

MARKETING DECISION FORM

Identification:

Executive Confirmation:

Industry

Company

Period Number

Region I

Region II

Region III

PRICE	{	TST	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	.00	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	.00	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	.00
		CVE	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	.00	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	.00	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	.00
		SSL	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	.00	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	.00	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	.00

SHIPPING REQUEST	{	TST	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	.	<input type="text"/> <input type="text"/>	00	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	.	<input type="text"/> <input type="text"/>	00	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	.	<input type="text"/> <input type="text"/>	00
		CVE	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	.	<input type="text"/> <input type="text"/>	00	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	.	<input type="text"/> <input type="text"/>	00	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	.	<input type="text"/> <input type="text"/>	00
		SSL	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	.	<input type="text"/> <input type="text"/>	00	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	.	<input type="text"/> <input type="text"/>	00	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	.	<input type="text"/> <input type="text"/>	00

Change
In
Size

SALES
FORCE

Time
Allocation
Percentage

TST

CVE

SSL

1.0

TST

CVE

SSL

1.0

TST

CVE

SSL

1.0

Sales Force Salary (per quarter)

 ,

Sales Commission Percentage

 . %

Industry

Company

REGION I

REGION II

REGION III

Advertising

TST

BC
PRT
SP

0,000
0,000
0,000

0,000
0,000
0,000

0,000
0,000
0,000

\$ _____
\$ _____
\$ _____

Content

CVE

BC
PRT
SP

0,000
0,000
0,000

0,000
0,000
0,000

0,000
0,000
0,000

\$ _____
\$ _____
\$ _____

Content

SSL

BC
PRT
SP

0,000
0,000
0,000

0,000
0,000
0,000

0,000
0,000
0,000

\$ _____
\$ _____
\$ _____

Content

Regional
Total

\$ _____

\$ _____

\$ _____

Total Advertising Expenditures \$ _____

RESEARCH AND DEVELOPMENT EXPENDITURES

TST

CVE

SSL

Total Dollars

0,000

0,000

0,000

\$ _____

Percent to
Product Quality

%

%

%

MARKET RESEARCH REQUEST FORM

Identification:

Industry

Company

Executive Confirmation:

Period Number _____

1. Quarterly Market Forecast:

(1.1)

Cost: \$150,000

2. Weighted Average Selling Price:

(2.1)

Cost: \$ 20,000

3. Actual Price By Product:

Company 1 (3.1)

Company 2 (3.2)

Company 3 (3.3)

Company 4 (3.4)

Company 5 (3.5)

Cost: a) for one company \$ 25,000
b) for two companies \$ 50,000
c) for three companies \$ 75,000
d) for four companies \$ 100,000

4. Competitive Sales Force Size:

(4.1)

Cost: \$20,000

5. Regional Sales Force Sizes:

Company 1 (5.1)

Company 2 (5.2)

Company 3 (5.3)

Company 4 (5.4)

Company 5 (5.5)

Cost: a) for one company \$ 15,000
b) for two companies \$ 30,000
c) for three companies \$ 45,000
d) for four companies \$ 60,000

6. Average Industry Sales Force Salary and Commission Percentage:

(6.1) Cost: \$30,000

7. Actual Sales Force Salary and Commission Percentage:

Company 1 (7.1)

Company 2 (7.2)

Company 3 (7.3)

Cost:

Company 4 (7.4)

Company 5 (7.5)

a) for one company \$ 20,000
b) for two companies \$ 40,000
c) for three companies \$ 60,000
d) for four companies \$ 80,000

8. Average Industry Sales Force Compensation:

(8.1) Cost: \$40,000

9. Total Competitive Advertising Expenditures:

(9.1) Cost: \$20,000

10. Regional Advertising Expenditures:

Company 1 (10.1)

Company 2 (10.2)

Company 3 (10.3)

Company 4 (10.4)

Company 5 (10.5)

Cost: a) for one company \$ 15,000
b) for two companies \$ 30,000
c) for three companies \$ 45,000
d) for four companies \$ 60,000

11. Total Advertising Expenditures By Region/Product/Media:

Company 1 (11.1)

Company 2 (11.2)

Company 3 (11.3)

Company 4 (11.4)

Company 5 (11.5)

Cost: a) for one company \$ 30,000
b) for two companies \$ 60,000
c) for three companies \$ 90,000
d) for four companies \$ 120,000

12. Competitive Advertising Content:

(12.1)

Cost: \$25,000

13. Regional Market Share:

Region I (13.1)

Cost: \$25,000

Region II (13.2)

Cost: \$25,000

Region III (13.3)

Cost: \$25,000

14. Industrywide Quality Indices:

TST (14.1)

Cost: \$10,000

CVE (14.2)

Cost: \$10,000

SSL (14.3)

Cost: \$10,000

15. Dollar Sales By Region By Company:

(15.1)

Cost: \$50,000

16. Membership in NAEM:

(16.1)

Cost: \$50,000