

CURRENT PLAN

CARTIER BUDGET 1991

| ITEM            | TOTAL SPEND |
|-----------------|-------------|
| TRADE           | 25.00       |
| ADVERTISING:    |             |
| MEDIA           | 1,682.80    |
| PRODUCTION      | 200.00      |
| TOTAL ADVERT    | 1,882.80    |
| DIRECT RESPONSE | 0.00        |
| DIRECT SELL     | 0.00        |
| PERM/TEMP POS   | 76.69       |
| SAMPLING        | 205.00      |
| EVENTS          | 0.00        |
| ROYALTY         | 500.00      |
| TOTAL MKTG      | 2,689.49    |
| DISPLAY PMTS    | 418.65      |
| GRAND TOTAL     | 3,108.14    |

| PERM/TEMP POS<br>ITEM | PER UNIT COST | QUANTITY  | EST TOTAL COST |
|-----------------------|---------------|-----------|----------------|
| 20 PACK PERM          | 66.75         | 250.00    | 16,687.50      |
| 10/20 SEMI            | 35.00         | 0.00      | 0.00           |
| DECAL                 | 10.00         | 1,000.00  | 10,000.00      |
| PLAQUE                | 26.00         | 500.00    | 13,000.00      |
| SHOPPING BAG          | 0.85          | 20,000.00 | 17,000.00      |
| COUNTERCARD           | 20.00         | 500.00    | 10,000.00      |
| BACKER COSTS          |               |           | 10,000.00      |
| TOTAL                 |               |           | 76,687.50      |

MERCHANDISING PAYMENTS

|             | # OF ACCTS | % DISP INC | TOTAL  | MONTHLY PMT | # OF MONTHS | TOTAL      |
|-------------|------------|------------|--------|-------------|-------------|------------|
| TRADITIONAL | 975.00     | 0.70       | 682.50 | 35.00       | 12.00       | 286,650.00 |
| NON TRAD    | 200.00     | 0.95       | 190.00 | 50.00       | 12.00       | 114,000.00 |
| SEMI PERM   | 150.00     | 1.00       | 150.00 | 10.00       | 12.00       | 18,000.00  |
| TOTAL       |            |            |        |             |             | 418,650.00 |

| SAMPLES     | per unit cost | qty       | total      |
|-------------|---------------|-----------|------------|
|             | 1.50          | 60,000.00 | 90,000.00  |
| 2 CITY PRGM |               |           | 115,000.00 |
|             |               |           | 205,000.00 |

CALIF.  
 Translation of  
 Current ~~plan~~ plan      National plan in Calif      National plan  
 \$ 3.1 MM      \$ 1.7 MM      \$ 5.7 MM

\* Royalty is included

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