

Marshall Plan MG Special Price Strategy



Yamatake Europe N.V.

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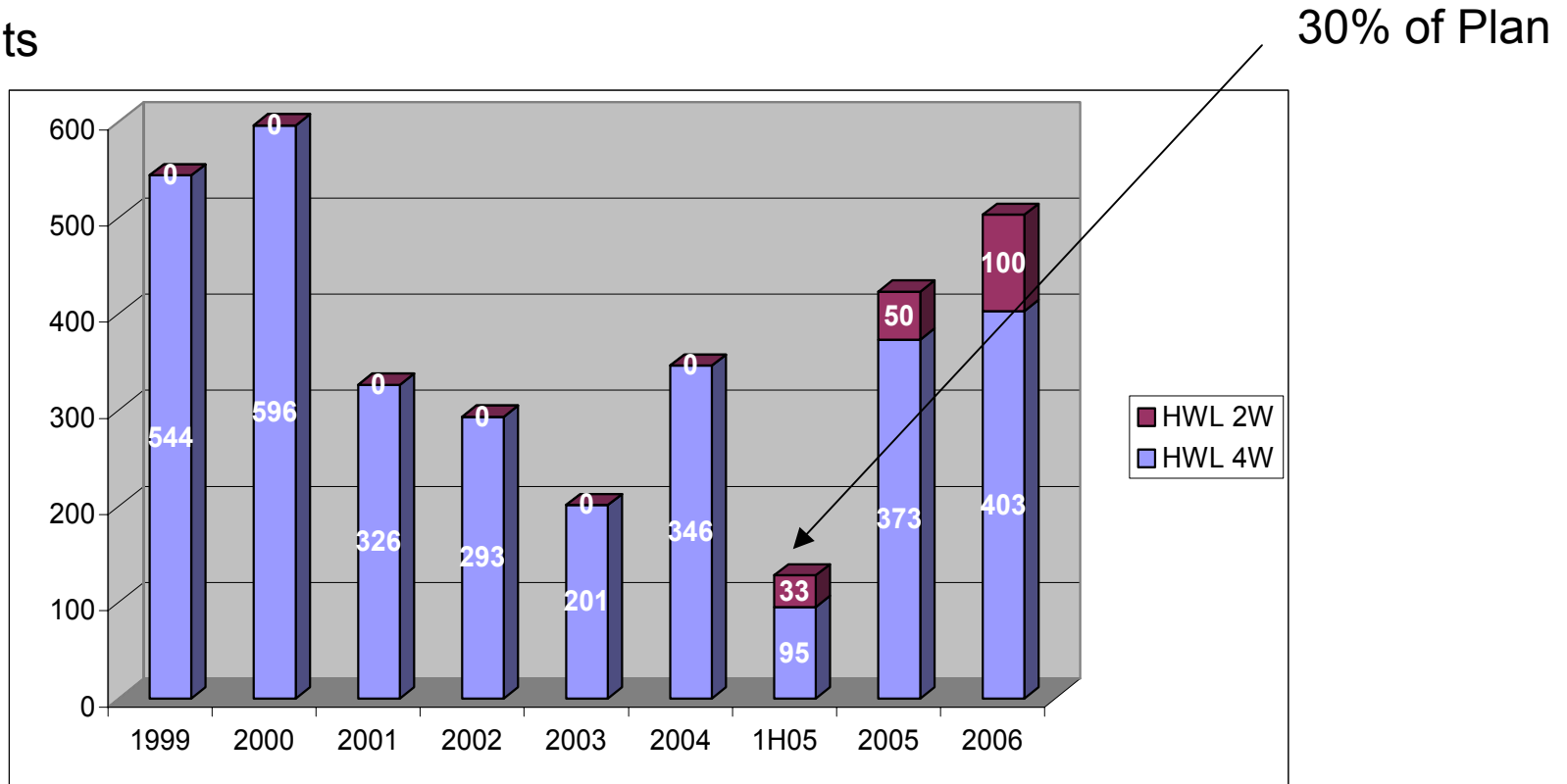
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I. Objective



Objective: Recover the sales of MagneW in 2nd Half Year of 2005

MagneW	in units (detector or converter)							Plan	Plan
	1999	2000	2001	2002	2003	2004	1H05	2005	2006
HWL 4W	544	596	326	293	201	346	95	373	403
HWL 2W	0	0	0	0	0	0	33	50	100
Total:	544	596	326	293	201	346	128	423	503

In units



II. Situation

	Limitation	Price
<p>2-wires</p> 	<ul style="list-style-type: none"> ● Best 2-wires in the world (But, 4-wires are more stable) ● ATEX (End of 2005) ● Up to 200mm 	<ul style="list-style-type: none"> ● Competitive
<p>4-wires</p> 	<ul style="list-style-type: none"> ● No limitation (undoubtable quality) 	<ul style="list-style-type: none"> ● Not Competitive

III. Action

If:

- 1. You need to offer 4-wires or mix of 4-wires and 2-wires &**
- 2. Competitor is offering lower price &**
- 3. You want to get new customer or protect existent customer against competitor.**



Please consult Yamatake Europe with:

- 1. Competitor's name &**
- 2. Target price for the customer (with end-user name) &**
- 3. Target margin for you.**



We will study each case, if we can provide STP (Special Transfer Price) to win the JOB.



If you get the JOB with STP, please place the order with end-user purchase price information to us.

VI. Contact



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