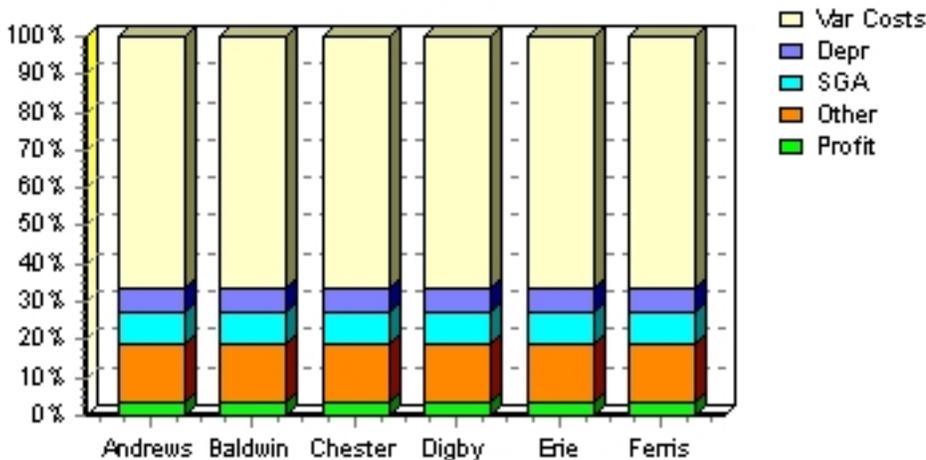


Andrews Alexa Holland Bradley Judd Briana Martinson Anna McKean Jacob Ricks	Baldwin Janessa Baker Jonathan Carroll Dave Dawson Jeffery Nelson Rachael Nelson	Chester Ikaika Bullock Christopher Faires Spencer Judd Kalama Kaluhiokalani Nick Manookin
Digby Joseph Blake Chung Shing Sheldon Lee Nathanael Montgomery	Erie Elliot Holder Tyler Krueger Daniel McCracken JD Rasmussen Luke Salisbury	Ferris Bryan Anderson Jacob Low Tim Rich Bradley Stoker Brane Vrajich

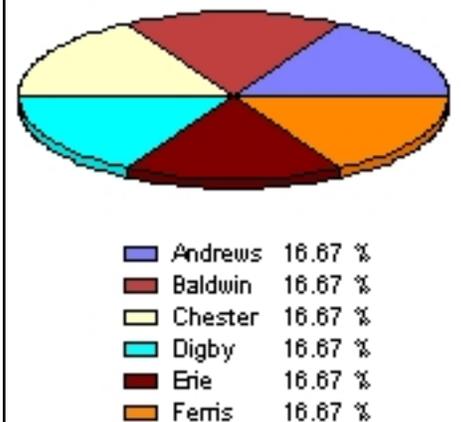
Selected Financial Statistics

	Andrews	Baldwin	Chester	Digby	Erie	Ferris
ROS	4.1%	4.1%	4.1%	4.1%	4.1%	4.1%
Asset Turnover	1.05	1.05	1.05	1.05	1.05	1.05
ROA	4.4%	4.4%	4.4%	4.4%	4.4%	4.4%
Leverage (Assets/Equity)	2.0	2.0	2.0	2.0	2.0	2.0
ROE	8.7%	8.7%	8.7%	8.7%	8.7%	8.7%
Emergency Loan	\$0	\$0	\$0	\$0	\$0	\$0
Sales	\$101,073,437	\$101,073,437	\$101,073,437	\$101,073,437	\$101,073,437	\$101,073,437
EBIT	\$11,996,365	\$11,996,365	\$11,996,365	\$11,996,365	\$11,996,365	\$11,996,365
Profits	\$4,188,507	\$4,188,507	\$4,188,507	\$4,188,507	\$4,188,507	\$4,188,507
Cumulative Profit	\$4,188,507	\$4,188,507	\$4,188,507	\$4,188,507	\$4,188,507	\$4,188,507
SG&A / Sales	8.9%	8.9%	8.9%	8.9%	8.9%	8.9%
Contrib. Margin %	28.3%	28.3%	28.3%	28.3%	28.3%	28.3%

Percent of Sales C55132



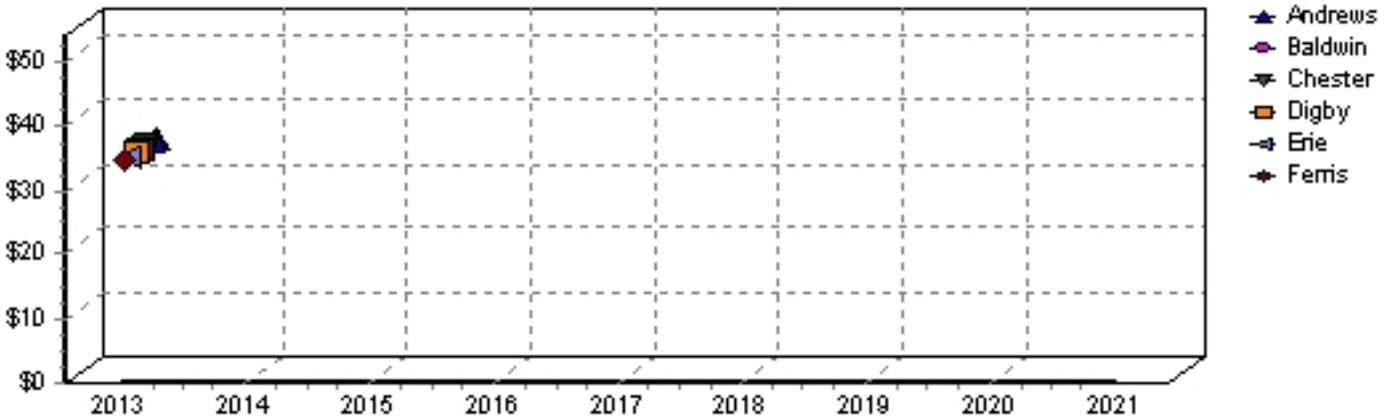
\$ Market Share C55132



Stock Market Summary

Company	Close	Change	Shares	MarketCap (\$M)	Book Value	EPS	Dividend	Yield	P/E
Andrews	\$34.25	\$0.00	2,000,000	\$69	\$23.97	\$2.09	\$2.00	5.8%	16.4
Baldwin	\$34.25	\$0.00	2,000,000	\$69	\$23.97	\$2.09	\$2.00	5.8%	16.4
Chester	\$34.25	\$0.00	2,000,000	\$69	\$23.97	\$2.09	\$2.00	5.8%	16.4
Digby	\$34.25	\$0.00	2,000,000	\$69	\$23.97	\$2.09	\$2.00	5.8%	16.4
Erie	\$34.25	\$0.00	2,000,000	\$69	\$23.97	\$2.09	\$2.00	5.8%	16.4
Ferris	\$34.25	\$0.00	2,000,000	\$69	\$23.97	\$2.09	\$2.00	5.8%	16.4

Closing Stock Price C55132



Bond Market Summary

Company	Series#	Face	Yield	Close\$	S&P	Company	Series#	Face	Yield	Close\$	S&P
Andrews	11.0S2015	\$6,950,000	11.0%	100.34	B	Digby	11.0S2015	\$6,950,000	11.0%	100.34	B
	12.5S2017	\$13,900,000	11.9%	105.30	B		12.5S2017	\$13,900,000	11.9%	105.30	B
	14.0S2019	\$20,850,000	12.3%	113.62	B		14.0S2019	\$20,850,000	12.3%	113.62	B
Baldwin	11.0S2015	\$6,950,000	11.0%	100.34	B	Erie	11.0S2015	\$6,950,000	11.0%	100.34	B
	12.5S2017	\$13,900,000	11.9%	105.30	B		12.5S2017	\$13,900,000	11.9%	105.30	B
	14.0S2019	\$20,850,000	12.3%	113.62	B		14.0S2019	\$20,850,000	12.3%	113.62	B
Chester	11.0S2015	\$6,950,000	11.0%	100.34	B	Ferris	11.0S2015	\$6,950,000	11.0%	100.34	B
	12.5S2017	\$13,900,000	11.9%	105.30	B		12.5S2017	\$13,900,000	11.9%	105.30	B
	14.0S2019	\$20,850,000	12.3%	113.62	B		14.0S2019	\$20,850,000	12.3%	113.62	B

Next Year's Prime Rate 7.00%

Financial Summary

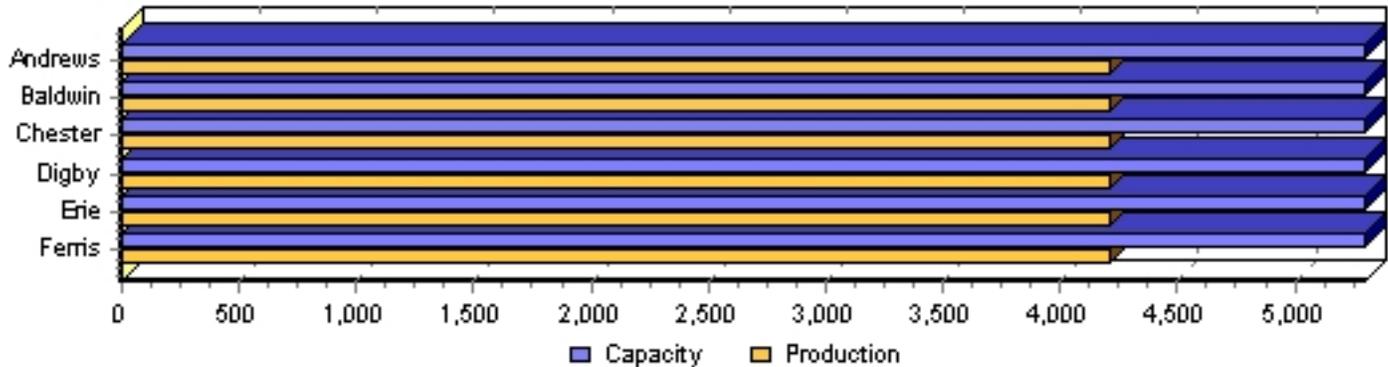


C55132

Round: 0
Dec. 31, 2013

Cash Flow Statement Survey	Andrews	Baldwin	Chester	Digby	Erie	Ferris
CashFlows from operating activities						
Net Income(Loss)	\$4,189	\$4,189	\$4,189	\$4,189	\$4,189	\$4,189
Adjustment for non-cash items:						
Depreciation	\$7,587	\$7,587	\$7,587	\$7,587	\$7,587	\$7,587
Extraordinary gains/losses/writeoffs	\$0	\$0	\$0	\$0	\$0	\$0
Changes in current assets and liabilities						
Accounts payable	\$3,583	\$3,583	\$3,583	\$3,583	\$3,583	\$3,583
Inventory	(\$8,617)	(\$8,617)	(\$8,617)	(\$8,617)	(\$8,617)	(\$8,617)
Accounts Receivable	(\$307)	(\$307)	(\$307)	(\$307)	(\$307)	(\$307)
Net cash from operations	\$6,434	\$6,434	\$6,434	\$6,434	\$6,434	\$6,434
Cash flows from investing activities						
Plant improvements(net)	\$0	\$0	\$0	\$0	\$0	\$0
Cash flows from financing activities						
Dividends paid	(\$4,000)	(\$4,000)	(\$4,000)	(\$4,000)	(\$4,000)	(\$4,000)
Sales of common stock	\$0	\$0	\$0	\$0	\$0	\$0
Purchase of common stock	\$0	\$0	\$0	\$0	\$0	\$0
Cash from long term debt issued	\$0	\$0	\$0	\$0	\$0	\$0
Early retirement of long term debt	\$0	\$0	\$0	\$0	\$0	\$0
Retirement of current debt	\$0	\$0	\$0	\$0	\$0	\$0
Cash from current debt borrowing	\$0	\$0	\$0	\$0	\$0	\$0
Cash from emergency loan	\$0	\$0	\$0	\$0	\$0	\$0
Net cash from financing activities	(\$4,000)	(\$4,000)	(\$4,000)	(\$4,000)	(\$4,000)	(\$4,000)
Net change in cash position	\$2,434	\$2,434	\$2,434	\$2,434	\$2,434	\$2,434
Balance Sheet Survey	Andrews	Baldwin	Chester	Digby	Erie	Ferris
Cash	\$3,434	\$3,434	\$3,434	\$3,434	\$3,434	\$3,434
Accounts Receivable	\$8,307	\$8,307	\$8,307	\$8,307	\$8,307	\$8,307
Inventory	\$8,617	\$8,617	\$8,617	\$8,617	\$8,617	\$8,617
Total Current Assets	\$20,358	\$20,358	\$20,358	\$20,358	\$20,358	\$20,358
Plant and equipment	\$113,800	\$113,800	\$113,800	\$113,800	\$113,800	\$113,800
Accumulated Depreciation	(\$37,933)	(\$37,933)	(\$37,933)	(\$37,933)	(\$37,933)	(\$37,933)
Total Fixed Assets	\$75,867	\$75,867	\$75,867	\$75,867	\$75,867	\$75,867
Total Assets	\$96,225	\$96,225	\$96,225	\$96,225	\$96,225	\$96,225
Account Payable	\$6,583	\$6,583	\$6,583	\$6,583	\$6,583	\$6,583
Current Debt	\$0	\$0	\$0	\$0	\$0	\$0
Long Term Debt	\$41,700	\$41,700	\$41,700	\$41,700	\$41,700	\$41,700
Total Liabilities	\$48,283	\$48,283	\$48,283	\$48,283	\$48,283	\$48,283
Common Stock	\$18,360	\$18,360	\$18,360	\$18,360	\$18,360	\$18,360
Retained Earnings	\$29,582	\$29,582	\$29,582	\$29,582	\$29,582	\$29,582
Total Equity	\$47,942	\$47,942	\$47,942	\$47,942	\$47,942	\$47,942
Total Liabilities & Owners" Equity	\$96,225	\$96,225	\$96,225	\$96,225	\$96,225	\$96,225
Income Statement Survey	Andrews	Baldwin	Chester	Digby	Erie	Ferris
Sales	\$101,073	\$101,073	\$101,073	\$101,073	\$101,073	\$101,073
Variable Costs(Labor,Material,Carry)	\$72,513	\$72,513	\$72,513	\$72,513	\$72,513	\$72,513
Depreciation	\$7,587	\$7,587	\$7,587	\$7,587	\$7,587	\$7,587
SGA(R&D,Promo,Sales,Admin)	\$8,978	\$8,978	\$8,978	\$8,978	\$8,978	\$8,978
Other(Fees,Writeoffs,TQM,Bonuses)	\$0	\$0	\$0	\$0	\$0	\$0
EBIT	\$11,996	\$11,996	\$11,996	\$11,996	\$11,996	\$11,996
Interest(Short term,Long term)	\$5,421	\$5,421	\$5,421	\$5,421	\$5,421	\$5,421
Taxes	\$2,301	\$2,301	\$2,301	\$2,301	\$2,301	\$2,301
Profit Sharing	\$85	\$85	\$85	\$85	\$85	\$85
Net Profit	\$4,189	\$4,189	\$4,189	\$4,189	\$4,189	\$4,189

Production Vs. Capacity C55132



Name	Primary Segment	Units Sold	Unit Inventory	Revision Date	Age Dec.31	MTBF	Pfmn Coord	Size Coord	Price	Material Cost	Labor Cost	Contr. Marg.	2nd Shift & Over-time	Automation Next Round	Capacity Next Round	Plant Utiliz.
Able	Trad	999	189	11/21/2010	3.1	17500	5.5	14.5	\$28.00	\$11.59	\$7.49	29%	0%	4.0	1,800	66%
Acre	Low	1,763	39	5/25/2009	4.6	14000	3.0	17.0	\$21.00	\$7.81	\$7.12	27%	30%	5.0	1,400	129%
Adam	High	366	40	4/18/2012	1.7	23000	8.0	12.0	\$38.00	\$15.98	\$8.57	33%	0%	3.0	900	45%
Aft	Pfmn	358	78	6/30/2011	2.5	25000	9.4	15.5	\$33.00	\$15.87	\$8.57	23%	0%	3.0	600	73%
Agape	Size	314	62	5/25/2011	2.6	19000	4.0	11.0	\$33.00	\$13.62	\$8.57	30%	0%	3.0	600	63%
Baker	Trad	999	189	11/21/2010	3.1	17500	5.5	14.5	\$28.00	\$11.59	\$7.49	29%	0%	4.0	1,800	66%
Bead	Low	1,763	39	5/25/2009	4.6	14000	3.0	17.0	\$21.00	\$7.81	\$7.12	27%	30%	5.0	1,400	129%
Bid	High	366	40	4/18/2012	1.7	23000	8.0	12.0	\$38.00	\$15.98	\$8.57	33%	0%	3.0	900	45%
Bold	Pfmn	358	78	6/30/2011	2.5	25000	9.4	15.5	\$33.00	\$15.87	\$8.57	23%	0%	3.0	600	73%
Buddy	Size	314	62	5/25/2011	2.6	19000	4.0	11.0	\$33.00	\$13.62	\$8.57	30%	0%	3.0	600	63%
Cake	Trad	999	189	11/21/2010	3.1	17500	5.5	14.5	\$28.00	\$11.59	\$7.49	29%	0%	4.0	1,800	66%
Cedar	Low	1,763	39	5/25/2009	4.6	14000	3.0	17.0	\$21.00	\$7.81	\$7.12	27%	30%	5.0	1,400	129%
Cid	High	366	40	4/18/2012	1.7	23000	8.0	12.0	\$38.00	\$15.98	\$8.57	33%	0%	3.0	900	45%
Coat	Pfmn	358	78	6/30/2011	2.5	25000	9.4	15.5	\$33.00	\$15.87	\$8.57	23%	0%	3.0	600	73%
Cure	Size	314	62	5/25/2011	2.6	19000	4.0	11.0	\$33.00	\$13.62	\$8.57	30%	0%	3.0	600	63%
Daze	Trad	999	189	11/21/2010	3.1	17500	5.5	14.5	\$28.00	\$11.59	\$7.49	29%	0%	4.0	1,800	66%
Dell	Low	1,763	39	5/25/2009	4.6	14000	3.0	17.0	\$21.00	\$7.81	\$7.12	27%	30%	5.0	1,400	129%
Dixie	High	366	40	4/18/2012	1.7	23000	8.0	12.0	\$38.00	\$15.98	\$8.57	33%	0%	3.0	900	45%
Dot	Pfmn	358	78	6/30/2011	2.5	25000	9.4	15.5	\$33.00	\$15.87	\$8.57	23%	0%	3.0	600	73%
Dune	Size	314	62	5/25/2011	2.6	19000	4.0	11.0	\$33.00	\$13.62	\$8.57	30%	0%	3.0	600	63%
Eat	Trad	999	189	11/21/2010	3.1	17500	5.5	14.5	\$28.00	\$11.59	\$7.49	29%	0%	4.0	1,800	66%
Ebb	Low	1,763	39	5/25/2009	4.6	14000	3.0	17.0	\$21.00	\$7.81	\$7.12	27%	30%	5.0	1,400	129%
Echo	High	366	40	4/18/2012	1.7	23000	8.0	12.0	\$38.00	\$15.98	\$8.57	33%	0%	3.0	900	45%
Edge	Pfmn	358	78	6/30/2011	2.5	25000	9.4	15.5	\$33.00	\$15.87	\$8.57	23%	0%	3.0	600	73%
Egg	Size	314	62	5/25/2011	2.6	19000	4.0	11.0	\$33.00	\$13.62	\$8.57	30%	0%	3.0	600	63%
Fast	Trad	999	189	11/21/2010	3.1	17500	5.5	14.5	\$28.00	\$11.59	\$7.49	29%	0%	4.0	1,800	66%
Feat	Low	1,763	39	5/25/2009	4.6	14000	3.0	17.0	\$21.00	\$7.81	\$7.12	27%	30%	5.0	1,400	129%
Fist	High	366	40	4/18/2012	1.7	23000	8.0	12.0	\$38.00	\$15.98	\$8.57	33%	0%	3.0	900	45%
Foam	Pfmn	358	78	6/30/2011	2.5	25000	9.4	15.5	\$33.00	\$15.87	\$8.57	23%	0%	3.0	600	73%
Fume	Size	314	62	5/25/2011	2.6	19000	4.0	11.0	\$33.00	\$13.62	\$8.57	30%	0%	3.0	600	63%

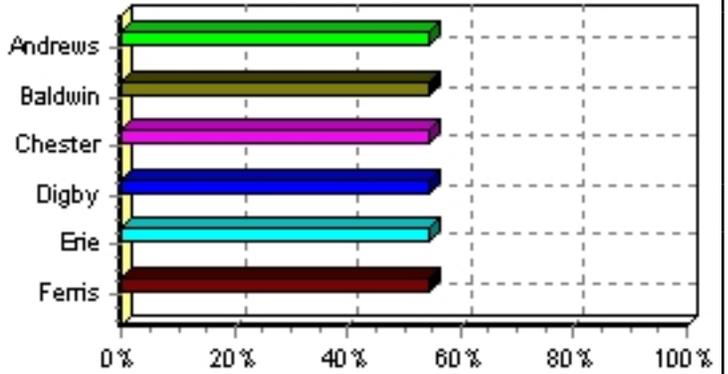
Traditional Statistics

Total Industry Unit Demand	7,387
Actual Industry Unit Sales	7,387
Segment % of Total Industry	32.4%
<hr/>	
Next Year's Segment Growth Rate	9.2%

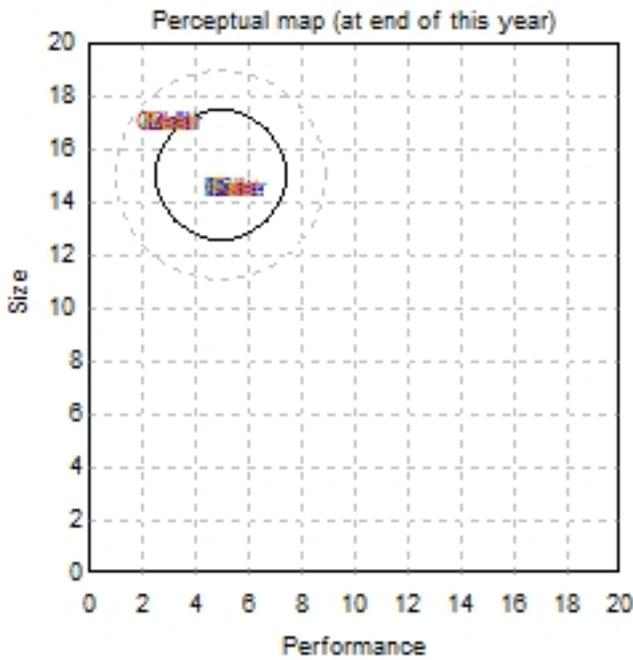
Traditional Customer Buying Criteria

	Expectations	Importance
1. Age	Ideal Age = 2.0	47%
2. Price	\$20.00 - 30.00	23%
3. Ideal Position	Pfmn 5.0 Size 15.0	21%
4. Reliability	MTBF 14000-19000	9%

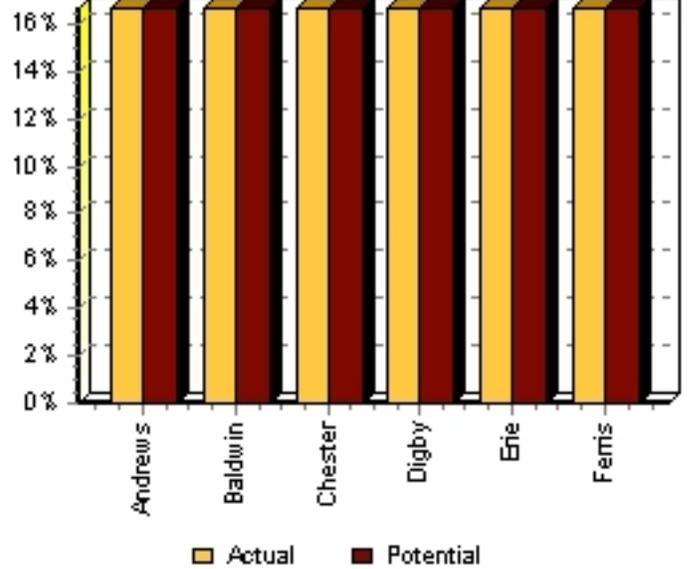
Accessibility C55132 Traditional



Perceptual Map for Traditional



Actual vs Potential Market Share 2013 C55132 Traditional



Top Products in Traditional Segment

Name	Market Share	Units Sold to Seg	Revision Date	Stock Out	Pfmn Coord	Size Coord	List Price	MTBF	Age Dec.31	Promo Budget	Cust. Awareness	Sales Budget	Cust. Accessibility	Dec. Cust. Survey
Able	13%	961	11/21/2010		5.5	14.5	\$28.00	17500	3.10	\$1,000	55%	\$1,000	54%	18
Baker	13%	961	11/21/2010		5.5	14.5	\$28.00	17500	3.10	\$1,000	55%	\$1,000	54%	18
Cake	13%	961	11/21/2010		5.5	14.5	\$28.00	17500	3.10	\$1,000	55%	\$1,000	54%	18
Daze	13%	961	11/21/2010		5.5	14.5	\$28.00	17500	3.10	\$1,000	55%	\$1,000	54%	18
Eat	13%	961	11/21/2010		5.5	14.5	\$28.00	17500	3.10	\$1,000	55%	\$1,000	54%	18
Fast	13%	961	11/21/2010		5.5	14.5	\$28.00	17500	3.10	\$1,000	55%	\$1,000	54%	18
Acre	4%	270	5/25/2009		3.0	17.0	\$21.00	14000	4.60	\$900	52%	\$900	54%	4
Bead	4%	270	5/25/2009		3.0	17.0	\$21.00	14000	4.60	\$900	52%	\$900	54%	4
Cedar	4%	270	5/25/2009		3.0	17.0	\$21.00	14000	4.60	\$900	52%	\$900	54%	4
Dell	4%	270	5/25/2009		3.0	17.0	\$21.00	14000	4.60	\$900	52%	\$900	54%	4
Ebb	4%	270	5/25/2009		3.0	17.0	\$21.00	14000	4.60	\$900	52%	\$900	54%	4
Feat	4%	270	5/25/2009		3.0	17.0	\$21.00	14000	4.60	\$900	52%	\$900	54%	4

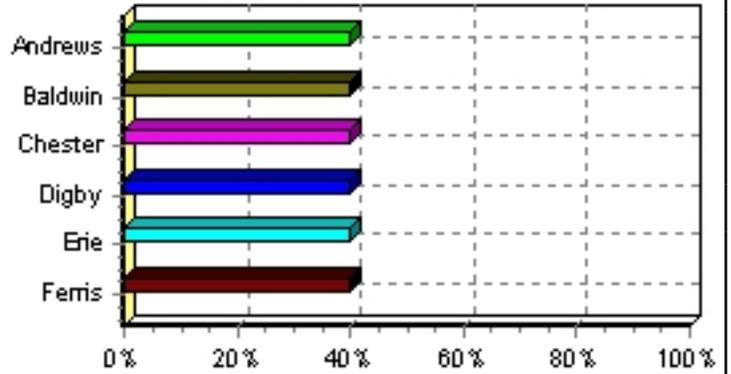
Low End Statistics

Total Industry Unit Demand	8,960
Actual Industry Unit Sales	8,960
Segment % of Total Industry	39.3%
<hr/>	
Next Year's Segment Growth Rate	11.7%

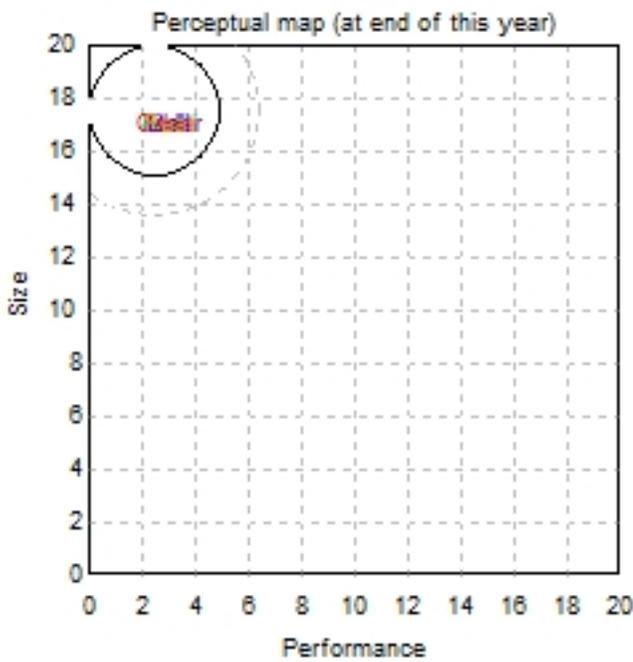
Low End Customer Buying Criteria

	Expectations	Importance
1. Price	\$15.00 - 25.00	53%
2. Age	Ideal Age = 7.0	24%
3. Ideal Position	Pfmn 1.7 Size 18.3	16%
4. Reliability	MTBF 12000-17000	7%

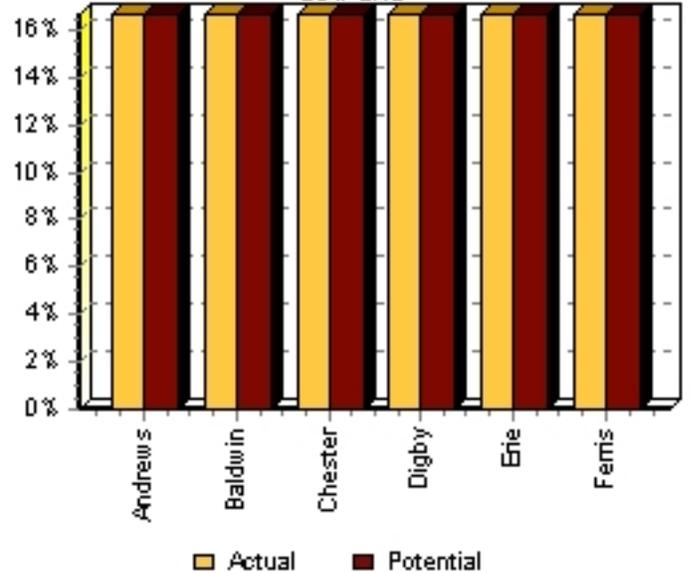
Accessibility C55132 Low End



Perceptual Map for Low End



Actual vs Potential Market Share
2013 C55132
Low End



Top Products in Low End Segment

Name	Market Share	Units Sold to Seg	Revision Date	Stock Out	Pfmn Coord	Size Coord	List Price	MTBF	Age Dec.31	Promo Budget	Cust. Awareness	Sales Budget	Cust. Accessibility	Dec. Cust. Survey
Acre	17%	1,493	5/25/2009		3.0	17.0	\$21.00	14000	4.60	\$900	52%	\$900	40%	12
Bead	17%	1,493	5/25/2009		3.0	17.0	\$21.00	14000	4.60	\$900	52%	\$900	40%	12
Cedar	17%	1,493	5/25/2009		3.0	17.0	\$21.00	14000	4.60	\$900	52%	\$900	40%	12
Dell	17%	1,493	5/25/2009		3.0	17.0	\$21.00	14000	4.60	\$900	52%	\$900	40%	12
Ebb	17%	1,493	5/25/2009		3.0	17.0	\$21.00	14000	4.60	\$900	52%	\$900	40%	12
Feat	17%	1,493	5/25/2009		3.0	17.0	\$21.00	14000	4.60	\$900	52%	\$900	40%	12

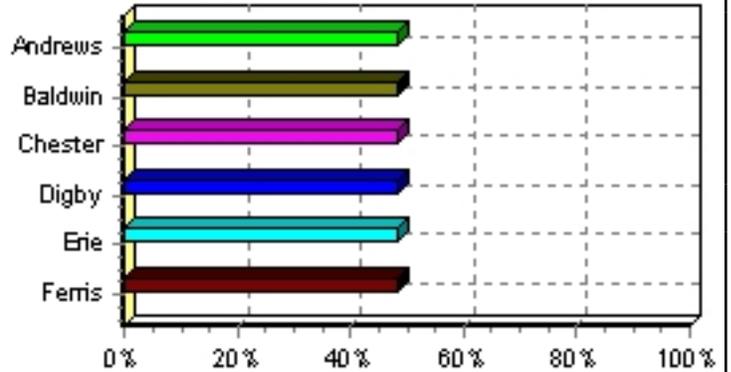
High End Statistics

Total Industry Unit Demand	2,554
Actual Industry Unit Sales	2,554
Segment % of Total Industry	11.2%
<hr/>	
Next Year's Segment Growth Rate	16.2%

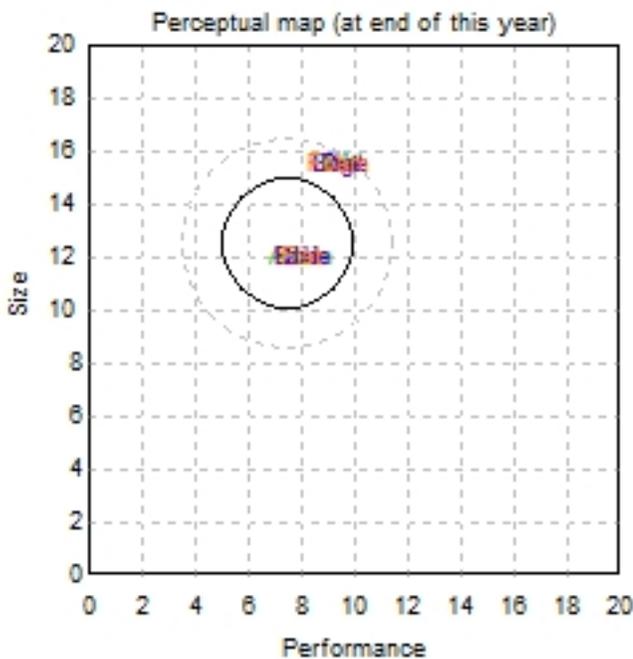
High End Customer Buying Criteria

	Expectations	Importance
1. Ideal Position	Pfmn 8.9 Size 11.1	43%
2. Age	Ideal Age = 0.0	29%
3. Reliability	MTBF 20000-25000	19%
4. Price	\$30.00 - 40.00	9%

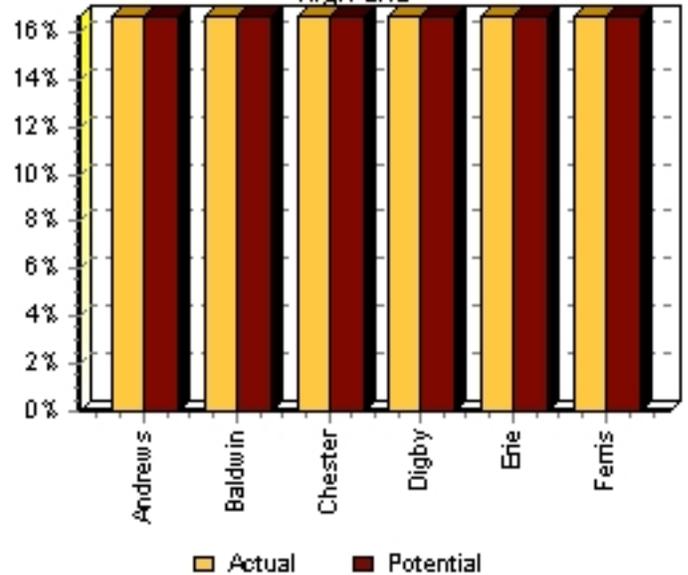
Accessibility C55132 High End



Perceptual Map for High End



Actual vs Potential Market Share
2013 C55132
High End



Top Products in High End Segment

Name	Market Share	Units Sold to Seg	Revision Date	Stock Out	Pfmn Coord	Size Coord	List Price	MTBF	Age Dec.31	Promo Budget	Cust. Awareness	Sales Budget	Cust. Accessibility	Dec. Cust. Survey
Adam	14%	366	4/18/2012		8.0	12.0	\$38.00	23000	1.70	\$800	49%	\$800	48%	21
Bid	14%	366	4/18/2012		8.0	12.0	\$38.00	23000	1.70	\$800	49%	\$800	48%	21
Cid	14%	366	4/18/2012		8.0	12.0	\$38.00	23000	1.70	\$800	49%	\$800	48%	21
Dixie	14%	366	4/18/2012		8.0	12.0	\$38.00	23000	1.70	\$800	49%	\$800	48%	21
Echo	14%	366	4/18/2012		8.0	12.0	\$38.00	23000	1.70	\$800	49%	\$800	48%	21
Fist	14%	366	4/18/2012		8.0	12.0	\$38.00	23000	1.70	\$800	49%	\$800	48%	21
Aft	2%	41	6/30/2011		9.4	15.5	\$33.00	25000	2.50	\$700	46%	\$700	48%	2
Bold	2%	41	6/30/2011		9.4	15.5	\$33.00	25000	2.50	\$700	46%	\$700	48%	2
Coat	2%	41	6/30/2011		9.4	15.5	\$33.00	25000	2.50	\$700	46%	\$700	48%	2
Dot	2%	41	6/30/2011		9.4	15.5	\$33.00	25000	2.50	\$700	46%	\$700	48%	2
Edge	2%	41	6/30/2011		9.4	15.5	\$33.00	25000	2.50	\$700	46%	\$700	48%	2
Foam	2%	41	6/30/2011		9.4	15.5	\$33.00	25000	2.50	\$700	46%	\$700	48%	2

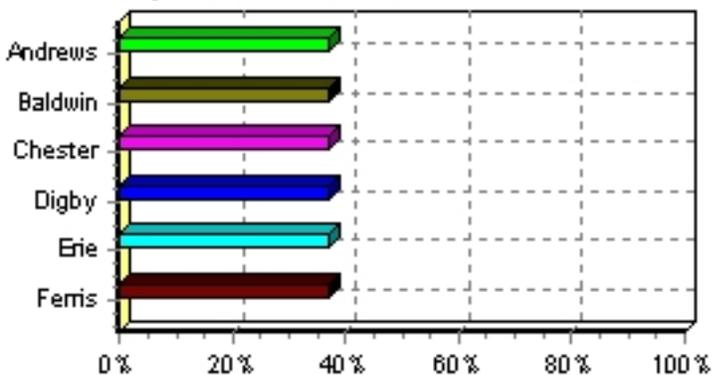
Performance Statistics

Total Industry Unit Demand	1,915
Actual Industry Unit Sales	1,915
Segment % of Total Industry	8.4%
<hr/>	
Next Year's Segment Growth Rate	19.8%

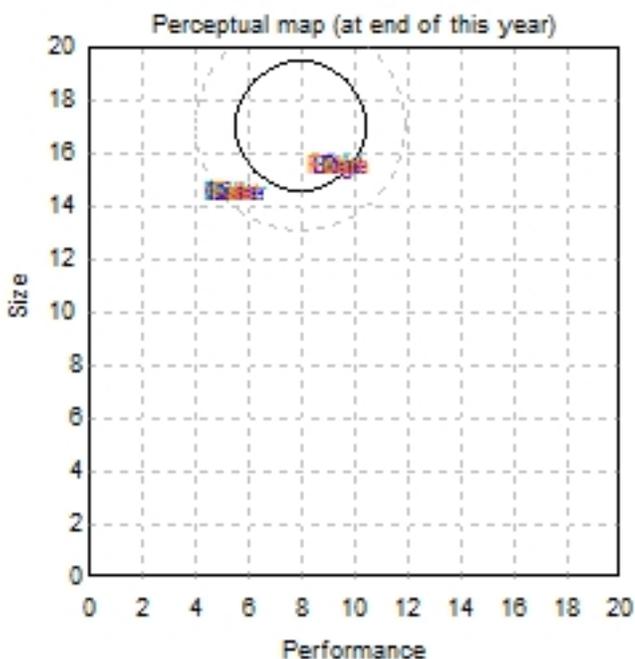
Performance Customer Buying Criteria

	Expectations	Importance
1. Reliability	MTBF 22000-27000	43%
2. Ideal Position	Pfmn 9.4 Size 16.0	29%
3. Price	\$25.00 - 35.00	19%
4. Age	Ideal Age = 1.0	9%

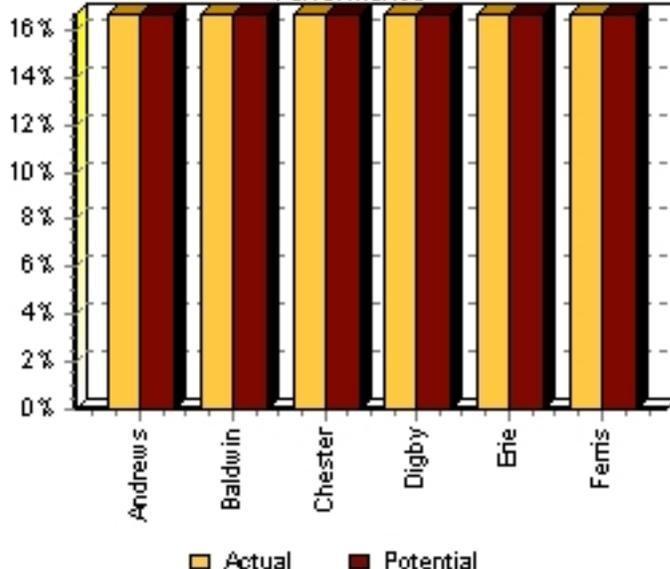
Accessibility C55132 Performance



Perceptual Map for Performance



Actual vs Potential Market Share
2013 C55132
Performance



Top Products in Performance Segment

Name	Market Share	Units Sold to Seg	Revision Date	Stock Out	Pfmn Coord	Size Coord	List Price	MTBF	Age Dec.31	Promo Budget	Cust. Awareness	Sales Budget	Cust. Accessibility	Dec. Cust. Survey
Aft	17%	317	6/30/2011		9.4	15.5	\$33.00	25000	2.50	\$700	46%	\$700	37%	20
Bold	17%	317	6/30/2011		9.4	15.5	\$33.00	25000	2.50	\$700	46%	\$700	37%	20
Coat	17%	317	6/30/2011		9.4	15.5	\$33.00	25000	2.50	\$700	46%	\$700	37%	20
Dot	17%	317	6/30/2011		9.4	15.5	\$33.00	25000	2.50	\$700	46%	\$700	37%	20
Edge	17%	317	6/30/2011		9.4	15.5	\$33.00	25000	2.50	\$700	46%	\$700	37%	20
Foam	17%	317	6/30/2011		9.4	15.5	\$33.00	25000	2.50	\$700	46%	\$700	37%	20
Able	0%	2	11/21/2010		5.5	14.5	\$28.00	17500	3.10	\$1,000	55%	\$1,000	37%	0
Baker	0%	2	11/21/2010		5.5	14.5	\$28.00	17500	3.10	\$1,000	55%	\$1,000	37%	0
Cake	0%	2	11/21/2010		5.5	14.5	\$28.00	17500	3.10	\$1,000	55%	\$1,000	37%	0
Daze	0%	2	11/21/2010		5.5	14.5	\$28.00	17500	3.10	\$1,000	55%	\$1,000	37%	0
Eat	0%	2	11/21/2010		5.5	14.5	\$28.00	17500	3.10	\$1,000	55%	\$1,000	37%	0
Fast	0%	2	11/21/2010		5.5	14.5	\$28.00	17500	3.10	\$1,000	55%	\$1,000	37%	0

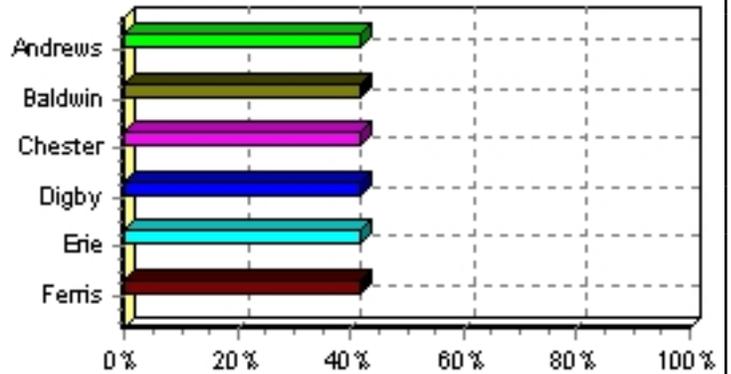
Size Statistics

Total Industry Unit Demand	1,984
Actual Industry Unit Sales	1,984
Segment % of Total Industry	8.7%
<hr/>	
Next Year's Segment Growth Rate	18.3%

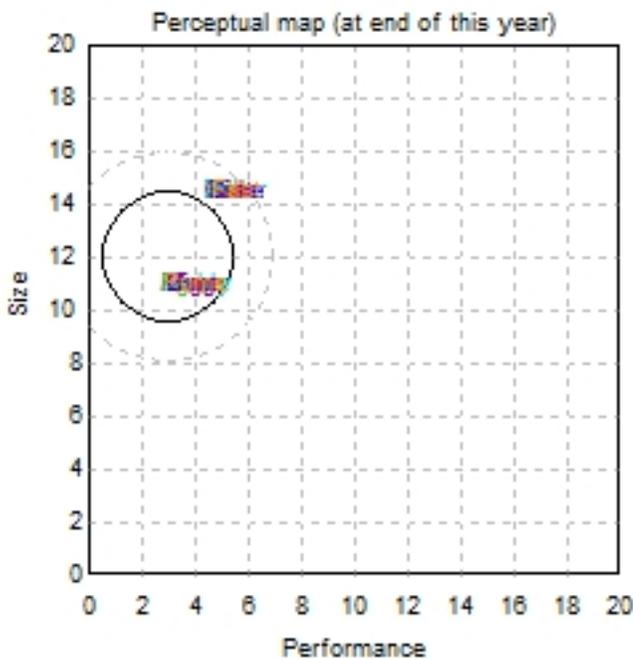
Size Customer Buying Criteria

	Expectations	Importance
1. Ideal Position	Pfmn 4.0 Size 10.6	43%
2. Age	Ideal Age = 1.5	29%
3. Reliability	MTBF 16000-21000	19%
4. Price	\$25.00 - 35.00	9%

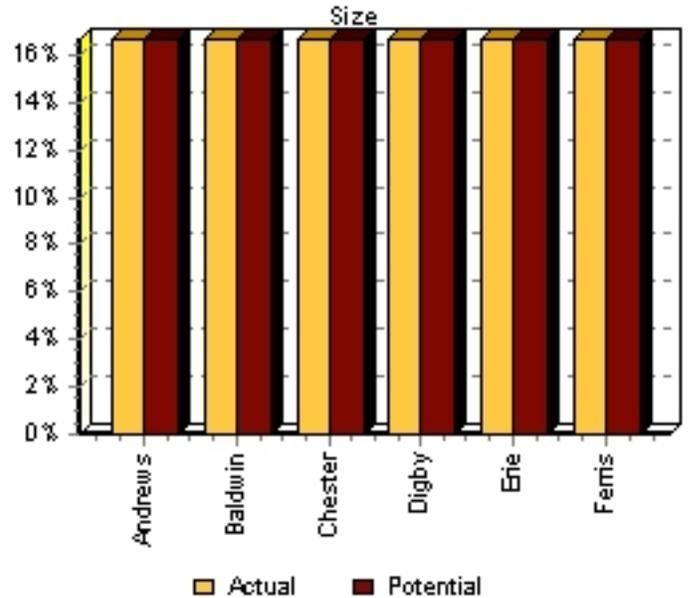
Accessibility C55132 Size



Perceptual Map for Size



Actual vs Potential Market Share
2013 C55132
Size



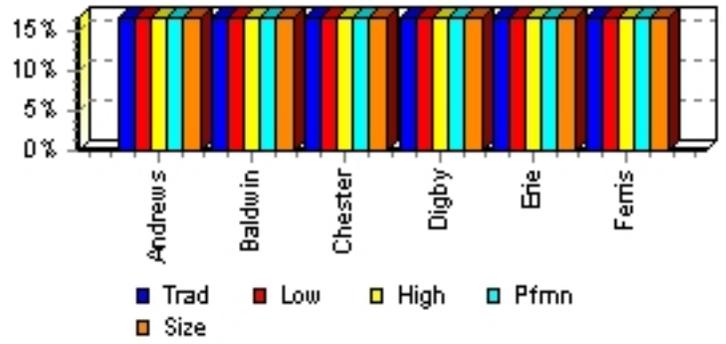
Top Products in Size Segment

Name	Market Share	Units Sold to Seg	Revision Date	Stock Out	Pfmn Coord	Size Coord	List Price	MTBF	Age Dec.31	Promo Budget	Cust. Awareness	Sales Budget	Cust. Accessibility	Dec. Cust. Survey
Agape	15%	307	5/25/2011		4.0	11.0	\$33.00	19000	2.60	\$700	46%	\$700	42%	27
Buddy	15%	307	5/25/2011		4.0	11.0	\$33.00	19000	2.60	\$700	46%	\$700	42%	27
Cure	15%	307	5/25/2011		4.0	11.0	\$33.00	19000	2.60	\$700	46%	\$700	42%	27
Dune	15%	307	5/25/2011		4.0	11.0	\$33.00	19000	2.60	\$700	46%	\$700	42%	27
Egg	15%	307	5/25/2011		4.0	11.0	\$33.00	19000	2.60	\$700	46%	\$700	42%	27
Fume	15%	307	5/25/2011		4.0	11.0	\$33.00	19000	2.60	\$700	46%	\$700	42%	27
Able	1%	24	11/21/2010		5.5	14.5	\$28.00	17500	3.10	\$1,000	55%	\$1,000	42%	2
Baker	1%	24	11/21/2010		5.5	14.5	\$28.00	17500	3.10	\$1,000	55%	\$1,000	42%	2
Cake	1%	24	11/21/2010		5.5	14.5	\$28.00	17500	3.10	\$1,000	55%	\$1,000	42%	2
Daze	1%	24	11/21/2010		5.5	14.5	\$28.00	17500	3.10	\$1,000	55%	\$1,000	42%	2
Eat	1%	24	11/21/2010		5.5	14.5	\$28.00	17500	3.10	\$1,000	55%	\$1,000	42%	2
Fast	1%	24	11/21/2010		5.5	14.5	\$28.00	17500	3.10	\$1,000	55%	\$1,000	42%	2

Units Sold vs Demand Chart C55132



Market Share C55132



Actual Market Share in Units

	Trad	Low	High	Pfmn	Size	Total
Industry Unit Sales	7,387	8,960	2,554	1,915	1,984	22,800
% of Market	32.4%	39.3%	11.2%	8.4%	8.7%	100.0%
Able	13.0%		0.4%	0.1%	1.2%	4.4%
Acre	3.6%	16.7%				7.7%
Adam			14.3%			1.6%
Aft			1.6%	16.5%		1.6%
Agape			0.3%		15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%
Baker	13.0%		0.4%	0.1%	1.2%	4.4%
Bead	3.6%	16.7%				7.7%
Bid			14.3%			1.6%
Bold			1.6%	16.5%		1.6%
Buddy			0.3%		15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%
Cake	13.0%		0.4%	0.1%	1.2%	4.4%
Cedar	3.6%	16.7%				7.7%
Cid			14.3%			1.6%
Coat			1.6%	16.5%		1.6%
Cure			0.3%		15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%
Daze	13.0%		0.4%	0.1%	1.2%	4.4%
Dell	3.6%	16.7%				7.7%
Dixie			14.3%			1.6%
Dot			1.6%	16.5%		1.6%
Dune			0.3%		15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%
Eat	13.0%		0.4%	0.1%	1.2%	4.4%
Ebb	3.6%	16.7%				7.7%
Echo			14.3%			1.6%
Edge			1.6%	16.5%		1.6%
Egg			0.3%		15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%
Fast	13.0%		0.4%	0.1%	1.2%	4.4%
Feat	3.6%	16.7%				7.7%
Fist			14.3%			1.6%
Foam			1.6%	16.5%		1.6%
Fume			0.3%		15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%

Potential Market Share in Units

	Trad	Low	High	Pfmn	Size	Total
Units Demanded	7,387	8,960	2,554	1,915	1,984	22,800
% of Market	32.4%	39.3%	11.2%	8.4%	8.7%	100.0%
Able	13.0%		0.5%		1.2%	4.4%
Acre	3.7%	16.7%				7.7%
Adam			14.3%			1.6%
Aft			1.6%	16.5%		1.6%
Agape			0.3%		15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%
Baker	13.0%		0.5%		1.2%	4.4%
Bead	3.7%	16.7%				7.7%
Bid			14.3%			1.6%
Bold			1.6%	16.5%		1.6%
Buddy			0.3%		15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%
Cake	13.0%		0.5%		1.2%	4.4%
Cedar	3.7%	16.7%				7.7%
Cid			14.3%			1.6%
Coat			1.6%	16.5%		1.6%
Cure			0.3%		15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%
Daze	13.0%		0.5%		1.2%	4.4%
Dell	3.7%	16.7%				7.7%
Dixie			14.3%			1.6%
Dot			1.6%	16.5%		1.6%
Dune			0.3%		15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%
Eat	13.0%		0.5%		1.2%	4.4%
Ebb	3.7%	16.7%				7.7%
Echo			14.3%			1.6%
Edge			1.6%	16.5%		1.6%
Egg			0.3%		15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%
Fast	13.0%		0.5%		1.2%	4.4%
Feat	3.7%	16.7%				7.7%
Fist			14.3%			1.6%
Foam			1.6%	16.5%		1.6%
Fume			0.3%		15.5%	1.4%
Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%

HUMAN RESOURCES SUMMARY

	Andrews	Baldwin	Chester	Digby	Erie	Ferris
Needed Complement	701	701	701	701	701	701
Complement	700	700	700	700	700	700
1st Shift Complement	640	640	640	640	640	640
2nd Shift Complement	60	60	60	60	60	60
Overtime Percent	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Turnover Rate	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
New Employees	70	70	70	70	70	70
Separated Employees	0	0	0	0	0	0
Recruiting Spend	\$0	\$0	\$0	\$0	\$0	\$0
Training Hours	0	0	0	0	0	0
Productivity Index	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Recruiting Cost	\$70	\$70	\$70	\$70	\$70	\$70
Separation Cost	\$0	\$0	\$0	\$0	\$0	\$0
Training Cost	\$0	\$0	\$0	\$0	\$0	\$0
Total HR Admin Cost	\$70	\$70	\$70	\$70	\$70	\$70
Labor Contract Next Year						
Wages	\$21.00	\$21.00	\$21.00	\$21.00	\$21.00	\$21.00
Benefits	2,500	2,500	2,500	2,500	2,500	2,500
Profit Sharing	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
Annual Raise	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Starting Negotiation Position						
Wages						
Benefits						
Profit Sharing						
Annual Raise						
Ceiling Negotiation Position						
Wages						
Benefits						
Profit Sharing						
Annual Raise						
Adjusted Labor Demands						
Wages						
Benefits						
Profit Sharing						
Annual Raise						
Strike Days						

TQM SUMMARY

	Andrews	Baldwin	Chester	Digby	Erie	Ferris
Process Mgt Budgets Last Year						
CPI Systems	\$0	\$0	\$0	\$0	\$0	\$0
Vendor/JIT	\$0	\$0	\$0	\$0	\$0	\$0
Quality Initiative Training	\$0	\$0	\$0	\$0	\$0	\$0
Channel Support Systems	\$0	\$0	\$0	\$0	\$0	\$0
Concurrent Engineering	\$0	\$0	\$0	\$0	\$0	\$0
UNEP Green Programs	\$0	\$0	\$0	\$0	\$0	\$0
TQM Budgets Last Year						
Benchmarking	\$0	\$0	\$0	\$0	\$0	\$0
Quality Function Deployment Effort	\$0	\$0	\$0	\$0	\$0	\$0
CCE/6 Sigma Training	\$0	\$0	\$0	\$0	\$0	\$0
GEMI TQEM Sustainability Initiatives	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenditures	\$0	\$0	\$0	\$0	\$0	\$0
Cumulative Impacts						
Material Cost Reduction	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Labor Cost Reduction	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Reduction R&D Cycle Time	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Reduction Admin Costs	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Demand Increase	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

ETHICS SUMMARY

Other (Fees, Writeoffs, etc.) The actual dollar impact. Example, \$120 means Other increased by \$120.
 Demand Factor The % of normal. 98% means demand fell 2%.
 Material Cost Impact The % of normal. 104% means material costs rose 4%.
 Admin Cost Impact The % of normal. 103% means admin costs rose 3%.
 Productivity Impact The % of normal. 104% means productivity increased by 4%.
 Awareness Impact The % of normal. 105% means normal awareness was multiplied by 1.05.
 Accessibility Impact The % of normal. 98% means normal accessibility was multiplied by 0.98.
 Normal means the value that would have been produced if the problem had not been presented.

Total	No Impact	Andrews	Baldwin	Chester	Digby	Erie	Ferris
Other (Fees, Writeoffs, etc.)	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Demand Factor	100%	100%	100%	100%	100%	100%	100%
Material Cost Impact	100%	100%	100%	100%	100%	100%	100%
Admin Cost Impact	100%	100%	100%	100%	100%	100%	100%
Productivity Impact	100%	100%	100%	100%	100%	100%	100%
Awareness Impact	100%	100%	100%	100%	100%	100%	100%
Accessibility Impact	100%	100%	100%	100%	100%	100%	100%

Annual Report

Annual Report

Ferris

C55132

Round: 0
Dec. 31, 2013

Balance Sheet

DEFINITIONS:

Common Size: The common size column simply represents each item as a percentage of total assets for that year.
Cash: Your end-of-year cash position.
Accounts Receivable: Reflects the lag between delivery and payment of your products.
Inventories: The current value of your inventory across all products. A zero indicates your company stocked out. Unmet demand would, of course, fall to your competitors.
Plant & Equipment: The current value of your plant.
Accum Deprec: The total accumulated depreciation from your plant.
Accts Payable: What the company currently owes suppliers for materials and services.
Current Debt: The debt the company is obligated to pay during the next year of operations. It includes emergency loans used to keep your company solvent should you run out of cash during the year.
Long Term Debt: The company's long term debt is in the form of bonds, and this represents the total value of your bonds.
Common Stock: The amount of capital invested by shareholders in the company.
Retained Earnings: The profits that the company chose to keep instead of paying to shareholders as dividends.

ASSETS

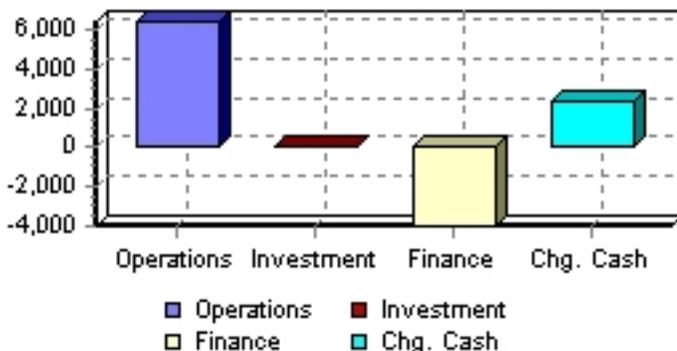
Cash	\$3,434	
Account Receivable	\$8,307	
Inventory	\$8,617	
Total Current Assets		\$20,358
Plant & Equipment	\$113,800	
Accumulated Depreciation	(\$37,933)	
Total Fixed Assets		\$75,867
Total Assets		\$96,225
LIABILITIES & OWNER'S EQUITY		
Accounts Payable	\$6,583	
Current Debt	\$0	
Long Term Debt	\$41,700	
Total Liabilities		\$48,283
Common Stock	\$18,360	
Retained Earnings	\$29,582	
Total Equity		\$47,942
Total Liab. & O. Equity		\$96,225

Cash Flow Statement

The **Cash Flow Statement** examines what happened in the Cash Account during the year. Cash injections appear as positive numbers and cash withdrawals as negative numbers. The Cash Flow Statement is an excellent tool for diagnosing emergency loans. When negative cash flows exceed positives, you are forced to seek emergency funding. For example, if sales are bad and you find yourself carrying an abundance of excess inventory, the report would show the increase in inventory as a huge negative cash flow. Too much unexpected inventory could outstrip your inflows, exhaust your starting cash and force you to beg for money to keep your company afloat.

Cash Flows from Operating Activities	2013
NetIncome(Loss)	\$4,189
Depreciation	\$7,587
Extraordinary gains/losses/writeoffs	\$0
Accounts Payable	\$3,583
Inventory	(\$8,617)
Accounts Receivable	(\$307)
Net cash from operation	\$6,434
Cash Flows from Investing Activities	
Plant Improvements	\$0
Cash Flows from Financing Activities	
Dividends Paid	(\$4,000)
Sales of Common Stock	\$0
Purchase of Common Stock	\$0
Cash from long term debt	\$0
Retirement of long term debt	\$0
Change in current debt(net)	\$0
Net Cash from financing activities	(\$4,000)
Net Change in cash position	\$2,434
Closing cash position	\$3,434

Cash Flow Summary
Ferris C55132



2013 Income Statement

(Product Name)	Fast	Feat	Fist	Foam	Fume	NA	NA	NA	2013 Total	Common Size
Sales	\$27,979	\$37,027	\$13,894	\$11,817	\$10,356	\$0	\$0	\$0	\$101,073	100.0%
Variable Costs:										
Direct Labor	\$7,489	\$12,557	\$3,132	\$3,067	\$2,688	\$0	\$0	\$0	\$28,932	28.6%
Direct Material	\$11,967	\$14,348	\$6,001	\$5,829	\$4,401	\$0	\$0	\$0	\$42,546	42.1%
Inventory Carry	\$441	\$71	\$121	\$231	\$169	\$0	\$0	\$0	\$1,034	1.0%
Total Variable	\$19,897	\$26,977	\$9,254	\$9,127	\$7,258	\$0	\$0	\$0	\$72,513	71.7%
Contribution Margin	\$8,082	\$10,051	\$4,640	\$2,689	\$3,099	\$0	\$0	\$0	\$28,561	28.3%
Period Costs:										
Depreciation	\$2,640	\$2,427	\$1,080	\$720	\$720	\$0	\$0	\$0	\$7,587	7.5%
SG&A: R&D	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.0%
Promotions	\$1,000	\$900	\$800	\$700	\$700	\$0	\$0	\$0	\$4,100	4.1%
Sales Admin	\$1,000	\$900	\$800	\$700	\$700	\$0	\$0	\$0	\$4,100	4.1%
Admin	\$215	\$285	\$107	\$91	\$80	\$0	\$0	\$0	\$778	0.8%
Total Period	\$4,855	\$4,512	\$2,787	\$2,211	\$2,200	\$0	\$0	\$0	\$16,564	16.4%
Net Margin	\$3,227	\$5,539	\$1,853	\$478	\$899	\$0	\$0	\$0	\$11,996	11.9%

Definitions: **Sales:** Unit Sales times list price. **Direct Labor:** Labor costs incurred to produce the product that was sold. **Inventory Carry Cost:** the cost unsold goods in inventory. **Depreciation:** Calculated on straight-line, 15-year depreciation of plant value. **R&D Costs:** R&D department expenditures for each product. **Admin:** Administration overhead is estimated at 1.5% of sales. **Promotions:** The promotion budget for each product. **Sales:** The sales force budget for each product. **Other:** Charges not included in other categories such as Fees, Write offs, and TQM. The fees include money paid to investment bankers and brokerage firms to issue new stocks or bonds plus consulting fees your instructor might assess. Write-offs include the loss you might experience when you sell capacity or liquidate inventory as the result of eliminating a production line. If the amount appears as a negative amount, then you actually made money on the liquidation of capacity or inventory. **EBIT:** Earnings Before Interest and Taxes. **Short Term Interest:** Interest expense based on last year's current debt, including short term debt, long term notes that have become due, and emergency loans. **Long Term Interest:** Interest paid on outstanding bonds. **Taxes:** Income tax based upon a 35% tax rate. **Profit Sharing:** Profits shared with employees under the labor contract. **Net Profit:** EBIT minus interest, taxes, and profit sharing.

Other	\$0	0.0%
EBIT	\$11,996	11.9%
Short Term Interest	\$0	0.0%
Long Term Interest	\$5,421	5.4%
Taxes	\$2,301	2.3%
Profit Sharing	\$85	0.1%
Net Profit	\$4,189	4.1%

