Summary of Decisions

Micro PC Quarter 6

Marketing

Local Media

NORAM

City	Cost	PCmini Lite	PCmini Basic	PC Basic Pro
Los Angeles	8,000	4	3	3
Toronto	7,000	4	3	3
Total		**52,233**	**40,318**	**40,318**

EUROPE

City	Cost	PCmini Lite	PCmini Basic	PC Basic Pro
London	8,000	4	3	3
Total		**27,858**	**21,503**	**21,503**

Total Number of Inserts: 30
Total Expenses: 203,733

Regional Media

NORAM

Media	Cost	PCmini Lite	PCmini Basic	PC Basic Pro
General Business Magazine	16,000	1	1	0
Computer Magazines	5,000	0	0	1
General News Magazines	8,000	1	0	0
Leading Trade Journals	7,500	1	1	0
New Venture Magazines	9,000	1	1	2
Sports Magazines	24,500	1	1	0
Science & Technology	15,000	0	0	1
Total		**65,000**	**57,000**	**36,795**

EUROPE

Media	Cost	PCmini Lite	PCmini Basic	PC Basic Pro
General Business Magazine	16,000	1	1	0
Computer Magazines	4,300	0	0	1
General News Magazines	8,100	1	0	0
Leading Trade Journals	6,100	1	1	0
New Venture Magazines	7,800	1	1	2
Sports Magazines	26,800	1	1	0
Science & Technology	15,000	0	0	1

Media	Cost	PCmini Lite	PCmini Basic	PC Basic Pro
Total		**64,800**	**56,700**	**33,855**

Total Number of Inserts: 26
Total Expenses: 314,150

Price and Priority

NORAM

Brand	Available for Sale	Retail Price	Price Rebate	Sales Priority	Point of Purchase Display
PCmini Lite.	✓	3,649	150	2	✓
PCmini Basic.	✓	2,699	200	1	
PC Basic Pro	✓	3,450	100	3	✓

EUROPE

Brand	Available for Sale	Retail Price	Price Rebate	Sales Priority	Point of Purchase Display
PCmini Lite.	✓	3,699	150	2	✓
PCmini Basic.	✓	2,599	200	1	
PC Basic Pro	✓	3,500	100	3	✓

Buy Market Research

Buying for: NORAM, EUROPE
Total Expenses: 40,000

Sales Channel

Open Sales Office

NORAM
Operational: Los Angeles, Chicago, Toronto

EUROPE
Operational: Paris, London

Total cost: 375,000

Hire Sales People

NORAM

			Specialized Training with Quarterly Cost					
			3,000	2,000	3,000	4,000	2,000	3,000
City	Annual Salary	Total Sales People	Support	Costcutter	Innovator	Mercedes	Workhorse	Traveler
Los Angeles	90,000	8	1	2	2	0	0	3
Chicago	88,000	0	0	0	0	0	0	0

Toronto	80,000	8	1	2	2	0	0	3

Total number of sales people in the prior quarter	16
Total number of sales people in the current quarter	16
Net change in number of sales people in region	0
Cost to hire new sales people	0
Cost to lay off sales people	0
Cost to employ sales people for the quarter	384,000

EUROPE

			Specialized Training with Quarterly Cost					
			3,000	2,000	3,000	4,000	2,000	3,000
City	Annual Salary	Total Sales People	Support	Costcutter	Innovator	Mercedes	Workhorse	Traveler
Paris	80,000	0	0	0	0	0	0	0
London	81,000	8	1	2	2	0	0	3

Total number of sales people in the prior quarter	8
Total number of sales people in the current quarter	8
Net change in number of sales people in region	0
Cost to hire new sales people	0
Cost to lay off sales people	0
Cost to employ sales people for the quarter	184,000

Total sales force budget: 568,000