

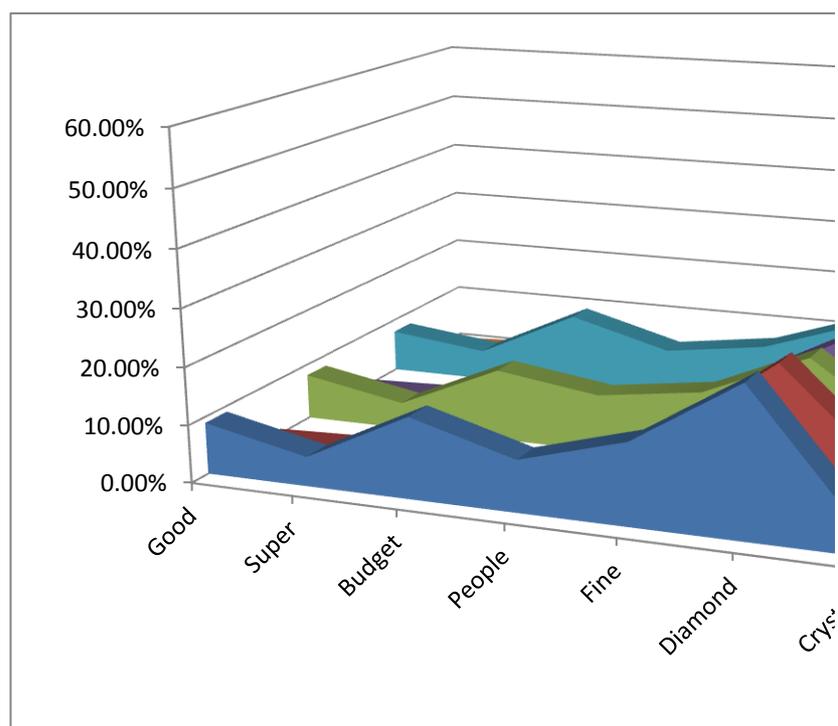
Average licence price	Product	Počet 2010	Revenue	Počet 2011
100,000.00	Good	70	7,000,000.00	20
300,000.00	Super	40	12,000,000.00	13
40,000.00	Budget	110	4,400,000.00	32
200,000.00	People	70	14,000,000.00	43
800,000.00	Fine	110	88,000,000.00	31
1,000,000.00	Diamond	200	200,000,000.00	30
2,000,000.00	Crystal	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%
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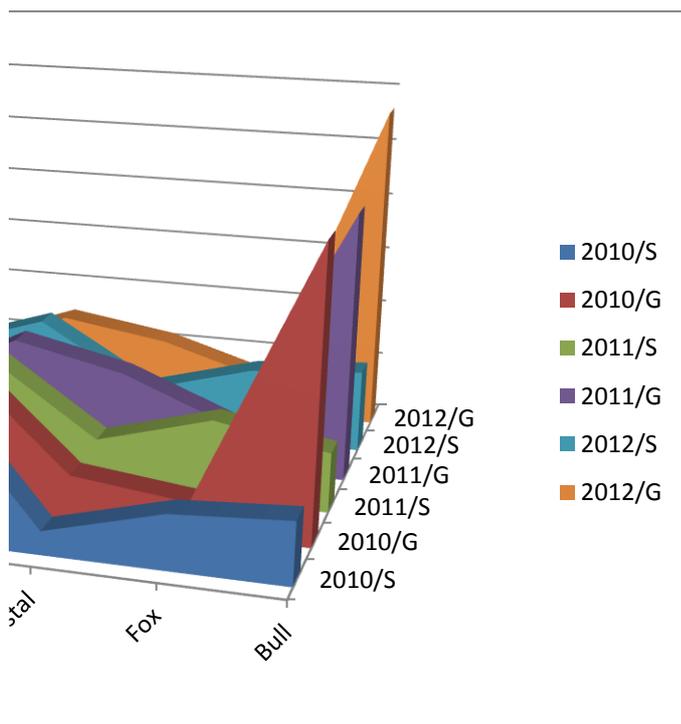
Revenue	Počet 2012	Revenue
2,000,000.00	9	900,000.00
3,900,000.00	18	5,400,000.00
1,280,000.00	40	1,600,000.00
8,600,000.00	6	1,200,000.00
24,800,000.00	11	8,800,000.00
30,000,000.00	2	2,000,000.00
120,000,000.00	3	6,000,000.00
48,000,000.00	11	6,600,000.00
155,000,000.00	70	350,000,000.00

	170	
393,580,000.00		382,500,000.00

Market share=S

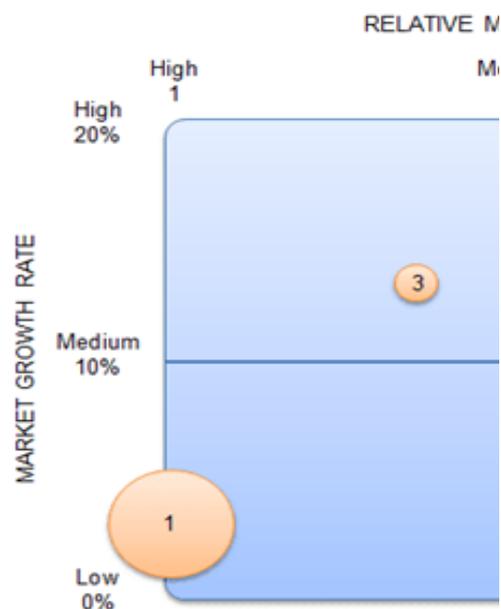
2011/G	2012/S	2012/G
0.74%	7.67%	0.62%
1.30%	5.50%	1.33%
0.47%	14.11%	0.45%
1.85%	9.22%	1.48%
9.24%	11.78%	7.58%
18.84%	17.98%	14.47%
14.74%	7.21%	11.60%
7.37%	12.48%	6.02%
45.46%	14.03%	56.44%

100.00%	100.00%	100.00%
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	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 %

