

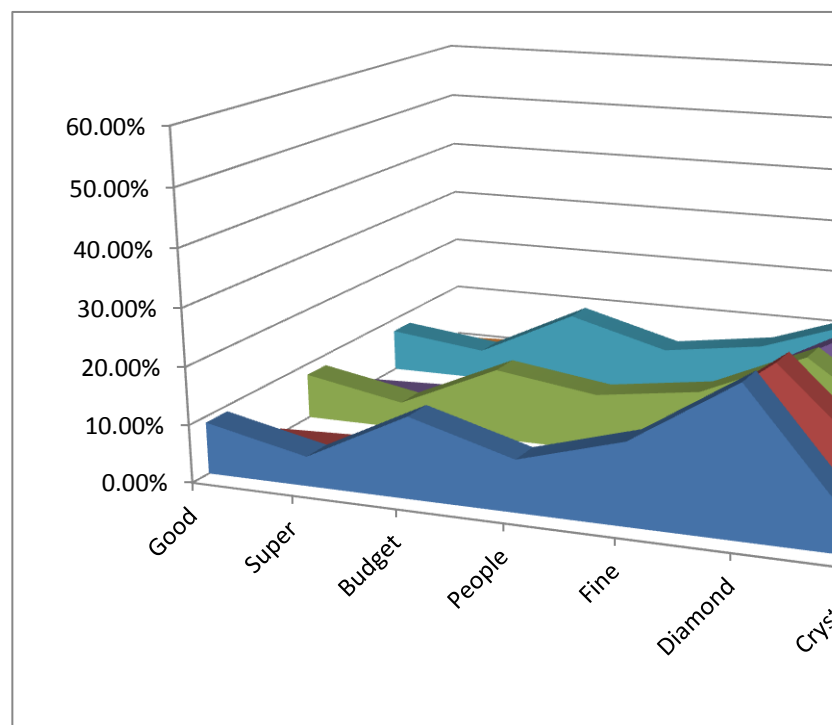
| Average licence price | Product | Počet 2010 | Revenue | Počet 2011 |
|-----------------------|---------|------------|----------------|------------|
| 100,000.00 | Good | 70 | 7,000,000.00 | 20 |
| 300,000.00 | Super | 40 | 12,000,000.00 | 13 |
| 40,000.00 | Budget | 110 | 4,400,000.00 | 32 |
| 200,000.00 | 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 | | Market growth =G |

Ratio Customer per product/Total Customers

| | 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% |
|-------|---------|---------|---------|



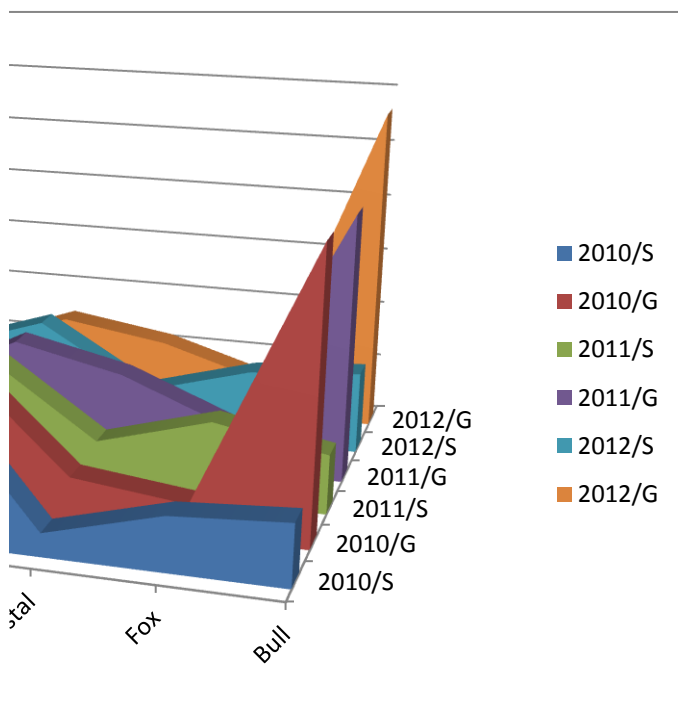
| Revenue | Počet 2012 | Revenue |
|----------------|------------|----------------|
| 2,000,000.00 | 9 | 900,000.00 |
| 3,900,000.00 | 18 | 5,400,000.00 |
| 1,280,000.00 | 40 | 1,600,000.00 |
| 8,600,000.00 | 6 | 1,200,000.00 |
| 24,800,000.00 | 11 | 8,800,000.00 |
| 30,000,000.00 | 2 | 2,000,000.00 |
| 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 |

Market share=S

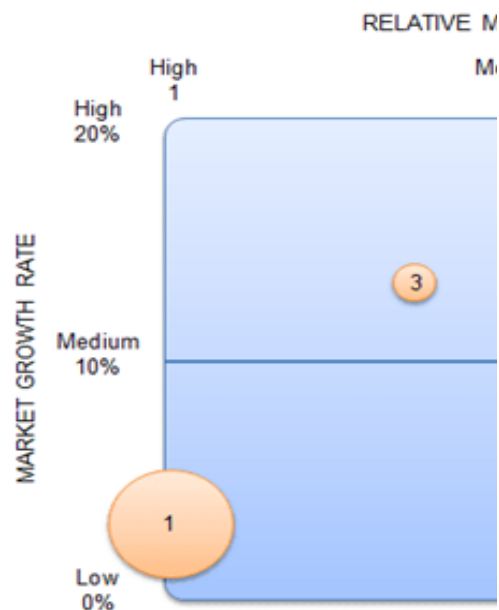
| 2011/G | 2012/S | 2012/G |
|--------|--------|--------|
| 0.74% | 7.67% | 0.62% |
| 1.30% | 5.50% | 1.33% |
| 0.47% | 14.11% | 0.45% |
| 1.85% | 9.22% | 1.48% |
| 9.24% | 11.78% | 7.58% |
| 18.84% | 17.98% | 14.47% |
| 14.74% | 7.21% | 11.60% |
| 7.37% | 12.48% | 6.02% |
| 45.46% | 14.03% | 56.44%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

| | | |
|---------|---------|---------|
| 100.00% | 100.00% | 100.00% |
|---------|---------|---------|



| | Product | Revenues previous period | Revenues | % of corporate revenues (Revenue/Total Revenue) | Largest 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 | Largest competitor market share in CZK (Excel formula :H4*F4 and so on for every line) | Relative market share (Excel fomula : I4/D4 and so on for every line) | Market growth rate (Excel formula : 1-C4/D4 for every line) |
|-------------------------------------|--|---|---|
| 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

