	100.00%
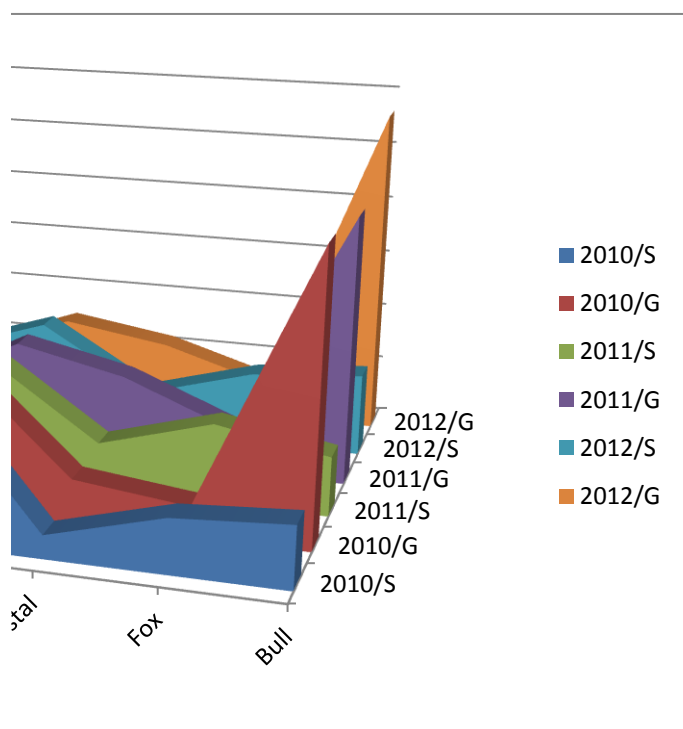
	Product	Revenues prvious period	Revenues	% of corporate revenues	Largests competitor market share in % per product type	Your brand market share
1	Good	485,436.00	500,000.00	54%	25%	25%
2	Super	308,000.00	350,000.00	38%	30%	5%
3	Budget	43,500.00	50,000.00	5%	45%	30%
4	People	17,000.00	20,000.00	2%	10%	1%
Total			**920,000.00**	**100.00%**	**Manually from market research**	**Manually from market research**
		Manually from ERP	**Manually from ERP**			
Corporate 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 comp...	
Relative market share =Revenue/Largest competitor market share	
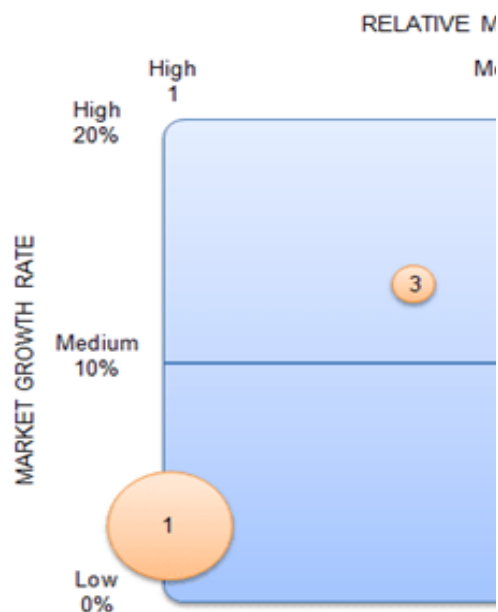
Total market share for all products	Largests competitor market share in CZK	Relative market share	Market growth rate
2,000,000.00	500,000.00	1.00	3.00%
7,000,000.00	2,100,000.00	0.17	12.00%
166,666.67	75,000.00	0.67	13.00%
2,000,000.00	200,000.00	0.10	15.00%
			Calculated

etitor market share in %

MARKET SHARE

edium
0.5

Low
0

4

2