Summary of Decisions

Micro PC Quarter 5

Marketing

Feature R&D

R&D Feature	Already invested	Cost this quarter and every quarter until finished	Quarter available for design into new brands	R&D cost if designed in 1 quarter	R&D cost if designed in 2 quarters	Material Cost
Case: Slim (laptop)	0	1,918,734	Q6 ▼	1,918,734	1,613,456	58
Computing power: Ultra fast	0	3,553,212	Q6 ▼	3,553,212	2,987,882	670

Total Expenses: 5,471,946

Modify Brand

	PC Basic Pro [new]
ESSENTIALS	
Base components	●
CASE	
Standard (desktop)	●
CLOUD STORAGE	
Standard	●
HARD DRIVE	
Ultra capacity	●
OFFICE SOFTWARE	
Professional	●
OTHER SOFTWARE	
Bus. graphics	●
Presentation	●
Database	●
Bookkeeping	●
Web design	●
Statistical	●
Engineering	●
Manufacturing	●
Security suite	●

	PC Basic Pro [new]
MONITOR	
21" high res. (desktop)	●
COMPUTING POWER	
High speed	●
KEYBOARD & MOUSE	
Expanded	●
SPECIAL FEATURES	
Expansion slots	●
Auto backup	●
NETWORKING	
Standard	●
OPERATING SYSTEM	
For professionals	●

Modify Ad

	PCmini Lite [PCmini Lite.] [modified]	PCmini Basic [PCmini Basic.] [modified]	PC Basic Pro [PC Basic Pro] [new]
Mention brand name	8	9	9
Rebate - special price deal	5	2	
Does a wide variety of tasks			2
Largest data storage on market			4
New and improved brand			1
Local sales and support		6	
Feature office applications	7		
More secure (viruses, attacks)	4	4	8
Easy to use, simple design		3	
Easy on eyes with larger screen			3
Many bundled applications		5	5
Smart backup system	6	8	6
Highest rated brand-Traveler	1		
Highest rated brand-Costcutter		1	
Portable design	2		
Link PCs with network/internet	3	7	7
Picture people in travel setting	9		

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
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, Toronto

Opening: Chicago

EUROPE

Operational: London

Opening: Paris

Total cost: 576,000

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
Toronto	80,000	8	1	2	2	0	0	3

Total number of sales people in the prior quarter	10
Total number of sales people in the current quarter	16
Net change in number of sales people in region	6

Cost to hire new sales people	43,064
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
London	81,000	8	1	2	2	0	0	3

Total number of sales people in the prior quarter	5
Total number of sales people in the current quarter	8
Net change in number of sales people in region	3
Cost to hire new sales people	20,090
Cost to lay off sales people	0
Cost to employ sales people for the quarter	184,000

Total sales force budget: 631,154