

Geography: U.S.

Disease: Coronary Artery Disease

Startup Company, INC.
UNITS SALES & MARKET SHARE
MARKET: Stents

I. Your Company A Net Sales

	Gross Profit %	Units	Annual Inc. %	Sales	Annual Inc. %	ASP	Annual Inc. %
Yr # 1		2,217,234		\$1,462,758,344		\$ 659.72	
Yr # 2	0.680	2,408,162	8.6%	\$1,456,938,105	-0.4%	\$605.00	-8.3%
Yr # 3	0.695	2,833,132	17.6%	\$1,679,763,933	15.3%	\$592.90	-2.0%
Yr # 4	0.710	3,320,077	17.2%	\$1,929,103,892	14.8%	\$581.04	-2.0%
Yr # 5	0.720	3,873,423	16.7%	\$2,205,608,783	14.3%	\$569.42	-2.0%
Yr # 6	0.720	4,495,937	16.1%	\$2,508,879,991	13.8%	\$558.03	-2.0%

II. Estimated Share of Market Potential

UNITS

	<u>Total Market</u>		<u>Share of Market</u>						
	Units	Annual Inc. %	Company A	Company B	Company C	Company D	Company E	All Others	Total
Yr # 1	2,463,593		90.0%	5.0%	5.0%	0.0%	0.0%	0.0%	100.0%
Yr # 2	2,833,132	13.00%	85.0%	5.0%	5.0%	5.0%	0.0%	0.0%	100.0%
Yr # 3	3,541,415	25.00%	80.0%	6.0%	6.0%	5.0%	3.0%	0.0%	100.0%
Yr # 4	4,426,769	25.00%	75.0%	9.0%	7.0%	5.0%	3.0%	1.0%	100.0%
Yr # 5	5,533,461	25.00%	70.0%	10.0%	8.0%	6.0%	3.0%	1.0%	98.0%
Yr # 6	6,916,826	25.00%	65.0%	14.0%	9.0%	7.0%	4.0%	1.0%	100.0%

Dollars

Mkt ASP		<u>Total Market</u>		<u>Share of Market</u>						
		Dollars (000)	Annual Inc. %	Company A	Company B	Company C	Company D	Company E	All Others	Total
\$625	Yr # 1	\$1,539,745,625		95.0%	5.0%	0.0%	0.0%	0.0%	0.0%	100.0%
\$550	Yr # 2	\$1,558,222,573	15.00%	93.5%	4.0%	2.5%	0.0%	0.0%	0.0%	100.0%
\$539	Yr # 3	\$1,908,822,651	22.50%	88.0%	5.0%	5.0%	2.0%	0.0%	0.0%	100.0%
\$528	Yr # 4	\$2,338,307,748	22.50%	82.5%	7.0%	6.0%	2.0%	1.5%	1.0%	100.0%
\$518	Yr # 5	\$2,864,426,991	22.50%	77.0%	9.0%	7.0%	4.0%	2.0%	1.0%	100.0%
\$507	Yr # 6	\$3,508,923,064	22.50%	71.5%	12.0%	8.0%	5.5%	2.0%	1.0%	100.0%

Figure 18.1 Market share fact book

Source Jordan 1991