

Market Research Year 1		
Level 1	A-team	Team 2
Price	65	60
Market Share	55	45

Market Research Year 1		
Level 2	A-team	Team 2
Price	45	45
Market Share	63	37

Market Research Year 1		
Level 3	A-team	Team 2
Price	29	30
Market Share	60	40

Company Reports Year 1		
	A-team	Team 2
Sales Income	538,971	387,135
Pretax Profit	162,926	83,767
Total Equity	350,617	311,037
Term Loans	0	0
Total Assets	461,985	382,826
Income Growth %	15	-17
Operating Profit (%)	30	20
Return on Assets	34	20
Return on Equity	23	13
Financial Leverage	0	0

Company News Year 1

Team 2's Quality Improvement is unusually low
 Clients worried about Team 2's Quality