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## **Market Research Firm 4 Period 7 Industry Test**

**Firm 4 (Yellow) Industry (Test) Period 7**

Other use is unlawful. Use of INDUSTRAT is granted to at until 1900-01-01. Other use is unlawful.

**Study 1: Supplier Survey**

Telephone survey of 30 companies.

1st (AWA) percentage shows level of satisfactory awareness of suppliers.

2nd (PRE) percentage shows relative preference for each supplier.

**END PRODUCT SEGMENTATION**

	AGGREGATE				INSTRUMENTATION				COMMUNICATION				CONSUMER			
	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL
<b>FIRM 1</b>																
AWA	56	67	56	36	56	66	56	36	57	68	58	37	56	67	55	32
PRE	10	12	10	10	12	13	11	11	10	11	10	8	9	15	10	10
<b>FIRM 2</b>																
AWA	66	67	66	47	66	66	66	46	66	66	66	49	66	69	66	42
PRE	20	15	16	15	20	13	18	18	20	16	13	9	14	22	16	19
<b>FIRM 3</b>																
AWA	77	79	77	48	75	75	74	41	81	85	81	58	75	79	75	50
PRE	10	10	16	10	10	10	13	10	12	12	16	9	10	10	26	26
<b>FIRM 4</b>																
AWA	70	74	70	52	72	78	73	61	68	70	68	41	68	71	68	44
PRE	21	21	26	27	32	28	39	43	10	14	11	10	10	15	19	24
<b>FIRM 5</b>																
AWA	81	82	81	57	80	80	80	50	83	84	83	71	80	80	80	47
PRE	39	41	31	39	25	37	19	18	47	47	50	60	56	39	29	22

PRO: Production Manager      PUR: Purchasing Manager  
 ENG: Engineering Manager      GAL: General Manager

### **Firm 4 (Yellow) Industry (Test) Period 7**

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## **Study 2: Survey on Perceptions of Suppliers**

Telephone survey of 30 companies. Three dimensions were found to be of determinant importance in explaining the perceptions of suppliers:

Dimension 1 : Technical aspects (TEC)

Dimension 2 : Commercial aspects (COM)

Dimension 3 : General reputation as a corporation (REP)

### **RELATIVE IMPORTANCE OF DIMENSIONS**

Relative weight for each dimension : sum over the 3 dimensions is 100.

### **AGGREGATE**

	PRO	ENG	PUR	GAL
TEC	26	47	24	20
COM	59	28	53	47
REP	15	25	22	33

### Firm 4 (Yellow) Industry (Test) Period 7

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## Study 2: Survey on Perceptions of Suppliers

Telephone survey of 30 companies. Three dimensions were found to be of determinant importance in explaining the perceptions of suppliers:

Dimension 1 : Technical aspects (TEC)

Dimension 2 : Commercial aspects (COM)

Dimension 3 : General reputation as a corporation (REP)

### IDEAL POINTS

Most desired combination on 1-7 scales (1=low, 7=high)

### AGGREGATE

	PRO	ENG	PUR	GAL
TEC	5.3	5.0	3.5	3.4
COM	3.5	3.4	5.8	5.2
REP	4.9	5.5	3.7	4.9

**Firm 4 (Yellow) Industry (Test) Period 7**

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**PERCEPTIONS OF SUPPLIERS**

Perceptions on 1-7 scales (1=low, 7=high)

**TECHNICAL ASPECTS****AGGREGATE**

	PRO	ENG	PUR	GAL
Firm 1	3.6	3.5	2.4	2.6
Firm 2	4.2	3.7	3.4	3.1
Firm 3	2.4	2.2	2.5	1.6
Firm 4	4.1	3.9	3.2	2.3
Firm 5	4.6	4.3	3.3	3.4

**Firm 4 (Yellow) Industry (Test) Period 7**

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**PERCEPTIONS OF SUPPLIERS**

Perceptions on 1-7 scales (1=low, 7=high)

**COMMERCIAL ASPECTS****AGGREGATE**

	PRO	ENG	PUR	GAL
Firm 1	2.9	2.9	1.9	2.0
Firm 2	3.5	3.1	2.9	2.9
Firm 3	2.1	2.0	2.2	1.5
Firm 4	3.2	3.0	3.3	3.5
Firm 5	3.9	3.6	3.4	3.1

**Firm 4 (Yellow) Industry (Test) Period 7**

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**PERCEPTIONS OF SUPPLIERS**

Perceptions on 1-7 scales (1=low, 7=high)

**GENERAL REPUTATION****AGGREGATE**

	PRO	ENG	PUR	GAL
Firm 1	2.8	2.9	1.9	1.9
Firm 2	3.7	3.4	3.0	3.1
Firm 3	2.0	2.0	2.4	1.6
Firm 4	3.8	3.8	3.1	3.0
Firm 5	4.5	4.8	3.9	4.7

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 3: Product Awareness and Preference Survey - Korex Market**

Telephone survey of 50 companies.

**PRODUCT AWARENESS**

Percentage having a satisfactory knowledge of product.

**END PRODUCT SEGMENTATION**

	AGGREGATE				INSTRUMENTATION				COMMUNICATION				CONSUMER			
	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL
KALA	45	58	44	30	46	58	45	31	44	58	44	29	48	60	43	28
KAST	47	60	46	32	48	59	47	33	46	60	45	32	49	61	44	29
KAMI	52	66	50	34	51	65	50	34	52	68	52	35	52	66	48	30
KAPE	54	67	52	36	54	66	52	36	53	68	53	37	55	67	49	32
KACK	21	21	20	14	22	22	21	15	19	19	18	13	24	25	19	14
KENT	38	54	36	22	40	57	38	23	35	50	34	21	42	59	38	22
KEPI	41	56	40	27	42	58	42	28	38	52	37	26	45	60	41	26
KELY	43	59	42	28	44	61	44	29	41	57	40	27	47	63	44	27
KETI	36	48	36	24	36	48	36	25	35	47	35	24	40	51	37	23
KILT	37	49	37	24	20	32	19	9	56	66	55	39	41	54	42	27
KISS	46	57	45	30	26	39	25	12	67	76	66	49	51	64	50	32
KIDU	38	49	37	24	19	30	19	9	58	67	56	40	42	55	43	27
KINE	54	67	54	37	35	54	35	18	74	81	74	58	59	72	58	39
<b>KOPA</b>	<b>47</b>	<b>64</b>	<b>49</b>	<b>38</b>	<b>56</b>	<b>71</b>	<b>58</b>	<b>45</b>	<b>35</b>	<b>55</b>	<b>38</b>	<b>31</b>	<b>50</b>	<b>65</b>	<b>50</b>	<b>34</b>
<b>KONS</b>	<b>33</b>	<b>38</b>	<b>34</b>	<b>27</b>	<b>52</b>	<b>61</b>	<b>55</b>	<b>44</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>48</b>	<b>56</b>	<b>47</b>	<b>34</b>
<b>KOPS</b>	<b>47</b>	<b>65</b>	<b>50</b>	<b>40</b>	<b>54</b>	<b>70</b>	<b>57</b>	<b>44</b>	<b>40</b>	<b>59</b>	<b>43</b>	<b>38</b>	<b>46</b>	<b>63</b>	<b>46</b>	<b>31</b>
<b>KOOK</b>	<b>53</b>	<b>70</b>	<b>55</b>	<b>45</b>	<b>61</b>	<b>75</b>	<b>63</b>	<b>50</b>	<b>44</b>	<b>65</b>	<b>47</b>	<b>41</b>	<b>55</b>	<b>71</b>	<b>53</b>	<b>37</b>
<b>KOKS</b>	<b>43</b>	<b>50</b>	<b>43</b>	<b>36</b>	<b>60</b>	<b>69</b>	<b>61</b>	<b>50</b>	<b>20</b>	<b>26</b>	<b>19</b>	<b>19</b>	<b>52</b>	<b>61</b>	<b>51</b>	<b>37</b>
KUST	64	72	63	48	59	69	59	44	69	77	70	56	60	70	55	38
KUZZ	68	75	66	52	64	71	63	48	73	79	74	61	64	72	57	41
KUTE	63	73	62	47	59	70	58	43	69	77	69	56	59	71	53	37
KURE	60	68	59	45	55	64	54	41	67	74	67	55	56	66	50	35
KUCO	57	61	56	45	51	56	51	40	65	70	66	54	51	55	46	34



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**PRODUCT PREFERENCE**

Percentage of individuals stating a greater preference for a given product, weighted by the purchase volume of the corresponding client companies.

**END PRODUCT SEGMENTATION**

	AGGREGATE				INSTRUMENTATION				COMMUNICATION				CONSUMER			
	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL
KALA	6	6	6	6	5	4	5	6	10	5	7	4	5	8	5	7
KAST	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
KAMI	4	6	3	3	6	11	4	4	5	7	2	3	2	4	3	3
KAPE	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
KACK	3	3	2	2	3	2	2	3	5	4	1	2	2	2	2	2
KENT	2	2	2	2	2	2	3	1	1	2	1	2	2	2	2	2
KEPI	4	6	3	3	6	9	3	4	5	10	2	3	2	4	3	3
KELY	5	6	6	5	4	4	4	4	7	4	8	4	6	8	6	6
KETI	4	5	3	4	5	4	4	4	9	7	3	3	3	5	3	4
KILT	2	3	2	2	1	2	1	1	7	5	2	2	1	3	2	2
KISS	3	4	2	2	2	2	1	1	7	8	2	3	2	3	2	3
KIDU	3	2	3	2	1	1	1	1	4	2	6	3	3	3	4	3
KINE	4	3	5	4	2	2	2	1	5	3	7	4	4	4	5	5
<b>KOPA</b>	<b>4</b>	<b>4</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>4</b>	<b>14</b>	<b>7</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>8</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>6</b>
<b>KONS</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>7</b>	<b>7</b>	<b>8</b>	<b>8</b>
<b>KOPS</b>	<b>3</b>	<b>5</b>	<b>2</b>	<b>3</b>	<b>5</b>	<b>9</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>2</b>
<b>KOOK</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>5</b>	<b>11</b>	<b>8</b>	<b>2</b>	<b>5</b>	<b>2</b>	<b>8</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>6</b>
<b>KOKS</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>5</b>	<b>8</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>
KUST	4	5	3	4	7	9	4	4	5	6	2	5	2	3	3	3
KUZZ	5	5	4	4	9	7	5	4	4	5	3	7	2	4	3	3
KUTE	6	7	8	14	9	5	13	27	6	9	6	14	5	7	5	8
KURE	12	9	13	9	5	4	6	6	7	5	29	10	17	13	11	10
KUCO	17	5	15	9	4	3	6	4	5	3	11	11	26	7	20	10

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 4: Demand Analysis - Korex Market**

Estimates based on statistical sources, interviews in 30 companies, and managerial judgment.

**END PRODUCT SEGMENTATION**

		<b>AGGREGATE</b>	<b>INSTRUMENTATION</b>	<b>COMMUNICATION</b>	<b>CONSUMER</b>
Number of clients		17958	8211	7262	2485
Total Value	(\$000)	257952	79035	44586	134331
Total Volume	('000)	472	126	82	264
Average Value/Client	(\$000)	14	10	6	54
Average Volume/Client		26	15	11	106
Share of Primary Sourcing	(% value)	75	77	78	73
Share of Primary Sourcing	(% volume)	75	77	78	73
Average Suppliers / Client		3	2	3	3

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 5: Market Shares Survey - Korex Market**

Estimates based on survey of 40 companies.

**AGGREGATE MARKET SHARES**

PRODUCTS	% TESTS	% CLIENTS		% VOLUME			% VALUE		
		Suppl.	Primary	Suppl.	Primary	Total	Suppl.	Primary	Total
KALA	3.6	16.7	6.0	7.2	6.0	6.3	6.4	5.3	5.6
KAST	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KAMI	3.4	15.7	5.8	5.1	4.5	4.7	6.8	6.0	6.2
KAPE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KACK	1.7	7.6	2.8	2.6	2.3	2.3	2.7	2.4	2.5
KENT	1.0	1.6	1.7	0.8	1.9	1.6	0.9	2.3	1.9
KEPI	3.3	15.2	5.6	4.9	4.4	4.5	6.1	5.3	5.5
KELY	3.1	14.3	5.2	6.9	5.7	6.0	5.5	4.6	4.8
KETI	3.0	13.8	4.7	5.1	4.2	4.5	5.1	4.2	4.4
KILT	1.7	7.9	2.9	2.8	2.4	2.5	2.8	2.4	2.5
KISS	2.0	9.3	3.4	3.1	2.7	2.8	3.3	2.9	3.0
KIDU	1.6	7.3	2.5	3.6	2.8	3.0	2.6	2.1	2.2
KINE	2.2	10.1	3.6	4.9	4.1	4.3	3.6	3.0	3.1
<b>KOPA</b>	<b>2.8</b>	<b>13.0</b>	<b>4.7</b>	<b>5.7</b>	<b>4.8</b>	<b>5.0</b>	<b>6.3</b>	<b>5.2</b>	<b>5.5</b>
<b>KONS</b>	<b>2.0</b>	<b>9.4</b>	<b>3.4</b>	<b>7.0</b>	<b>5.5</b>	<b>5.9</b>	<b>5.4</b>	<b>4.2</b>	<b>4.5</b>
<b>KOPS</b>	<b>2.6</b>	<b>12.1</b>	<b>4.5</b>	<b>4.0</b>	<b>3.6</b>	<b>3.7</b>	<b>6.1</b>	<b>5.4</b>	<b>5.5</b>
<b>KOOK</b>	<b>2.9</b>	<b>13.3</b>	<b>4.8</b>	<b>5.6</b>	<b>4.8</b>	<b>5.0</b>	<b>6.6</b>	<b>5.5</b>	<b>5.8</b>
<b>KOKS</b>	<b>2.0</b>	<b>9.4</b>	<b>3.5</b>	<b>3.5</b>	<b>3.1</b>	<b>3.2</b>	<b>5.7</b>	<b>4.9</b>	<b>5.1</b>
KUST	3.4	0.0	4.3	0.0	3.4	2.5	0.0	4.9	3.6
KUZZ	3.3	15.1	5.5	5.2	4.5	4.7	7.2	6.2	6.5
KUTE	5.3	7.8	8.9	2.8	7.6	6.4	2.8	7.6	6.4
KURE	5.6	25.8	9.2	12.6	10.3	10.9	9.5	7.8	8.2
KUCO	4.1	8.9	6.9	6.6	11.4	10.2	4.7	8.0	7.1

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**Study 5: Market Shares Survey - Korex Market**

Estimates based on survey of 40 companies.

**MARKET SHARES AS PRIMARY SUPPLIER****END PRODUCT SEGMENTATION**

PRODUCTS	INSTRUMENTATION		COMMUNICATION		CONSUMER	
	% VOLUME	% \$ VALUE	% VOLUME	% \$ VALUE	% VOLUME	% \$ VALUE
KALA	4.9	3.9	7.4	6.5	6.2	5.8
KAST	0.0	0.0	0.0	0.0	0.0	0.0
KAMI	8.4	9.7	4.2	5.6	2.7	3.9
KAPE	0.0	0.0	0.0	0.0	0.0	0.0
KACK	2.6	2.3	3.1	3.3	1.8	2.0
KENT	1.7	1.8	1.4	1.8	2.1	2.7
KEPI	7.3	7.7	4.7	5.7	2.8	3.7
KELY	3.9	2.8	6.1	5.0	6.5	5.5
KETI	4.0	3.5	5.7	5.5	3.9	4.1
KILT	1.4	1.2	4.6	4.7	2.2	2.4
KISS	1.9	1.8	5.3	5.7	2.2	2.6
KIDU	0.9	0.6	4.0	3.1	3.5	2.6
KINE	1.6	1.1	5.3	4.1	4.9	3.7
<b>KOPA</b>	<b>6.3</b>	<b>6.0</b>	<b>3.3</b>	<b>3.6</b>	<b>4.5</b>	<b>5.4</b>
<b>KONS</b>	<b>4.5</b>	<b>3.1</b>	<b>0.8</b>	<b>0.6</b>	<b>7.6</b>	<b>6.2</b>
<b>KOPS</b>	<b>7.1</b>	<b>9.4</b>	<b>2.4</b>	<b>3.6</b>	<b>2.1</b>	<b>3.5</b>
<b>KOOK</b>	<b>6.3</b>	<b>6.4</b>	<b>3.7</b>	<b>4.3</b>	<b>4.3</b>	<b>5.4</b>
<b>KOKS</b>	<b>6.1</b>	<b>8.5</b>	<b>1.0</b>	<b>1.6</b>	<b>2.2</b>	<b>3.8</b>
KUST	5.8	7.3	3.4	4.9	2.2	3.3
KUZZ	7.1	8.5	4.6	6.3	3.2	4.8
KUTE	9.9	8.8	8.2	8.2	6.1	6.6
KURE	4.6	3.2	13.5	10.6	12.2	9.6
KUCO	3.7	2.3	7.3	5.4	16.6	12.4

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**Study 5: Market Shares Survey - Korex Market**

Estimates based on survey of 40 companies.

**MARKET SHARES AS SUPPLEMENTARY SUPPLIER****END PRODUCT SEGMENTATION**

PRODUCTS	INSTRUMENTATION		COMMUNICATION		CONSUMER	
	% VOLUME	% \$ VALUE	% VOLUME	% \$ VALUE	% VOLUME	% \$ VALUE
KALA	5.8	4.6	8.5	7.5	7.4	6.9
KAST	0.0	0.0	0.0	0.0	0.0	0.0
KAMI	9.9	11.5	4.8	6.5	3.2	4.6
KAPE	0.0	0.0	0.0	0.0	0.0	0.1
KACK	3.0	2.8	3.6	3.8	2.2	2.4
KENT	0.7	0.7	0.6	0.7	0.8	1.1
KEPI	8.6	9.1	5.4	6.6	3.4	4.4
KELY	4.6	3.3	7.0	5.8	7.8	6.6
KETI	5.2	4.6	6.9	6.8	4.7	4.9
KILT	1.6	1.4	5.3	5.4	2.6	2.8
KISS	2.2	2.1	6.1	6.6	2.6	3.1
KIDU	1.0	0.7	4.6	3.6	4.3	3.2
KINE	1.9	1.3	6.1	4.8	5.8	4.4
<b>KOPA</b>	<b>7.5</b>	<b>7.1</b>	<b>3.8</b>	<b>4.2</b>	<b>5.5</b>	<b>6.4</b>
<b>KONS</b>	<b>5.3</b>	<b>3.7</b>	<b>0.9</b>	<b>0.8</b>	<b>9.2</b>	<b>7.4</b>
<b>KOPS</b>	<b>8.4</b>	<b>11.1</b>	<b>2.8</b>	<b>4.2</b>	<b>2.6</b>	<b>4.2</b>
<b>KOOK</b>	<b>7.5</b>	<b>7.6</b>	<b>4.2</b>	<b>5.0</b>	<b>5.2</b>	<b>6.5</b>
<b>KOKS</b>	<b>7.2</b>	<b>10.1</b>	<b>1.1</b>	<b>1.8</b>	<b>2.6</b>	<b>4.5</b>
KUST	0.0	0.0	0.0	0.0	0.0	0.0
KUZZ	8.4	10.0	5.3	7.4	3.9	5.7
KUTE	3.7	3.3	3.1	3.1	2.4	2.5
KURE	5.5	3.7	15.7	12.4	14.7	11.5
KUCO	2.0	1.3	3.9	2.9	9.1	6.8

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 5: Market Shares Survey - Korex Market**

Estimates based on survey of 40 companies.

**MARKET SHARES TOTALS****END PRODUCT SEGMENTATION**

PRODUCTS	INSTRUMENTATION		COMMUNICATION		CONSUMER	
	% VOLUME	% \$ VALUE	% VOLUME	% \$ VALUE	% VOLUME	% \$ VALUE
KALA	5.1	4.0	7.6	6.7	6.5	6.1
KAST	0.0	0.0	0.0	0.0	0.0	0.0
KAMI	8.7	10.1	4.3	5.8	2.8	4.1
KAPE	0.0	0.0	0.0	0.0	0.0	0.0
KACK	2.7	2.4	3.2	3.4	1.9	2.1
KENT	1.5	1.6	1.2	1.5	1.7	2.3
KEPI	7.6	8.0	4.8	5.9	3.0	3.9
KELY	4.1	2.9	6.3	5.2	6.9	5.8
KETI	4.3	3.8	6.0	5.8	4.1	4.3
KILT	1.4	1.3	4.8	4.8	2.3	2.5
KISS	2.0	1.9	5.5	5.9	2.4	2.7
KIDU	0.9	0.6	4.1	3.2	3.7	2.8
KINE	1.6	1.1	5.5	4.3	5.2	3.9
<b>KOPA</b>	<b>6.6</b>	<b>6.3</b>	<b>3.4</b>	<b>3.7</b>	<b>4.8</b>	<b>5.6</b>
<b>KONS</b>	<b>4.7</b>	<b>3.2</b>	<b>0.8</b>	<b>0.7</b>	<b>8.1</b>	<b>6.6</b>
<b>KOPS</b>	<b>7.4</b>	<b>9.8</b>	<b>2.5</b>	<b>3.7</b>	<b>2.2</b>	<b>3.7</b>
<b>KOOK</b>	<b>6.6</b>	<b>6.7</b>	<b>3.8</b>	<b>4.4</b>	<b>4.6</b>	<b>5.7</b>
<b>KOKS</b>	<b>6.4</b>	<b>8.9</b>	<b>1.0</b>	<b>1.6</b>	<b>2.3</b>	<b>4.0</b>
KUST	4.5	5.6	2.7	3.8	1.6	2.4
KUZZ	7.4	8.8	4.8	6.5	3.4	5.0
KUTE	8.5	7.5	7.1	7.1	5.1	5.5
KURE	4.8	3.3	14.0	11.0	12.9	10.1
KUCO	3.3	2.1	6.6	4.8	14.6	10.9

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 5: Market Shares Survey - Korex Market**

Estimates based on survey of 40 companies.

**PROPORTION OF PRODUCTS IN TESTS****END PRODUCT SEGMENTATION**

	<b>INSTRUMENTATION</b>	<b>COMMUNICATION</b>	<b>CONSUMER</b>
KALA	2.8	4.6	3.5
KAST	0.0	0.0	0.0
KAMI	4.8	2.6	1.5
KAPE	0.0	0.0	0.0
KACK	1.5	2.0	1.1
KENT	1.0	0.9	1.2
KEPI	4.2	2.9	1.6
KELY	2.3	3.7	3.8
KETI	2.6	3.7	2.3
KILT	0.8	2.9	1.3
KISS	1.1	3.3	1.3
KIDU	0.5	2.5	2.1
KINE	0.9	3.3	2.9
<b>KOPA</b>	<b>3.6</b>	<b>2.0</b>	<b>2.6</b>
<b>KONS</b>	<b>2.6</b>	<b>0.5</b>	<b>4.3</b>
<b>KOPS</b>	<b>4.1</b>	<b>1.5</b>	<b>1.2</b>
<b>KOOK</b>	<b>3.6</b>	<b>2.2</b>	<b>2.5</b>
<b>KOKS</b>	<b>3.5</b>	<b>0.6</b>	<b>1.3</b>
KUST	4.4	2.7	1.7
KUZZ	4.1	2.8	1.9
KUTE	6.0	5.1	3.7
KURE	2.7	8.3	7.1
KUCO	2.1	4.5	9.4

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 6: Survey of Organisational Buying Processes - Korex Market**

Surveys based on interviews with 20 companies. Numbers below represent the estimated relative weight of different decision makers in buying decisions.

**END PRODUCT SEGMENTATION**

	AGGREGATE	INSTRUMENTATION	COMMUNICATION	CONSUMER
<b>MANAGER</b>				
Production	25.34	15.00	40.00	16.67
Engineering	36.02	60.00	16.67	13.33
Purchasing	21.57	10.00	28.33	40.00
General	17.08	15.00	15.00	30.00



**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 7: Semantic Scales on Product Perception - Korex Market**

Survey based on interviews with 50 companies. Three dimensions were found to be of determinant importance in explaining the perceptions of products:

Dimension 1 : Price (PRI)

Dimension 2 : Resistance (RES)

Dimension 3 : Suspension (SUS)

**RELATIVE IMPORTANCE OF DIMENSIONS**

Relative weight for each dimension : sum over the 3 dimensions is 100.

**END PRODUCT SEGMENTATION**

	AGGREGATE				INSTRUMENTATION				COMMUNICATION				CONSUMER			
	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL
PRI	37.	27.	66.	46.	40.	20.	60.	40.	27.	33.	70.	43.	57.	29.	73.	73.
RES	31.	41.	14.	27.	27.	40.	13.	33.	40.	50.	17.	23.	20.	24.	10.	17.
SUS	32.	32.	20.	27.	33.	40.	27.	27.	33.	17.	13.	33.	23.	47.	17.	10.

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 7: Semantic Scales on Product Perception - Korex Market**

Survey based on interviews with 50 companies. Three dimensions were found to be of determinant importance in explaining the perceptions of products:

Dimension 1 : Price (PRI)

Dimension 2 : Resistance (RES)

Dimension 3 : Suspension (SUS)

**IDEAL POINTS**

Most desired combination on 1-7 scales (1=low, 7=high)

**END PRODUCT SEGMENTATION**

	AGGREGATE				INSTRUMENTATION				COMMUNICATION				CONSUMER			
	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL
PRI	2.9	3.6	2.5	2.5	3.4	4.1	2.9	2.9	2.8	3.4	2.3	2.3	1.7	2.3	1.7	1.7
RES	5.1	5.0	4.8	4.6	5.7	5.4	4.9	4.7	4.5	4.5	4.5	4.5	4.9	5.4	5.4	4.4
SUS	5.4	5.5	4.5	4.4	5.0	5.5	4.0	5.0	6.0	5.5	5.0	4.0	4.6	5.1	4.3	3.6

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 7: Semantic Scales on Product Perception - Korex Market**

Survey based on interviews with 50 companies. Three dimensions were found to be of determinant importance in explaining the perceptions of products:

**PERCEPTIONS OF PRODUCTS**

Perceptions on 1-7 scales (1=low, 7=high)

**PRICE****END PRODUCT SEGMENTATION**

	AGGREGATE				INSTRUMENTATION				COMMUNICATION				CONSUMER			
	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL
KALA	2.5	2.5	2.6	2.3	2.5	2.5	2.7	2.5	2.5	2.5	2.5	2.2	2.3	2.3	2.5	2.1
KAST	2.5	2.5	2.6	2.4	2.5	2.5	2.7	2.5	2.5	2.5	2.6	2.3	2.3	2.4	2.5	2.1
KAMI	4.1	4.1	4.0	4.1	4.1	4.1	4.0	4.1	4.1	4.1	4.0	4.1	4.1	4.1	4.0	4.1
KAPE	4.1	4.1	4.0	4.0	4.1	4.1	4.0	4.0	4.1	4.1	4.0	4.1	4.0	4.0	4.0	4.0
KACK	3.1	3.2	3.2	2.9	3.2	3.2	3.2	3.0	3.0	3.2	3.2	2.9	3.0	3.0	3.2	2.7
KENT	3.6	3.9	3.8	3.6	3.6	4.1	3.8	3.6	3.6	3.6	3.8	3.6	3.6	3.6	3.8	3.5
KEPI	3.6	3.7	3.7	3.5	3.6	3.9	3.7	3.6	3.6	3.6	3.7	3.5	3.6	3.6	3.7	3.4
KELY	2.2	2.2	2.3	2.1	2.2	2.2	2.3	2.2	2.2	2.2	2.2	2.1	2.0	2.2	2.2	1.8
KETI	2.8	2.9	2.9	2.7	2.9	2.9	2.9	2.8	2.7	2.9	2.9	2.6	2.7	2.7	2.9	2.5
KILT	2.9	2.9	3.1	2.8	2.9	2.9	3.1	2.9	2.9	2.9	3.1	2.8	2.9	2.9	3.0	2.6
KISS	3.1	3.1	3.3	3.0	3.1	3.1	3.3	3.1	3.1	3.1	3.3	3.0	3.1	3.1	3.3	2.8
KIDU	2.0	2.0	2.1	1.9	2.0	2.0	2.1	2.0	2.0	2.0	2.1	1.9	1.7	2.0	1.8	1.6
KINE	2.0	2.0	2.1	1.9	2.0	2.0	2.1	2.0	2.0	2.0	2.1	1.9	1.7	2.0	1.8	1.6
<b>KOPA</b>	<b>3.3</b>	<b>3.4</b>	<b>3.4</b>	<b>3.1</b>	<b>3.4</b>	<b>3.4</b>	<b>3.4</b>	<b>3.2</b>	<b>3.2</b>	<b>3.4</b>	<b>3.4</b>	<b>3.1</b>	<b>3.1</b>	<b>3.2</b>	<b>3.3</b>	<b>2.9</b>
<b>KONS</b>	<b>2.1</b>	<b>2.1</b>	<b>2.2</b>	<b>2.0</b>	<b>2.1</b>	<b>2.1</b>	<b>2.3</b>	<b>2.1</b>	<b>2.1</b>	<b>2.1</b>	<b>2.2</b>	<b>2.0</b>	<b>1.9</b>	<b>2.1</b>	<b>2.0</b>	<b>1.8</b>
<b>KOPS</b>	<b>4.7</b>	<b>4.7</b>	<b>4.5</b>	<b>4.8</b>	<b>4.7</b>	<b>4.7</b>	<b>4.5</b>	<b>4.6</b>	<b>4.7</b>	<b>4.7</b>	<b>4.6</b>	<b>4.9</b>	<b>4.7</b>	<b>4.7</b>	<b>4.5</b>	<b>4.8</b>
<b>KOOK</b>	<b>3.4</b>	<b>3.6</b>	<b>3.6</b>	<b>3.3</b>	<b>3.4</b>	<b>3.7</b>	<b>3.6</b>	<b>3.4</b>	<b>3.4</b>	<b>3.4</b>	<b>3.6</b>	<b>3.3</b>	<b>3.4</b>	<b>3.4</b>	<b>3.5</b>	<b>3.1</b>
<b>KOKS</b>	<b>5.0</b>	<b>5.0</b>	<b>4.8</b>	<b>5.0</b>	<b>5.0</b>	<b>5.0</b>	<b>4.8</b>	<b>4.9</b>	<b>5.1</b>	<b>5.1</b>	<b>4.9</b>	<b>5.2</b>	<b>4.9</b>	<b>5.0</b>	<b>4.7</b>	<b>5.0</b>
KUST	4.4	4.4	4.2	4.4	4.4	4.4	4.3	4.4	4.4	4.4	4.2	4.4	4.3	4.4	4.2	4.5
KUZZ	4.1	4.2	4.0	4.1	4.2	4.2	4.1	4.2	4.1	4.2	4.0	4.0	4.1	4.2	4.0	4.2
KUTE	2.9	3.1	3.0	2.7	3.1	3.1	3.0	2.8	2.8	3.1	3.0	2.7	2.8	2.8	3.0	2.5
KURE	2.0	2.1	2.2	2.0	2.1	2.1	2.2	2.1	2.1	2.1	2.2	2.0	1.8	2.0	1.9	1.7
KUCO	1.9	1.9	2.0	1.8	1.9	1.9	2.0	1.9	1.9	1.9	2.0	1.8	1.7	1.8	1.8	1.6

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 7: Semantic Scales on Product Perception - Korex Market**

Survey based on interviews with 50 companies. Three dimensions were found to be of determinant importance in explaining the perceptions of products:

RESISTANCE

END PRODUCT SEGMENTATION

	AGGREGATE				INSTRUMENTATION				COMMUNICATION				CONSUMER			
	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL
KALA	4.8	4.8	4.7	4.8	4.8	4.8	4.7	4.8	4.8	4.8	4.7	4.9	4.8	4.8	4.9	4.9
KAST	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0
KAMI	4.8	4.8	4.7	4.9	4.8	4.8	4.7	4.8	4.8	4.8	4.7	4.9	4.8	4.8	4.9	4.9
KAPE	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0
KACK	4.8	4.8	4.7	4.9	4.8	4.8	4.7	4.9	4.7	4.8	4.7	4.9	4.8	4.8	4.9	5.0
KENT	2.8	2.8	2.9	2.7	2.9	2.8	3.0	2.7	2.8	2.8	2.9	2.7	2.9	2.8	2.8	2.6
KEPI	4.8	4.8	4.7	4.9	4.8	4.8	4.7	4.9	4.8	4.8	4.7	4.9	4.8	4.8	4.9	5.0
KELY	4.8	4.8	4.7	4.9	4.8	4.8	4.7	4.9	4.8	4.8	4.7	4.9	4.8	4.8	4.9	5.1
KETI	4.8	4.8	4.7	4.9	4.8	4.8	4.7	4.9	4.8	4.8	4.7	4.9	4.8	4.8	4.9	5.1
KILT	4.8	4.8	4.7	4.9	4.8	4.8	4.7	4.9	4.8	4.8	4.7	4.9	4.8	4.8	4.9	5.1
KISS	4.8	4.8	4.7	4.9	4.8	4.8	4.7	4.9	4.8	4.8	4.7	4.9	4.8	4.8	4.9	5.1
KIDU	4.8	4.8	4.7	4.9	4.8	4.8	4.7	4.9	4.8	4.8	4.7	4.9	4.8	4.8	4.9	5.1
KINE	4.8	4.8	4.7	4.9	4.8	4.8	4.7	4.9	4.8	4.8	4.7	4.9	4.8	4.8	4.9	5.1
<b>KOPA</b>	<b>4.9</b>	<b>4.9</b>	<b>4.8</b>	<b>5.0</b>	<b>4.9</b>	<b>4.9</b>	<b>4.8</b>	<b>5.0</b>	<b>4.9</b>	<b>4.9</b>	<b>4.8</b>	<b>5.0</b>	<b>4.9</b>	<b>4.9</b>	<b>5.0</b>	<b>5.2</b>
<b>KONS</b>	<b>4.8</b>	<b>4.8</b>	<b>4.7</b>	<b>4.9</b>	<b>4.8</b>	<b>4.8</b>	<b>4.7</b>	<b>4.9</b>	<b>4.8</b>	<b>4.8</b>	<b>4.7</b>	<b>4.9</b>	<b>4.8</b>	<b>4.8</b>	<b>4.9</b>	<b>5.0</b>
<b>KOPS</b>	<b>4.8</b>	<b>4.8</b>	<b>4.7</b>	<b>4.9</b>	<b>4.8</b>	<b>4.8</b>	<b>4.7</b>	<b>4.9</b>	<b>4.8</b>	<b>4.8</b>	<b>4.7</b>	<b>4.9</b>	<b>4.8</b>	<b>4.8</b>	<b>4.9</b>	<b>5.0</b>
<b>KOOK</b>	<b>4.9</b>	<b>4.9</b>	<b>4.8</b>	<b>5.0</b>	<b>5.0</b>	<b>4.9</b>	<b>4.8</b>	<b>5.0</b>	<b>4.9</b>	<b>4.9</b>	<b>4.8</b>	<b>5.0</b>	<b>4.9</b>	<b>4.9</b>	<b>5.0</b>	<b>5.2</b>
<b>KOKS</b>	<b>4.8</b>	<b>4.8</b>	<b>4.7</b>	<b>4.9</b>	<b>4.8</b>	<b>4.8</b>	<b>4.7</b>	<b>4.9</b>	<b>4.8</b>	<b>4.8</b>	<b>4.7</b>	<b>4.9</b>	<b>4.8</b>	<b>4.8</b>	<b>4.9</b>	<b>5.0</b>
KUST	4.9	4.9	4.8	4.9	4.9	4.9	4.8	4.9	4.8	4.8	4.7	4.9	4.8	4.9	5.0	5.0
KUZZ	5.2	5.2	5.1	5.3	5.2	5.2	5.1	5.3	5.1	5.1	5.0	5.2	5.2	5.2	5.3	5.4
KUTE	4.7	4.7	4.6	4.8	4.7	4.7	4.6	4.8	4.6	4.6	4.6	4.7	4.7	4.7	4.8	4.9
KURE	4.9	4.9	4.8	5.0	4.9	4.9	4.8	5.0	4.8	4.8	4.7	4.9	4.9	4.9	5.0	5.1
KUCO	5.2	5.2	5.1	5.3	5.2	5.2	5.1	5.3	5.1	5.1	5.0	5.2	5.2	5.2	5.3	5.4

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 7: Semantic Scales on Product Perception - Korex Market**

Survey based on interviews with 50 companies. Three dimensions were found to be of determinant importance in explaining the perceptions of products:

SUSPENSION

END PRODUCT SEGMENTATION

	AGGREGATE				INSTRUMENTATION				COMMUNICATION				CONSUMER			
	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL
KALA	5.6	5.6	5.7	5.7	5.6	5.6	5.6	5.7	5.7	5.6	5.7	5.8	5.5	5.6	5.7	5.6
KAST	1.4	1.4	1.3	1.4	1.4	1.4	1.3	1.4	1.4	1.4	1.3	1.3	1.4	1.4	1.3	1.4
KAMI	5.6	5.6	5.7	5.7	5.6	5.6	5.6	5.7	5.7	5.6	5.7	5.8	5.5	5.6	5.8	5.6
KAPE	1.4	1.4	1.3	1.4	1.4	1.4	1.3	1.4	1.4	1.4	1.3	1.4	1.5	1.4	1.3	1.4
KACK	5.6	5.6	5.7	5.8	5.6	5.6	5.6	5.8	5.7	5.6	5.7	5.7	5.5	5.6	5.8	5.9
KENT	3.3	3.3	3.1	3.0	3.3	3.3	3.2	3.0	3.3	3.3	3.2	3.0	3.3	3.3	2.9	2.7
KEPI	5.6	5.6	5.8	5.8	5.6	5.6	5.7	5.8	5.7	5.6	5.7	5.8	5.6	5.6	5.9	6.0
KELY	5.6	5.6	5.8	5.8	5.6	5.6	5.7	5.8	5.7	5.6	5.7	5.8	5.6	5.6	5.9	6.0
KETI	5.6	5.6	5.8	5.8	5.6	5.6	5.7	5.8	5.7	5.6	5.7	5.8	5.6	5.6	5.9	6.0
KILT	5.6	5.6	5.8	5.9	5.7	5.7	5.8	5.9	5.7	5.7	5.8	5.9	5.6	5.6	5.9	6.0
KISS	5.6	5.6	5.8	5.9	5.7	5.7	5.8	5.9	5.7	5.7	5.8	5.9	5.6	5.6	5.9	6.0
KIDU	5.6	5.6	5.8	5.9	5.7	5.7	5.8	5.9	5.7	5.7	5.8	5.9	5.6	5.6	5.9	6.0
KINE	5.6	5.6	5.8	5.9	5.7	5.7	5.8	5.9	5.7	5.7	5.8	5.9	5.6	5.6	5.9	6.0
<b>KOPA</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.1</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>
<b>KONS</b>	<b>5.6</b>	<b>5.6</b>	<b>5.7</b>	<b>5.8</b>	<b>5.6</b>	<b>5.6</b>	<b>5.7</b>	<b>5.8</b>	<b>5.7</b>	<b>5.7</b>	<b>5.8</b>	<b>5.9</b>	<b>5.6</b>	<b>5.6</b>	<b>5.9</b>	<b>5.9</b>
<b>KOPS</b>	<b>5.6</b>	<b>5.6</b>	<b>5.7</b>	<b>5.9</b>	<b>5.6</b>	<b>5.6</b>	<b>5.7</b>	<b>5.8</b>	<b>5.7</b>	<b>5.7</b>	<b>5.8</b>	<b>5.9</b>	<b>5.6</b>	<b>5.6</b>	<b>5.9</b>	<b>6.0</b>
<b>KOOK</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.1</b>	<b>4.0</b>	<b>4.0</b>	<b>4.1</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>
<b>KOKS</b>	<b>5.6</b>	<b>5.6</b>	<b>5.7</b>	<b>5.8</b>	<b>5.6</b>	<b>5.6</b>	<b>5.7</b>	<b>5.8</b>	<b>5.7</b>	<b>5.7</b>	<b>5.8</b>	<b>5.9</b>	<b>5.6</b>	<b>5.6</b>	<b>5.9</b>	<b>5.9</b>
KUST	5.1	5.1	5.1	5.2	5.0	5.1	5.1	5.3	5.2	5.1	5.2	5.1	5.0	5.0	5.3	5.2
KUZZ	4.6	4.6	4.7	4.8	4.6	4.6	4.7	4.8	4.7	4.6	4.7	4.7	4.6	4.6	4.9	5.0
KUTE	4.6	4.6	4.7	4.8	4.6	4.6	4.7	4.8	4.7	4.6	4.7	4.8	4.6	4.6	4.9	5.1
KURE	5.1	5.1	5.2	5.3	5.0	5.1	5.1	5.3	5.1	5.1	5.2	5.2	5.0	5.1	5.4	5.5
KUCO	4.6	4.6	4.7	4.8	4.6	4.6	4.7	4.8	4.7	4.6	4.7	4.8	4.6	4.6	4.9	5.1

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 8: Perceptual Map of Products - Korex Market**

Study based on interviews with 20 companies.

Data gathering and analysis based on a non-metric multidimensional scaling methodology; A maximum of 20 products is used in this study. If more products are on the market, only the first 20 with the largest volume sale are considered in this map. Information on others may be found in study 7.

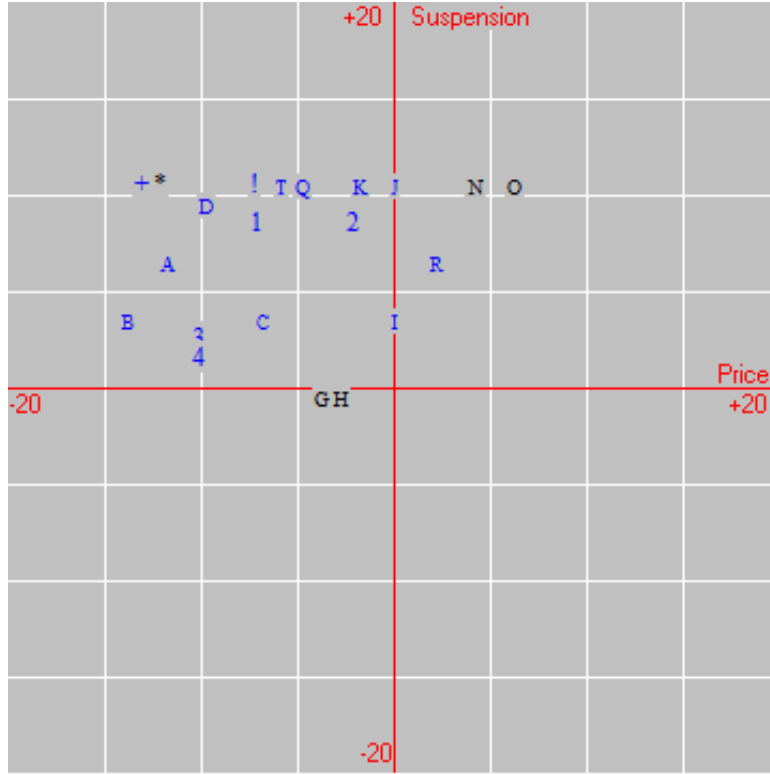
No significant statistical difference was observed between the perceptions of different decision makers.

Perceptual scales from -20 to +20.

**Firm 4 (Yellow) Industry (Test) Period 7**

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**\* Aggregate Market Analysis**



Ideal Points	Decision Makers	Axis 1	Axis 2
1	Prod'n	- 7.3	9.1
2	Eng'ring	- 2.9	9.8
3	Purch'ing	- 10.2	3.0
4	General	- 10.2	2.7

Perc-ception	Product	Axis 1	Axis 2
A	KURE	- 12.9	7.6
B	KUCO	- 14.2	4.7
C	KUTE	- 7.1	4.7
D	KALA	- 10.1	11.0
E	KELY	- 12.2	11.5
F	KONS	- 12.7	11.4
G	KOPA	- 4.9	0.1
H	KOOK	- 3.5	0.2
I	KUZZ	0.8	4.7
J	KAMI	0.5	11.0
K	KEPI	- 2.3	11.5
L	KETI	- 7.8	11.5
M	KINE	- 13.4	11.6
N	KOPS	4.5	11.5
O	KOKS	6.5	11.4
P	KIDU	- 13.4	11.6
Q	KISS	- 5.6	11.6
R	KUST	2.4	7.4
S	KILT	- 7.4	11.6
T	KACK	- 6.1	11.2

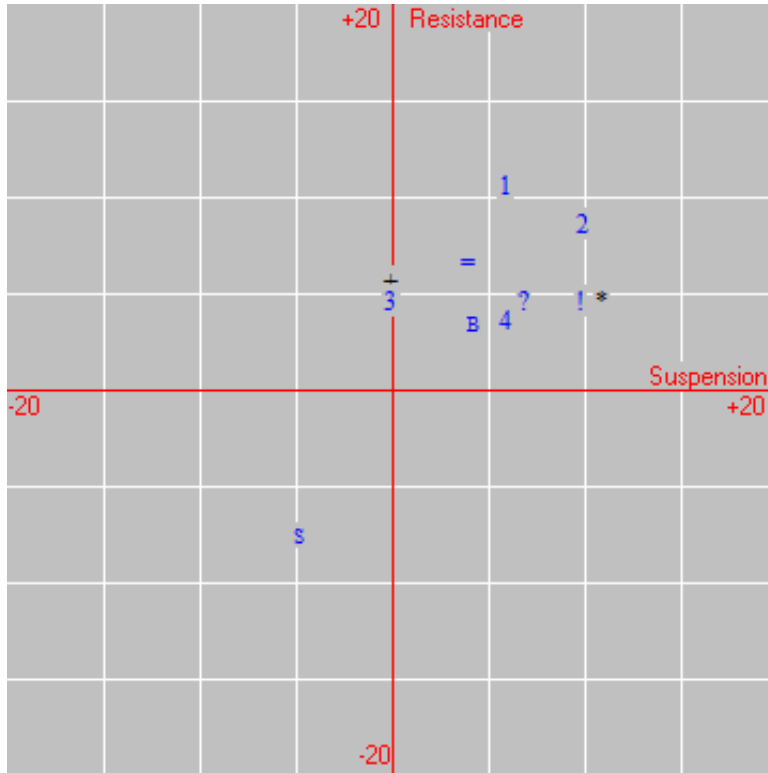
**Superimposed Points in Graph**

*	means	EF
+	means	MP
!	means	LS

**Firm 4 (Yellow) Industry (Test) Period 7**

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**\* End Product Market Analysis : Instrumentation**



Ideal Points	Decision Makers	Axis 1	Axis 2
1	Prod'n	6.8	11.2
2	Eng'ring	10.1	9.1
3	Purch'ing	0.0	5.7
4	General	6.8	4.4

Perc-ception	Product	Axis 1	Axis 2
A	KAMI	10.8	5.2
B	KUTE	4.6	4.5
C	KEPI	11.4	5.3
D	KOPS	11.3	5.3
E	KUZZ	4.6	7.8
F	KOOK	0.3	6.2
G	KOPA	0.3	6.2
H	KOKS	11.2	5.3
I	KALA	10.8	5.2
J	KURE	7.5	5.8
K	KONS	11.2	5.3
L	KUST	7.4	5.8
M	KETI	11.4	5.3
N	KELY	11.4	5.3
O	KUCO	4.6	7.8
P	KACK	11.1	5.3
Q	KISS	11.5	5.3
R	KINE	11.5	5.3
S	KENT	- 5.5	- 7.7
T	KILT	11.5	5.3

**Superimposed Points in Graph**

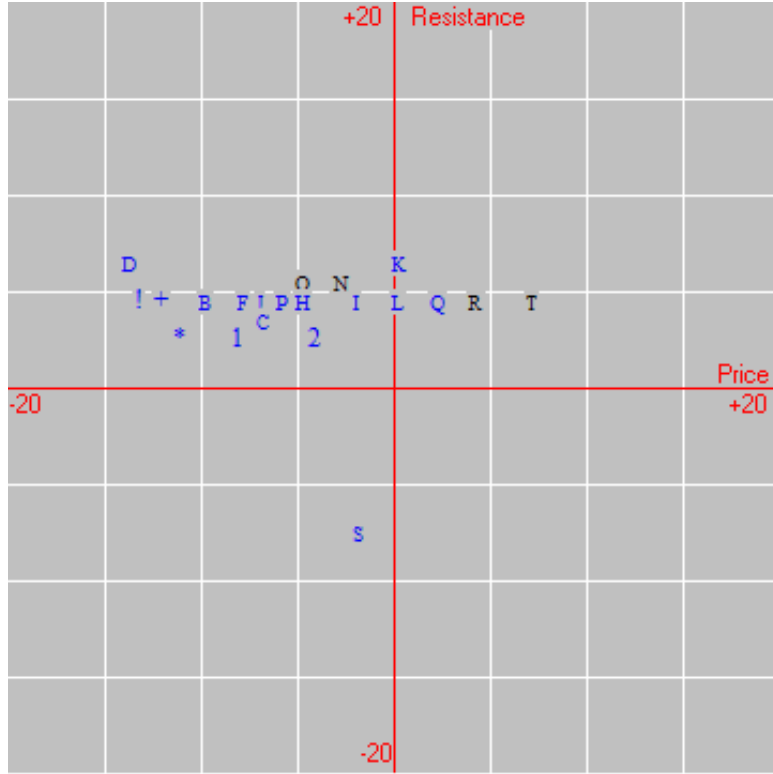
*	means	CDHKMNP
+	means	FG
!	means	AI
?	means	JL
=	means	EO



**Firm 4 (Yellow) Industry (Test) Period 7**

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**\* End Product Market Analysis : Communication**



Ideal Points	Decision Makers	Axis 1	Axis 2
1	Prod'n	- 8.1	3.4
2	Eng'ring	- 4.1	3.4
3	Purch'ing	- 11.5	3.4
4	General	- 11.5	3.4

Perc-ception	Product	Axis 1	Axis 2
A	KURE	- 12.8	5.6
B	KALA	- 10.4	5.1
C	KUTE	- 7.4	4.3
D	KUCO	- 14.1	7.6
E	KELY	- 12.3	5.2
F	KETI	- 8.0	5.2
G	KINE	- 13.3	5.3
H	KISS	- 5.6	5.3
I	KEPI	- 2.5	5.2
J	KILT	- 7.4	5.3
K	KUZZ	0.6	7.5
L	KAMI	0.5	5.1
M	KIDU	- 13.3	5.3
N	KOOK	- 3.6	6.1
O	KOPA	- 5.0	6.1
P	KACK	- 6.3	5.0
Q	KUST	2.2	5.3
R	KOPS	4.9	5.3
S	KENT	- 2.3	- 7.8
T	KOKS	7.0	5.3

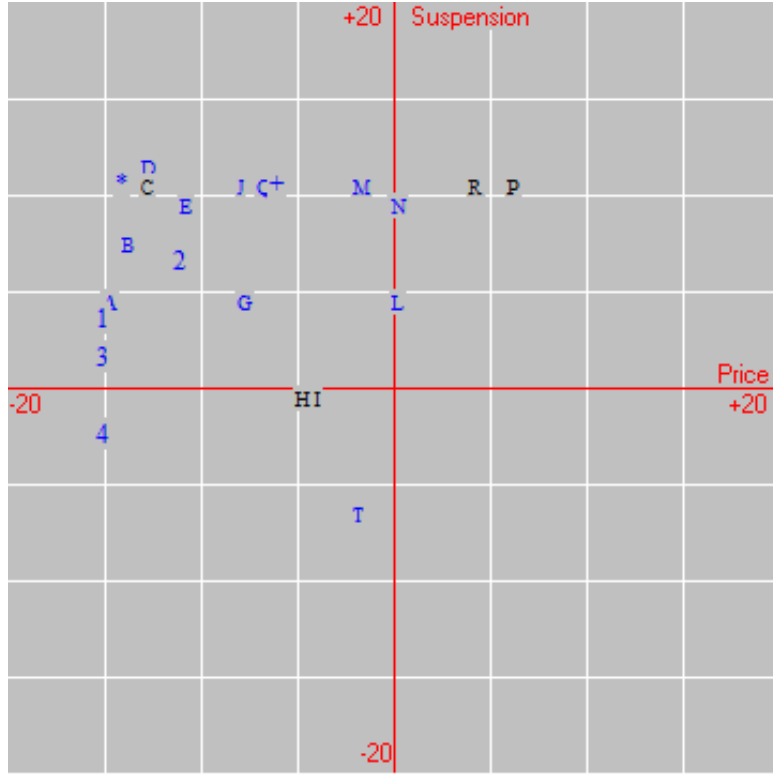
**Superimposed Points in Graph**

*	means	34
+	means	AE
!	means	GM

**Firm 4 (Yellow) Industry (Test) Period 7**

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**\* End Product Market Analysis : Consumer**



**Superimposed Points in Graph**

*	means	FK
+	means	OS

Ideal Points	Decision Makers	Axis 1	Axis 2
1	Prod'n	-15.5	4.1
2	Eng'ring	-11.5	7.4
3	Purch'ing	-15.5	2.0
4	General	-15.5	-2.7

Perc-ception	Product	Axis 1	Axis 2
A	KUCO	-15.2	5.3
B	KURE	-14.2	8.2
C	<b>KONS</b>	<b>-13.7</b>	<b>11.8</b>
D	KELY	-13.1	12.0
E	KALA	-11.2	10.7
F	KINE	-14.8	12.0
G	KUTE	-8.2	5.3
H	<b>KOPA</b>	<b>-5.9</b>	<b>0.1</b>
I	<b>KOOK</b>	<b>-4.3</b>	<b>0.1</b>
J	KETI	-8.7	12.0
K	KIDU	-14.8	11.9
L	KUZZ	0.7	5.3
M	KEPI	-2.9	11.9
N	KAMI	0.5	10.8
O	KISS	-6.1	11.9
P	<b>KOKS</b>	<b>6.1</b>	<b>11.7</b>
Q	KILT	-7.8	11.9
R	<b>KOPS</b>	<b>4.4</b>	<b>11.9</b>
S	KACK	-7.0	11.4
T	KENT	-2.5	-6.3

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 9: Market Forecast - Korex Market**

Estimates based on econometric analysis of historical data as well as analysis of future market developments. Estimates based on volume.

**END PRODUCT SEGMENTATION**

	AGGREGATE	INSTRUMENTATION	COMMUNICATION	CONSUMER
Next Year Forecast				
Volume ('000)	430.	96.	70.	263.
Growth Rate (%)	- 8.7	- 23.1	- 14.0	- 0.5
Fifth Year Forecast				
Volume ('000)	423.	96.	63.	263.
Growth Rate (%)	- 2.1	- 5.1	- 4.9	- 0.0

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 10: Product Awareness and Preference Survey - Lomex Market**

Telephone survey of 50 companies.

**PRODUCT AWARENESS**

Percentage having a satisfactory knowledge of product.

**END PRODUCT SEGMENTATION**

	AGGREGATE				INSTRUMENTATION				COMMUNICATION				CONSUMER			
	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL
LAMA	18	18	15	12	17	16	15	12	19	21	16	14	21	22	14	10
LENT	58	61	56	44	56	58	56	44	59	64	60	47	62	66	54	40
LENU	61	64	59	46	59	61	58	46	61	66	62	49	65	69	56	41
LILI	3	3	4	3	0	0	0	0	0	0	0	0	17	17	22	17
LOTS	<b>61</b>	<b>66</b>	<b>61</b>	<b>52</b>	<b>72</b>	<b>78</b>	<b>73</b>	<b>61</b>	<b>39</b>	<b>43</b>	<b>38</b>	<b>37</b>	<b>59</b>	<b>64</b>	<b>56</b>	<b>42</b>
LOFT	<b>61</b>	<b>66</b>	<b>61</b>	<b>52</b>	<b>72</b>	<b>78</b>	<b>73</b>	<b>61</b>	<b>39</b>	<b>43</b>	<b>38</b>	<b>37</b>	<b>59</b>	<b>65</b>	<b>56</b>	<b>43</b>
LOOK	<b>37</b>	<b>39</b>	<b>36</b>	<b>31</b>	<b>51</b>	<b>53</b>	<b>52</b>	<b>45</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>44</b>	<b>47</b>	<b>38</b>	<b>31</b>
LUXE	72	73	69	55	67	68	65	50	83	84	83	71	71	73	63	46

**Firm 4 (Yellow) Industry (Test) Period 7**

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**PRODUCT PREFERENCE**

Percentage of individuals stating a greater preference for a given product, weighted by the purchase volume of the corresponding client companies.

**END PRODUCT SEGMENTATION**

	AGGREGATE				INSTRUMENTATION				COMMUNICATION				CONSUMER			
	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL
LAMA	4	5	2	1	2	4	2	1	4	7	3	2	6	5	2	1
LENT	18	20	17	11	14	18	15	11	20	27	24	14	21	21	17	11
LENU	12	15	11	6	8	13	10	6	11	20	16	8	15	15	11	5
LILI	1	1	2	4	0	0	0	0	0	0	0	0	1	1	4	8
<b>LOTS</b>	<b>20</b>	<b>21</b>	<b>20</b>	<b>16</b>	<b>22</b>	<b>24</b>	<b>22</b>	<b>18</b>	<b>14</b>	<b>16</b>	<b>15</b>	<b>11</b>	<b>19</b>	<b>20</b>	<b>19</b>	<b>15</b>
<b>LOFT</b>	<b>18</b>	<b>14</b>	<b>27</b>	<b>35</b>	<b>26</b>	<b>16</b>	<b>30</b>	<b>39</b>	<b>16</b>	<b>11</b>	<b>21</b>	<b>23</b>	<b>13</b>	<b>14</b>	<b>26</b>	<b>33</b>
<b>LOOK</b>	<b>10</b>	<b>12</b>	<b>9</b>	<b>5</b>	<b>9</b>	<b>15</b>	<b>11</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>13</b>	<b>13</b>	<b>9</b>	<b>5</b>
LUXE	17	12	12	22	19	11	10	17	34	19	21	43	12	11	12	22

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 11: Demand Analysis - Lomex Market**

Estimates based on statistical sources, interviews in 30 companies, and managerial judgment.

**END PRODUCT SEGMENTATION**

		<b>AGGREGATE</b>	<b>INSTRUMENTATION</b>	<b>COMMUNICATION</b>	<b>CONSUMER</b>
Number of clients		10330	5867	2605	1858
Total Value	(\$000)	86517	34138	9452	42926
Total Volume	('000)	150	59	17	74
Average Value/Client	(\$000)	8	6	4	23
Average Volume/Client		15	10	6	40
Share of Primary Sourcing	(% value)	81	82	79	81
Share of Primary Sourcing	(% volume)	82	83	80	82
Average Suppliers / Client		3	3	3	3

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 12: Market Shares Survey - Lomex Market**

Estimates based on survey of 40 companies.

**AGGREGATE MARKET SHARES**

PRODUCTS	% TESTS	% CLIENTS		% VOLUME			% VALUE		
		Suppl.	Primary	Suppl.	Primary	Total	Suppl.	Primary	Total
LAMA	1.6	7.8	0.3	2.7	0.3	0.7	3.6	0.4	1.0
LENT	8.3	45.8	16.8	17.0	17.2	17.2	18.6	19.8	19.6
LENU	5.7	28.3	10.4	10.5	10.7	10.6	14.9	15.9	15.7
LILI	0.3	3.3	0.9	2.4	2.2	2.2	1.4	1.3	1.3
<b>LOTS</b>	<b>9.0</b>	<b>52.9</b>	<b>20.2</b>	<b>19.8</b>	<b>20.6</b>	<b>20.4</b>	<b>20.5</b>	<b>22.4</b>	<b>22.0</b>
<b>LOFT</b>	<b>3.3</b>	<b>68.5</b>	<b>29.3</b>	<b>21.9</b>	<b>29.2</b>	<b>27.9</b>	<b>18.3</b>	<b>25.6</b>	<b>24.3</b>
<b>LOOK</b>	<b>4.1</b>	<b>19.7</b>	<b>0.8</b>	<b>8.5</b>	<b>0.9</b>	<b>2.3</b>	<b>11.3</b>	<b>1.3</b>	<b>3.1</b>
LUXE	7.5	51.0	21.2	17.3	19.0	18.7	11.5	13.2	12.9

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 12: Market Shares Survey - Lomex Market**

Estimates based on survey of 40 companies.

**MARKET SHARES AS PRIMARY SUPPLIER****END PRODUCT SEGMENTATION**

PRODUCTS	INSTRUMENTATION		COMMUNICATION		CONSUMER	
	% VOLUME	% \$ VALUE	% VOLUME	% \$ VALUE	% VOLUME	% \$ VALUE
LAMA	0.2	0.3	0.3	0.5	0.3	0.4
LENT	15.3	17.6	20.3	23.9	18.1	20.8
LENU	9.4	14.1	12.5	19.1	11.3	16.7
LILI	0.0	0.0	0.0	0.0	4.4	2.7
LOTS	<b>23.2</b>	<b>25.2</b>	<b>13.7</b>	<b>15.2</b>	<b>20.0</b>	<b>21.7</b>
LOFT	<b>34.2</b>	<b>30.0</b>	<b>19.8</b>	<b>17.8</b>	<b>27.2</b>	<b>23.8</b>
LOOK	<b>1.1</b>	<b>1.5</b>	<b>0.0</b>	<b>0.0</b>	<b>1.0</b>	<b>1.4</b>
LUXE	16.5	11.4	33.4	23.5	17.7	12.5



**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 12: Market Shares Survey - Lomex Market**

Estimates based on survey of 40 companies.

**MARKET SHARES AS SUPPLEMENTARY SUPPLIER****END PRODUCT SEGMENTATION**

PRODUCTS	INSTRUMENTATION		COMMUNICATION		CONSUMER	
	% VOLUME	% \$ VALUE	% VOLUME	% \$ VALUE	% VOLUME	% \$ VALUE
LAMA	2.0	2.7	3.6	4.9	2.9	3.9
LENT	14.8	16.2	22.7	25.3	17.1	18.7
LENU	9.1	12.9	14.0	20.3	10.6	15.1
LILI	0.0	0.0	0.0	0.0	4.7	2.8
<b>LOTS</b>	<b>22.4</b>	<b>23.1</b>	<b>15.1</b>	<b>15.9</b>	<b>19.0</b>	<b>19.6</b>
<b>LOFT</b>	<b>25.3</b>	<b>21.0</b>	<b>21.8</b>	<b>18.5</b>	<b>19.4</b>	<b>16.2</b>
<b>LOOK</b>	<b>10.3</b>	<b>13.6</b>	<b>0.0</b>	<b>0.0</b>	<b>9.4</b>	<b>12.4</b>
LUXE	16.0	10.4	22.7	15.1	16.8	11.3

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 12: Market Shares Survey - Lomex Market**

Estimates based on survey of 40 companies.

**MARKET SHARES TOTALS****END PRODUCT SEGMENTATION**

PRODUCTS	INSTRUMENTATION		COMMUNICATION		CONSUMER	
	% VOLUME	% \$ VALUE	% VOLUME	% \$ VALUE	% VOLUME	% \$ VALUE
LAMA	0.5	0.7	1.0	1.4	0.8	1.1
LENT	15.2	17.4	20.8	24.2	17.9	20.4
LENU	9.4	13.9	12.8	19.4	11.1	16.4
LILI	0.0	0.0	0.0	0.0	4.4	2.7
<b>LOTS</b>	<b>23.0</b>	<b>24.8</b>	<b>13.9</b>	<b>15.3</b>	<b>19.8</b>	<b>21.3</b>
<b>LOFT</b>	<b>32.7</b>	<b>28.4</b>	<b>20.2</b>	<b>17.9</b>	<b>25.8</b>	<b>22.4</b>
<b>LOOK</b>	<b>2.6</b>	<b>3.6</b>	<b>0.0</b>	<b>0.0</b>	<b>2.5</b>	<b>3.4</b>
LUXE	16.5	11.2	31.2	21.7	17.6	12.3

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 12: Market Shares Survey - Lomex Market**

Estimates based on survey of 40 companies.

**PROPORTION OF PRODUCTS IN TESTS****END PRODUCT SEGMENTATION**

	<b>INSTRUMENTATION</b>	<b>COMMUNICATION</b>	<b>CONSUMER</b>
LAMA	1.3	2.1	1.8
LENT	8.1	8.5	8.8
LENU	5.0	7.5	5.8
LILI	0.0	0.0	1.9
<b>LOTS</b>	<b>10.2</b>	<b>8.6</b>	<b>5.8</b>
<b>LOFT</b>	<b>1.3</b>	<b>7.4</b>	<b>3.7</b>
<b>LOOK</b>	<b>5.7</b>	<b>0.0</b>	<b>5.0</b>
LUXE	9.0	3.1	8.5

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 13: Survey of Organisational Buying Processes - Lomex Market**

Surveys based on interviews with 20 companies. Numbers below represent the estimated relative weight of different decision makers in buying decisions.

**END PRODUCT SEGMENTATION**

	AGGREGATE	INSTRUMENTATION	COMMUNICATION	CONSUMER
<b>MANAGER</b>				
Production	20.00	20.00	20.00	20.00
Engineering	16.67	16.67	16.67	16.67
Purchasing	23.33	23.33	23.33	23.33
General	40.00	40.00	40.00	40.00

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 14: Semantic Scales on Product Perception - Lomex Market**

Survey based on interviews with 50 companies. Three dimensions were found to be of determinant importance in explaining the perceptions of products:

Dimension 1 : Price (PRI)

Dimension 2 : Convexity (COV)

Dimension 3 : Conductivity (COD)

**RELATIVE IMPORTANCE OF DIMENSIONS**

Relative weight for each dimension : sum over the 3 dimensions is 100.

**END PRODUCT SEGMENTATION**

	AGGREGATE				INSTRUMENTATION				COMMUNICATION				CONSUMER			
	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL
PRI	32.	33.	23.	47.	32.	33.	23.	47.	32.	33.	23.	47.	33.	33.	23.	47.
COV	36.	53.	13.	23.	32.	53.	13.	23.	32.	53.	13.	23.	53.	53.	13.	23.
COD	32.	13.	63.	30.	35.	13.	63.	30.	35.	13.	63.	30.	13.	13.	63.	30.

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 14: Semantic Scales on Product Perception - Lomex Market**

Survey based on interviews with 50 companies. Three dimensions were found to be of determinant importance in explaining the perceptions of products:

- Dimension 1 : Price (PRI)
- Dimension 2 : Convexity (COV)
- Dimension 3 : Conductivity (COD)

**IDEAL POINTS**

Most desired combination on 1-7 scales (1=low, 7=high)

**END PRODUCT SEGMENTATION**

	AGGREGATE				INSTRUMENTATION				COMMUNICATION				CONSUMER			
	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL
PRI	2.7	3.5	1.7	1.4	2.5	3.5	1.7	1.4	2.5	3.5	1.7	1.4	3.5	3.5	1.7	1.4
COV	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3
COD	4.9	5.6	3.2	3.7	4.8	5.6	3.2	3.7	4.8	5.6	3.2	3.7	5.6	5.6	3.2	3.7

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 14: Semantic Scales on Product Perception - Lomex Market**

Survey based on interviews with 50 companies. Three dimensions were found to be of determinant importance in explaining the perceptions of products:

**PERCEPTIONS OF PRODUCTS**

Perceptions on 1-7 scales (1=low, 7=high)

**PRICE****END PRODUCT SEGMENTATION**

	AGGREGATE				INSTRUMENTATION				COMMUNICATION				CONSUMER			
	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL
LAMA	4.2	4.3	4.2	4.3	4.2	4.3	4.3	4.3	4.2	4.3	4.2	4.2	4.2	4.3	4.2	4.4
LENT	3.4	3.5	3.2	3.0	3.3	3.5	3.2	3.0	3.3	3.5	3.2	3.0	3.5	3.5	3.2	2.7
LENU	4.5	4.6	4.6	4.5	4.5	4.6	4.6	4.5	4.5	4.6	4.6	4.5	4.6	4.6	4.5	4.7
LILI	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.1	1.1	1.1	1.1
LOTS	<b>3.1</b>	<b>3.1</b>	<b>2.9</b>	<b>2.7</b>	<b>3.1</b>	<b>3.1</b>	<b>2.9</b>	<b>2.7</b>	<b>3.1</b>	<b>3.1</b>	<b>3.0</b>	<b>2.9</b>	<b>3.2</b>	<b>3.1</b>	<b>2.9</b>	<b>2.5</b>
LOFT	<b>2.2</b>	<b>2.3</b>	<b>2.1</b>	<b>1.9</b>	<b>2.2</b>	<b>2.3</b>	<b>2.1</b>	<b>2.0</b>	<b>2.2</b>	<b>2.2</b>	<b>2.1</b>	<b>2.0</b>	<b>2.3</b>	<b>2.3</b>	<b>2.1</b>	<b>1.8</b>
LOOK	<b>4.1</b>	<b>4.2</b>	<b>4.1</b>	<b>4.0</b>	<b>4.0</b>	<b>4.2</b>	<b>4.0</b>	<b>3.9</b>	<b>4.2</b>	<b>4.2</b>	<b>4.3</b>	<b>4.4</b>	<b>4.1</b>	<b>4.1</b>	<b>4.0</b>	<b>4.1</b>
LUXE	1.7	1.7	1.6	1.3	1.7	1.7	1.6	1.3	1.8	1.8	1.6	1.3	1.8	1.7	1.6	1.3

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 14: Semantic Scales on Product Perception - Lomex Market**

Survey based on interviews with 50 companies. Three dimensions were found to be of determinant importance in explaining the perceptions of products:

**CONVEXITY**

**END PRODUCT SEGMENTATION**

	AGGREGATE				INSTRUMENTATION				COMMUNICATION				CONSUMER			
	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL
LAMA	4.9	5.0	5.4	5.2	4.9	5.1	5.4	5.1	4.9	5.0	5.4	5.1	4.8	5.0	5.4	5.3
LENT	4.0	3.9	3.8	3.9	4.0	3.9	3.8	3.9	4.0	3.9	3.8	3.9	4.0	3.9	3.8	3.8
LENU	4.0	3.9	3.8	3.9	4.0	3.9	3.8	3.9	4.0	3.9	3.8	3.9	4.0	3.9	3.8	3.8
LILI	4.9	5.1	5.4	5.2	4.9	5.1	5.4	5.2	4.9	5.1	5.4	5.2	4.9	5.1	5.3	5.2
LOTS	<b>4.0</b>	<b>3.9</b>	<b>3.8</b>	<b>3.9</b>	<b>4.0</b>	<b>3.9</b>	<b>3.8</b>	<b>3.9</b>	<b>4.0</b>	<b>3.9</b>	<b>3.8</b>	<b>3.9</b>	<b>4.0</b>	<b>3.9</b>	<b>3.8</b>	<b>3.8</b>
LOFT	<b>4.0</b>	<b>3.9</b>	<b>3.8</b>	<b>3.9</b>	<b>4.0</b>	<b>3.9</b>	<b>3.8</b>	<b>3.9</b>	<b>4.0</b>	<b>3.9</b>	<b>3.8</b>	<b>3.9</b>	<b>4.0</b>	<b>3.9</b>	<b>3.8</b>	<b>3.8</b>
LOOK	<b>4.0</b>	<b>3.9</b>	<b>3.8</b>	<b>3.9</b>	<b>4.0</b>	<b>3.9</b>	<b>3.8</b>	<b>3.9</b>	<b>4.0</b>	<b>3.9</b>	<b>3.8</b>	<b>3.9</b>	<b>4.0</b>	<b>3.9</b>	<b>3.8</b>	<b>3.8</b>
LUXE	4.7	4.9	5.1	4.8	4.8	5.0	5.2	4.9	4.7	4.9	5.1	4.7	4.7	4.9	5.0	4.8



**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 14: Semantic Scales on Product Perception - Lomex Market**

Survey based on interviews with 50 companies. Three dimensions were found to be of determinant importance in explaining the perceptions of products:

**CONDUCTIVITY****END PRODUCT SEGMENTATION**

	AGGREGATE				INSTRUMENTATION				COMMUNICATION				CONSUMER			
	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL
LAMA	5.2	5.2	5.4	5.3	5.2	5.2	5.4	5.3	5.2	5.2	5.4	5.3	5.2	5.2	5.4	5.3
LENT	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.1	4.0	4.0	4.0
LENU	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.1	4.0	4.0	4.0
LILI	5.2	5.2	5.5	5.4	5.2	5.2	5.6	5.4	5.2	5.2	5.6	5.4	5.2	5.2	5.2	5.1
LOTS	<b>4.1</b>	<b>4.1</b>	<b>4.0</b>	<b>4.0</b>	<b>4.1</b>	<b>4.1</b>	<b>3.9</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.2</b>	<b>4.1</b>	<b>3.9</b>	<b>4.0</b>
LOFT	<b>4.1</b>	<b>4.1</b>	<b>4.0</b>	<b>4.0</b>	<b>4.1</b>	<b>4.1</b>	<b>3.9</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.1</b>	<b>4.1</b>	<b>3.9</b>	<b>4.0</b>
LOOK	<b>4.1</b>	<b>4.1</b>	<b>3.9</b>	<b>4.0</b>	<b>4.1</b>	<b>4.1</b>	<b>3.9</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.2</b>	<b>4.2</b>	<b>3.9</b>	<b>4.0</b>
LUXE	5.1	5.2	5.0	4.8	5.1	5.2	5.1	4.9	5.0	5.2	4.9	4.6	5.2	5.2	4.9	4.6

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 15: Market Forecast - Lomex Market**

Estimates based on econometric analysis of historical data as well as analysis of future market developments. Estimates based on volume.

**END PRODUCT SEGMENTATION**

	AGGREGATE	INSTRUMENTATION	COMMUNICATION	CONSUMER
Next Year Forecast				
Volume ('000)	163.	72.	19.	74.
Growth Rate (%)	8.8	19.8	9.9	- 0.1
Fifth Year Forecast				
Volume ('000)	211.	104.	25.	82.
Growth Rate (%)	7.0	11.9	8.1	2.1

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Study 16: Competitive Information**

Estimates obtained from a variety of sources.

**AGGREGATE PRODUCT MANAGEMENT INFORMATION**

Products	Maximum Price Discount (%)	Promotion (\$000)	Sales Commission (%)	Technical Support (\$000)	Product Advertising (\$000)
KALA	5.0	0.	3.0	200.	0.
KAST	4.0	0.	7.0	499.	0.
KAMI	5.0	0.	3.0	200.	0.
KAPE	5.0	0.	7.0	499.	0.
KACK	5.0	0.	5.0	100.	0.
LAMA	5.0	0.	7.0	499.	0.
KENT	10.0	0.	5.0	0.	0.
KEPI	5.0	0.	5.0	449.	0.
KELY	5.0	0.	5.0	337.	0.
KETI	5.0	0.	5.0	337.	0.
LENT	3.5	0.	5.0	561.	0.
LENU	0.0	0.	6.0	561.	0.
KILT	0.0	100.	5.0	79.	100.
KISS	0.0	100.	5.0	79.	100.
KIDU	10.0	100.	5.0	79.	100.
KINE	10.0	100.	5.0	79.	100.
LILI	5.0	500.	5.0	476.	1000.
<b>KOPA</b>	<b>5.0</b>	<b>130.</b>	<b>6.0</b>	<b>417.</b>	<b>100.</b>
<b>KONS</b>	<b>5.0</b>	<b>200.</b>	<b>3.0</b>	<b>278.</b>	<b>100.</b>
<b>KOPS</b>	<b>5.0</b>	<b>130.</b>	<b>7.0</b>	<b>139.</b>	<b>80.</b>
<b>KOOK</b>	<b>5.0</b>	<b>210.</b>	<b>8.0</b>	<b>417.</b>	<b>150.</b>
<b>KOKS</b>	<b>5.0</b>	<b>227.</b>	<b>7.0</b>	<b>278.</b>	<b>150.</b>
<b>LOTS</b>	<b>0.0</b>	<b>450.</b>	<b>5.0</b>	<b>500.</b>	<b>450.</b>
<b>LOFT</b>	<b>0.0</b>	<b>450.</b>	<b>5.0</b>	<b>361.</b>	<b>450.</b>
<b>LOOK</b>	<b>0.0</b>	<b>460.</b>	<b>5.0</b>	<b>389.</b>	<b>500.</b>
KUST	5.0	100.	5.0	496.	50.
KUZZ	5.0	200.	5.0	496.	50.
KUTE	7.0	100.	6.0	372.	50.
KURE	7.0	100.	5.0	248.	50.
KUCO	5.0	100.	7.0	248.	50.
LUXE	10.0	200.	7.0	620.	50.

**Firm 4 (Yellow) Industry (Test) Period 7**

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**CORPORATE INFORMATION**

	FIRM				
	1	2	3	4	5
Sales Force					
Number of Salespersons	95	100	30	98	91
Training Expenditure (\$000)	0.	0.	40.	150.	129.
Technical Force					
Number of Technicians	40	45	15	50	47
Training Expenditure (\$000)	0.	0.	45.	150.	58.
Corporate Marketing (\$000)	0.	0.	1000.	330.	200.

**Firm 4 (Yellow) Industry (Test) Period 7**

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**Allocation of Sales and Technical Forces****ON BASIS OF DECISION-MAKERS**

FIRM	SALES FORCE				TECHNICAL FORCE			
	PRO	ENG	PUR	GAL	PRO	ENG	PUR	GAL
1	0.26	0.33	0.21	0.20	0.25	0.40	0.15	0.20
2	0.26	0.21	0.21	0.32	0.20	0.20	0.25	0.35
3	0.00	0.00	0.49	0.51	0.00	0.00	0.50	0.50
4	0.10	0.34	0.20	0.36	0.35	0.50	0.10	0.05
5	0.24	0.24	0.24	0.28	0.22	0.50	0.18	0.10

**ON BASIS OF END PRODUCT SEGMENTATION**

FIRM	SALES FORCE			TECHNICAL FORCE		
	INSTRUMENTATION	COMMUNICATION	CONSUMER	INSTRUMENTATION	COMMUNICATION	CONSUMER
1	0.40	0.10	0.50	0.40	0.10	0.50
2	0.40	0.10	0.50	0.40	0.10	0.50
3	0.00	0.00	1.00	0.00	0.00	1.00
4	0.65	0.00	0.35	0.70	0.00	0.30
5	0.34	0.31	0.35	0.50	0.20	0.30

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