

<b>Product Decisions Year 1</b>		
Product A	A-Team	Team 2
Selling Price	70	65
Advertising	150	150
Production	50	60

<b>Product Decisions Year 1</b>		
Product B	A-Team	Team 2
Selling Price	47	47
Advertising	250	250
Production	200	190

<b>Other Decisions Year 1</b>		
	A-Team	Team 2
Sales Force Size	4	3
Capacity Increase	0	0
Accounts Receivable Days	73	73

<b>Company Reports Year 1</b>		
	A-Team	Team 2
Sales Income	12457	12357
Operating Profit	1075	940
Pretax Profit	1044	882
Total Equity	3956	3875
Total Assets	6645	6665
Return on Assets	16	14
Return on Equity	13	11
Financial Leverage	5	9

<b>Operations Balance Year 1</b>		
	A-Team	Team 2
Total Unit Demand	246	243
Total Unit Sales	244	243
Current Capacity	250	250
Total Production	250	250
Capacity Use%	100	100
Total Inventories	18	19
Inventory Days	27	29
Inventory Percent	7	8

Market Response Year 1		
Product A	A-Team	Team 2
Price Effect	54	73
Promotion Effect	44	40
Accounts Receivable Effect	100	100
Marketing Effect	24	29

Market Response Year 1		
Product B	A-Team	Team 2
Price Effect	120	120
Promotion Effect	58	55
Accounts Receivable Effect	100	100
Marketing Effect	70	66