The product is a digital camera.

The company ‘EIRAM’ is a large consumer electronic corporation which has traditionally been very strong in the consumer electronics industry. I have been appointed to lead the internal Advertising Team for the new range of Digital Cameras.

I have completed the first year, 2009. It is now the **2010 period**. I have six years left to exceed my Sales Target while maximizing the cumulative Net Marketing Contribution.

My company ‘EIRAM’ is in competition with Duncan Inc.

|  |
| --- |
| Industry sources have said that Duncan Inc has hired the Radio Can |
| Advertising Agency. If you did not know this already, then you should |
| consider purchasing the 'Competing Products Advertising Expenditure' Report. |
|  |
| It has also been confirmed that Duncan Inc is selling their Product at a Price of |
| $295 which is $4 cheaper than you are.  Target Market :  Marketing Budget:   |  | | --- | | The following Key Results have been calculated for your \_Genie for 2010: |  |  |  |  | | --- | --- | --- | | **Period** |  | **2010** | | **Sales** |  |  | | Sales Target (Units) |  | 470,000 | | Actual Sales (Units) |  | 427,838 | | Wholesale Sales Revenue |  | $83,150,395 | | Less: Cost of Goods Sold |  | $50,912,771 | | **Gross Margin** |  | **$32,237,624** | | **Product Marketing** |  |  | | Evaluation Research |  | $0 | | Advertising Agency Fee |  | $0 | | Product Media Advertising |  | $5,000,000 | | Customer Relationship |  | $220,000 | | Marketing Communication |  | $400,000 | |  |  | $5,620,000 | | **CONTRIBUTION** |  |  | | **AFTER PRODUCT EXPENSES** |  | **$26,617,624** |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | Unfortunately your Sales were 9.9% less than your Sales Target. | | | | | |  | | | | | | **Period** |  | **2010** |  | **2009** | | | State |  | Normal |  | New | | |  |  |  |  |  | | | **Sales** |  |  |  |  | | | Sales Target (Units) |  | 470,000 |  | 410,000 | | | Actual Sales (Units) |  | 427,838 |  | 378,810 | | | Wholesale Revenue |  | $83,150,395 |  | $73,621,651 | | | Less: Cost of Goods Sold |  | $50,912,771 |  | $45,078,346 | | | **Gross Margin** |  | **$32,237,624** |  | **$28,543,305** | | |  |  |  |  |  | | | Gross Margin (%) |  | 39% |  | 39% | | |  |  |  |  |  | | | **Product Marketing** |  |  |  |  | | | Evaluation Research |  | $0 |  | $25,000 | | | Advertising Agency Fee |  | $0 |  | $0 | | | Product Media Advertising |  | $5,000,000 |  | $5,000,000 | | | Customer Relationship |  | $220,000 |  | $220,000 | | | Marketing Communication |  | $400,000 |  | $400,000 | | |  |  | $5,620,000 |  | $5,645,000 | | | **CONTRIBUTION** |  |  |  |  | | | **AFTER PRODUCT EXPENSES** |  | **$26,617,624** |  | **$22,898,305** | |  |  | | --- | | **Genie - Decisions Made Last Period 2010** |  |  | | --- | | ------------------------------------------------------------ | | ***ADVERTISING AGENCY DECISIONS*** | | ------------------------------------------------------------ |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Agency** |  | **Media Plan** |  | **Media Advertising Budget** | | Internal |  | Standard Plan |  | $5,000,000 |  |  | | --- | | ------------------------------------------------------------ | | ***ADVERTISING MESSAGE DECISIONS*** | | ------------------------------------------------------------ |  |  | | --- | | **Selected Advertising Messages:** |  |  | | --- | | Family | | Simplicity | | Focus | | Simple and Reliable |  |  | | --- | | ------------------------------------------------------------ | | ***ADVERTISING MEDIA DECISIONS*** | | ------------------------------------------------------------ |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Advtg Budget** |  | **TV** |  | **Newspapers** |  | **Magazines** |  | **Radio** |  | **Interactive** | | $5,000,000 |  | 30% |  | 18% |  | 23% |  | 24% |  | 5% |  |  | | --- | | **Media Subcategory Allocation** | | **TV** |  | Network 24% |  | National Spot 20% |  | Local Spot 32% |  | Cable 24% | | **Newspapers** |  | General 40% |  | Business 10% |  | Tabloid 10% |  | Sunday 40% | | **Magazines** |  | Women's Lifestyle 24% |  | Men's Lifestyle 20% |  | Family 28% |  | News 12% |  | Entertainment 16% | | **Radio** |  | Contemporary Hit Radio 30% |  | Urban 7% |  | Country 12% |  | Rock 11% |  | Adult Contemporary 15% |  | NewsTalk 25% | | **Interactive** |  | Direct Mail 60% |  | Internet 40% |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | | **Media Subcategory Allocation** | | **TV** |  | **Network** |  | Early Morning 12% |  | Daytime 3% |  | Early Fringe 10% |  | Prime Access 21% |  | Prime Time 44% |  | Late Fringe 10% | | **Newspapers** |  | **General** |  | NE 30% |  | SE 17% |  | SW 25% |  | NW 17% |  | Central 11% |  |  | | **Magazines** |  | **Women's Lifestyle** |  | Youth 12-17 11% |  | Adults 18-34 37% |  | Adults 35-55 32% |  | Adults 55+ 20% |  |  |  |  | | **Magazines** |  | **Men's Lifestyle** |  | Youth 12-17 8% |  | Adults 18-34 25% |  | Adults 35-55 42% |  | Adults 55+ 25% |  |  |  |  | | **Radio** |  | **Country** |  | NE 15% |  | SE 18% |  | SW 18% |  | NW 9% |  | Central 40% |  |  | | **Radio** |  | **Adult Contemporary** |  | Morning Drive 35% |  | Daytime 20% |  | Afternoon Drive 20% |  | Nighttime 25% |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | | ------------------------------------------------------------ | | ***MARKETING COMMUNICATIONS DECISIONS*** | | ------------------------------------------------------------ |  |  | | --- | | **Selected Marketing Communications Options:** |  |  | | --- | | Trade Shows | | Website Only |  |  | | --- | | ------------------------------------------------------------ | | ***CUSTOMER RELATIONSHIP DECISIONS*** | | ------------------------------------------------------------ |  |  | | --- | | **Selected Customer Relationship Options:** |  |  | | --- | | None | | 90 Days | | Manual | | Nothing | |