Market Summary (All Product Details)

This report shows various information for all products on the market.
Most values are reported as a rating between 0.00 and 1.00, where 1.00 is the highest possible rating.
Every segment has different preferences, and 1.00 is rarely the optimal value to aim for.

Adventurers Segment

Product Name	Firm	Sales	Lost Sales*	Market Share*	Retail Price	Awareness	PR	Distribution	Quality	Prev Delivery*	Current Delivery*	Product Specs
RC_RockHopper	Real Cool Cycles	16,221	0	50.0%	$1,700	0.14	0.07	0.65	0.66	1.00	1.00	0.33
_MT_RockHopper	MountainTop Cycles	16,221	0	50.0%	$1,700	0.14	0.07	0.65	0.66	1.00	1.00	0.33
Average (Weighted)		32,442	0	100.0%	$1,700	0.14	0.07	0.65	0.66	1.00	-	0.33

Leisure Segment

There were no sales in the Leisure Segment this period.

Notes:
1. 'Prev Delivery' refers to the Delivery rating for this product in the previous period.
It is shown because the simulation used this figure when calculating product demand for the current period.
Your customers' future Delivery expectations are based on your past Delivery performance,
not your current Delivery performance.

2. 'Current Delivery' refers to the Delivery rating for this product in the current period.
This value will be used in the demand calculations for the next rollover.

3. 'Lost Sales' tells you how many more units each product would have sold if
the Firm had manufactured enough to satisfy demand. If Lost Sales is zero
for a given product, then all the demand for that product was satisfied this period.

4. 'Market Share' is share of Total Market Demand (in units) for all products. This includes any Lost Sales.

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