

# Marshall Plan MG Special Price Strategy



**Yamatake Europe N.V.**

# Contents

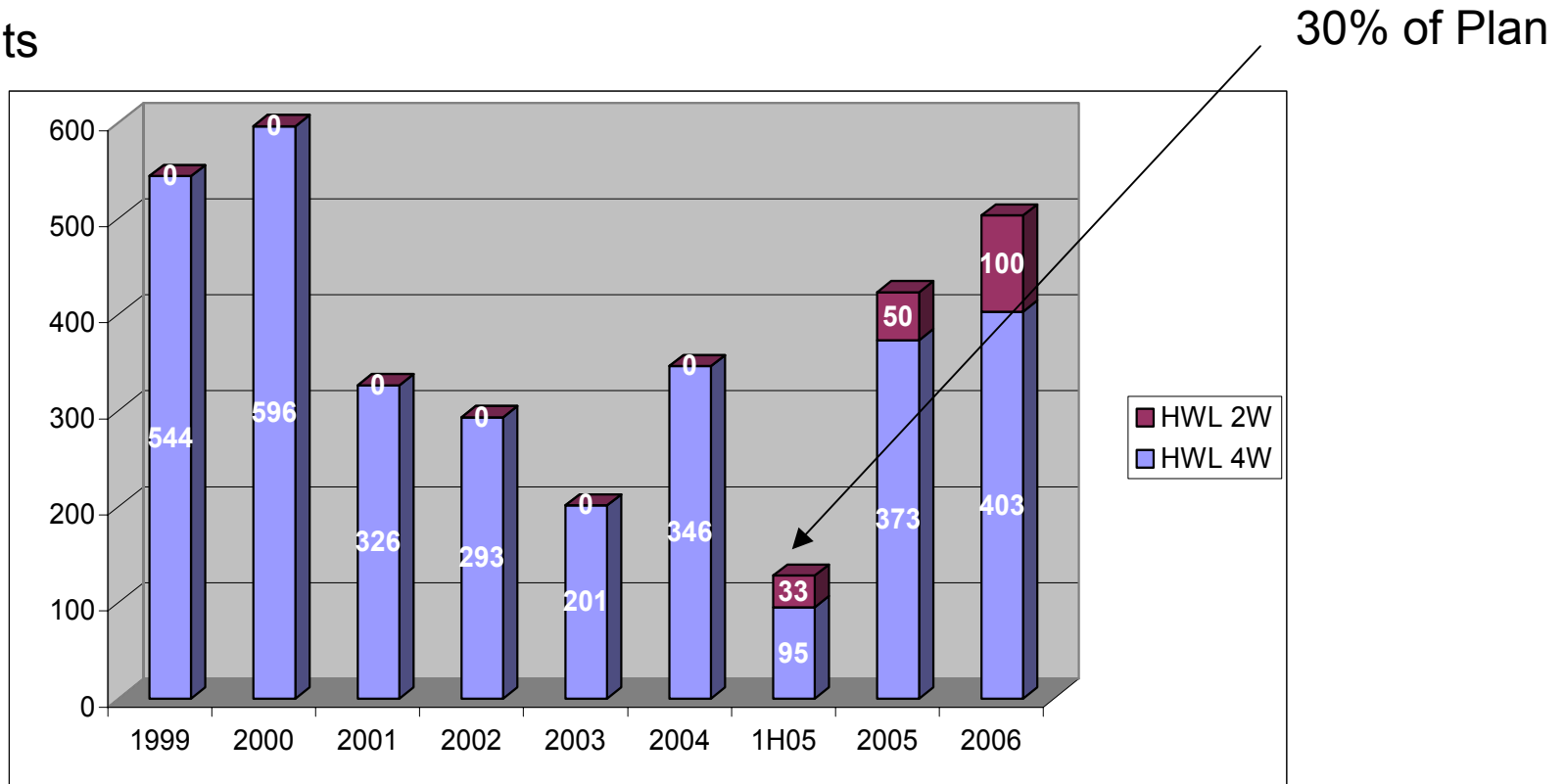
- I Objective
- II Situation
- III Action
- IV Contact

# I. Objective



Objective: Recover the sales of MagneW in 2<sup>nd</sup> Half Year of 2005

MagneW	in units (detector or converter)							Plan	Plan
	1999	2000	2001	2002	2003	2004	1H05	2005	2006
<b>HWL 4W</b>	544	596	326	293	201	346	95	373	403
<b>HWL 2W</b>	0	0	0	0	0	0	33	50	100
<b>Total:</b>	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"> <li>● Best 2-wires in the world (But, 4-wires are more stable)</li> <li>● ATEX (End of 2005)</li> <li>● Up to 200mm</li> </ul>	<ul style="list-style-type: none"> <li>● Competitive</li> </ul>
<p>4-wires</p> 	<ul style="list-style-type: none"> <li>● No limitation (undoubtable quality)</li> </ul>	<ul style="list-style-type: none"> <li>● Not Competitive</li> </ul>

# 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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