

1984

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Fritham, 30 March 1984
J Lagerwaard

CONCEPT

CRICKET STAMP CLUB

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Tourist Matches	duration	3 day
Mid West Bank Trophy Matches	duration	1 day
Bowen & Hedges Cup Matches	duration	1 day
John Player League Matches	duration	1 day

2.4 There are 118,000 "paid up" members who support a county, either by annual or life membership.

2.5 There are 20,140 registered cricket clubs in England.

Estimated membership 700K - 1,200K

CONCEPT

CRICKET STAMP CLUB

Proposal: Number 4
Issued by: John Lagerwaard
Date: 28th March 1984

Below a summary of collated information with reference to our intention to launch a stamp series based on cricket (LOW) during May 1984.

Our objectives are to maximise sales by creating a special involvement with participants to a cricket competition and thereby converting them to a continuity club level.

1. Timing

Start with Kent County Cricket Club 12.5.84
Follow with Hampshire, Somerset and Surrey July/August 1984

2. Background Information/Target Group

2.1 The cricket season starts the 18th April, with the last match being played on the 9th September 1984.

2.2 Total county cricket teams 17.
Average players per season 18.

2.3 Main fixtures during a season are:

Cornhill Test Matches	duration	5 days
County Championship Matches	duration	3 days
Tourist Matches	duration	3 day
Nat West Bank Trophy Matches	duration	1 day
Benson & Hedges Cup Matches	duration	1 day
John Player League Matches	duration	1 day

2.4 There are 118,000 "paid up" members who support a county, either by annual or life membership.

2.5 There are 20,140 registered cricket clubs in England.

Estimated membership 700K - 1,200K

LAUNCH

1. The Competition

Brochures/advertisements are produced asking the public to participate in a free competition.

All they have to do is to select 6 players from a list of 20 whom they would like to see depicted on postage stamps, plus they must answer 6 visual questions for the chance to win a prize.

1.1 Competition prizes are: (Value £3,835: 1000 prizes)

1. Holiday for 2 in the West Indies plus spending money
2. Teletext TV
- 3-10 Annual cricket membership
- 11-1000 Free set of "proof" cricket stamps

1.2 After receipt of the competition entry, participants will receive a personalised acknowledgement letter.

1.3 Followed 4 weeks later by our "stamp offer", at which time we invite our target group "by way of a personalised letter" to purchase our fabulous offer.

1.4 Stamps will then be despatched after receipt of the order.

1.5 This will be followed approximately 6 weeks later by our conversion package in which we invite the purchasers of our first set of stamps to convert to our "County Cricket Stamp Club", with the promise that we will send them next month our free album as shown in our brochure.

1.6 Thereafter each member will receive, every 4 weeks, a package of stamps as part of the continuity club.

2. Method of Operation

Below is the plan for Kent County Cricket Club. The remaining counties will not have the same itinerary due to Kent being used as a "Testing" area with door-drops, inserts, etc.

2.1 Newspaper Advertisements

A full page advertisement will appear in all local newspapers which belong to the Kent Messenger Supergroup, featuring our competition plus a full page of editorial.

In the advertisement, competitors are asked to select 6 Kent Cricketers (from a list of 20, past and present) whom they feel should be depicted on a postage stamp.

For the prize draw they are asked to answer 6 questions, of which 4 are shadow outline photographs (name the player) and 2 questions related to the history of Kent Cricket Club.

All participants with the correct answers will be entered in a draw, with the prize winners announcement to be made on June 10 at the John Player league match, Kent- Yorkshire.

2.2 Other Advertising

A brochure will be produced based on the newspaper competition.

This brochure will be used for the following:

i Match handouts

All spectators entering the ground on May 12, 15, 20, 26, 28, 29, 30 and 31 and June 1, 2, 3, 4, and 5 will receive a brochure.

ii Door drops

During the week commencing May 12, door drops will be made in Canterbury, Maidstone, Dover, Folkestone, Sittingbourne and Sevenoakes.

iii Inserts

Local newspapers/magazines not connected to the Kent Messenger Supergroup will be used for inserts, ie:

South Kent Gazette
Maidstone Borough News
Sheerness Times
Ass. Kent Newspapers
Kent County Life
The Hop County

The above inserts will be during the week commencing 14 May 1984.

iv Mailing

A mailing will be despatched to all Kent County Cricket Club members and Cricket Association members on Tuesday 15 May 1984.

The above mailing will consist of the aforementioned brochure plus a letter of endorsement from Kent County Cricket Club.

3 CONVERSION

3.1 Acknowledgement Letter

After receipt of the competition entry, each participant will receive from Philatelists Ltd the following letter.

Dear Mr Smith

May we thank you very much for entering the Cricket Personality Competition, and we wish you every success with your entry.

Could we please advise you that your suggestions, together with tens of thousands of others are being submitted to governments worldwide, for whom we act as Philatelic Advisers.

Should any of your suggestions be accepted by government, please rest assured that we will advise you in due course of time and certainly we will set aside a set of stamps to give you an opportunity of buying them.

Once again, many thanks and best wishes with the competition.

Yours sincerely

3.2 Stamp Offer

Approximately 4 weeks after the prize winners announcement, the following letter will be despatched.

Dear Mr Smith

You will be delighted to know that following your suggestions to government as to which cricket personalities should appear on postage stamps, a number of your suggestions have been accepted as you can see on the enclosed brochure.

We did say in our earlier letter that if any of your suggestions were accepted, we would reserve some stamps for you to give you an opportunity of buying them.

We have assembled no less than ten stamps of cricket personalities. This selection has been put together in a really superb presentation pack as per the illustration in the brochure and, on top of that, you will also find enclosed 2 "proof" stamps which you - Mr Smith - will receive as part of this fabulous offer.

We feel certain that you will be delighted to see your name - Mr John Smith - actually printed on the presentation card as one of those people whose suggestions regarding cricket personalities on postage stamps, were accepted.

As shown in the brochure, a special gold-embellished card has been included in the presentation pack which actually states: "May I personally thank Mr. John Smith for recommending my name as being one of the personalities to appear on the Leaders of the World stamps" and personally signed by Derek Underwood.

The entire presentation pack, which would normally cost with stamps alone £9.90 plus postage and packing, is yours at a special price containing both your own name printed in the introduction, plus the personal signature of Derek Underwood, for only £7.95, all postage and packing free.

We will reserve this superb offer for fourteen days as we feel certain that you will positively want to take advantage of this wonderful offer. The presentation pack with its superb stamps and personalised letter and card will be a handsome reminder of your involvement with Kent County Cricket Club and this worldwide competition.

Please send your own personal cheque/giro or cash (registered) or give us your credit card number, and we will send you your own presentation pack by return of post.

Please return the enclosed ordercard and we will send you your own presentation pack by return of post.

May we once again take this opportunity of thanking you for your time and involvement in this very exciting competition.

Yours sincerely

5. Conversion Package

After receipt of the order, Philatelists Ltd will despatch the stamps as ordered.

6. Club Membership

All stamp buyers on a continuity club level will receive with their third stamp despatch from Philatelists Ltd a stamp album specific for their county, with comprehensive information of their cricket favourites/club.

SUMMARY

The aforementioned plan will vary slightly when the actual "cricket stamp club" is launched.

Many of the factors depend on the following:

- a) Meetings with the County Cricket Clubs
- b) Meetings with local newspapers, ie, free editorial, repeat advertisements.
- c) Extra prizes in the form of sponsorship with "local" or "national" companies.

In fact it is just an outline, the actual projected turnover should be doubled/trebled as per forecast due to extra revenue from:

- i First Day Cover Sales
- ii Presentation pack sales at the counties cricket souvenir shops
- iii Presentation pack sales through souvenir shops
- iv Personalised "framed" stamp sales
- v "Framed" team stamp sales

This list could go on and it is only intended as a guide to what can be done.

I hope that you found this document interesting and please do not hesitate to contact me if you require more information.



John Lagerwaard

RECRUITMENTCOST

KENT MAILING 5,015	20% 1,003	£928
CRICKET ASSOCIATION MAILING 15,000	15% 2,250	£2,775
DOOR DROPS 100,000	1.5% 1,500	£1,500
MATCH HAND-OUTS 10,000	20% 2,000	£250
INSERTS 50,000	1.5% 750	£2,000
ADVERTISING 464,000	2% 9,280	£6,160
COMPETITION PRIZES 3,835		£3,835

COSTINGS

1. Recruitment Cost

Brochures	200K @	£34 per K
Advertising		£6,160
Competition prizes		£3,835
Artwork (Brochures/Newspapers)		£4,000
Door drops	100K @	£15 per K
Inserts	50K @	£40 per K
Match hand outs	10K @	£25 per K
Mailings	20K @	£185 per K

2. Conversion Cost

Punch/file creating		£50 per K
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3. Acknowledgement letter (£232 per K)

Laser printing	£22 per K
Xerox letter	£14 per K
Despatch envelope (A)	£14 per K
Postage	£150 per K
Stamp presentation pack	£20 per K
Enclosing	£12 per K
Total	£232 per K

3.1 Artwork for presentation pack £500

4. Stamp offer (£345 per K)

Despatch envelope (B)	£16 per K
Xerox letter	£14 per K
Brochure	£90 per K
Reply card	£16 per K
Laser printing	£44 per K
Postage	£150 per K
Enclosing	£15 per K
Total	£345 per K

4.1 Artwork for stamp offer brochure £3,500

APPENDIX 3

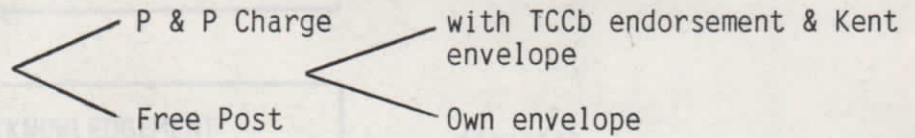
5	Return postage @	£130 per K
6.	Conversion package @	£800 per K
	Despatch envelope (B)	£16 per K
	Gold signature card	£60 per K
	Signatures	£200 per K
	Stamp show brochure	£95 per K
	Xerox letter	£14 per K
	Laser printing	£66 per K
	Invoice	£10 per K
	Stamp mounts	£5 per K
	Corex	£20 per K
	Showguards	£72 per K
	Postage	£150 per K
	Enclosing	£18 per K
	Buffer	£74 per K
	Total	£800 per K

6.1 Artwork for conversion package £4,200

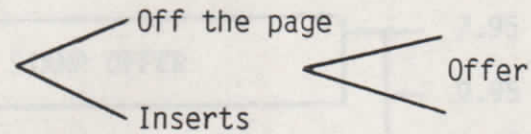
TESTING

RECRUITMENT

MAILING



NEWSPAPERS



DOOR DROPS

- Next to cricket ground
- Close to players home address
- Close/far away to cricket ground
- Villages with cricket grounds
- Via breweries with cricket connections (Cricketers Arms)

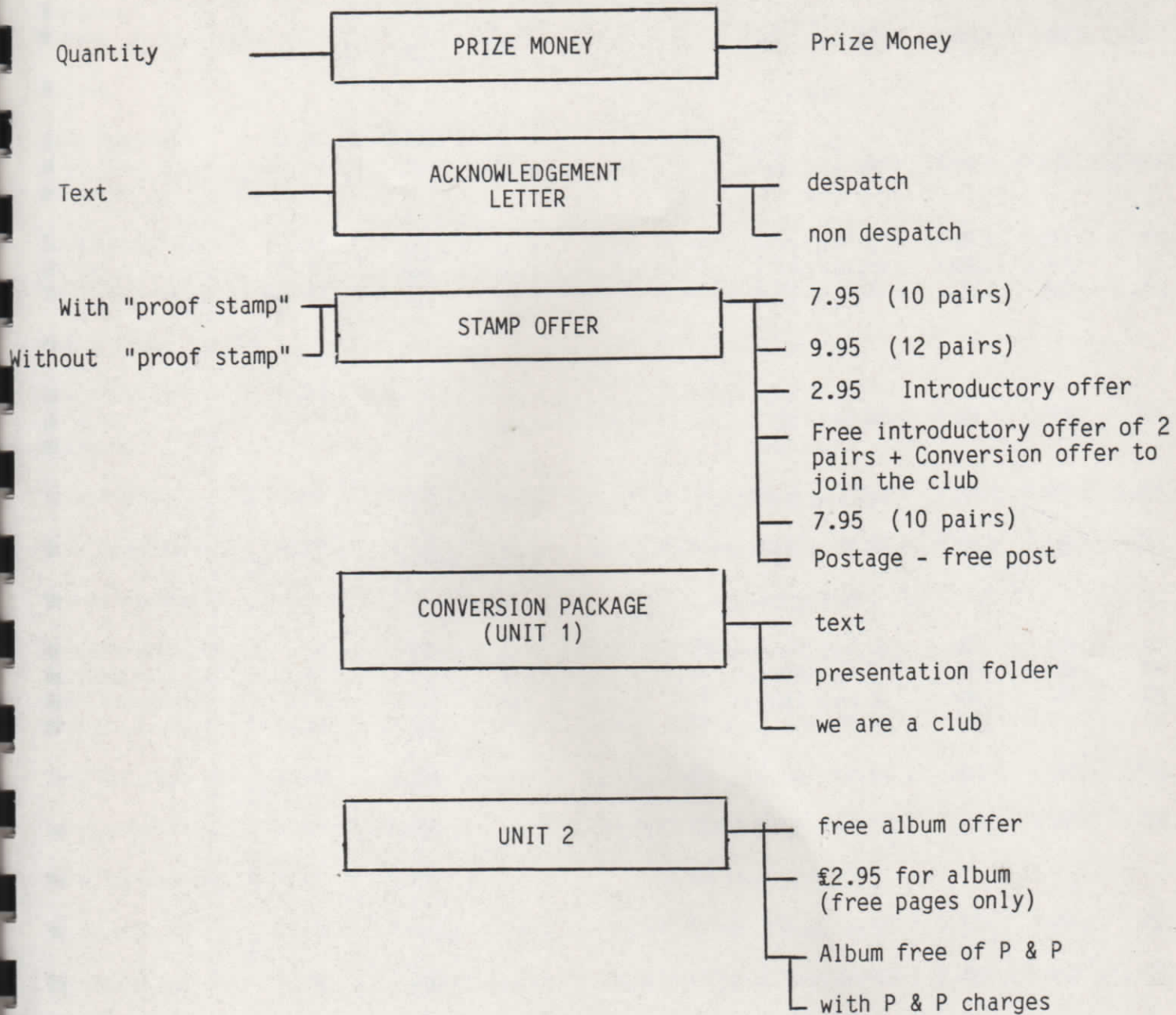
INSERTS

- Local magazines
- Free weekly newspapers
- Insurance

MATCH HAND-OUTS

- Return entries at ground
- with free pen
- return by post P/P & Free Post
- with County endorsement letter
- Kent Staff v "Pretty" girls
- linked to John Player/Benson & Hedges sponsorship deal

TESTING



CRICKET ROLLOUT KENT

28-3-84

Year Month	Total Project	Total Year 1	1984 May	1984 June	1984 July	1984 August	1984 Sept	1984 Oct	1984 Nov	1984 Dec
Responses Members					6,713	2,014	1,893	1,779	1,673	1,572
Revenue										
Conv. Packs (£)	53,368	53,368			53,368					
Units (£)	254,398	113,943				16,011	15,050	14,147	13,298	12,500
Albums (£)										
Total (Gross) (£)	307,766	167,311			53,368	16,011	15,050	14,147	13,298	12,500
VAT (£)	40,143	21,823			6,961	2,088	1,963	1,845	1,735	1,630
Total (Net) (£)	267,623	145,488			46,407	13,922	13,087	12,302	11,564	10,870
Cost of Sales										
Conv. Packs (£)	25,845	25,845			25,845					
Units (£)	123,199	55,180				7,754	7,288	6,851	6,440	6,054
Albums (£)										
Total COGS (£)	149,044	81,025			25,845	7,754	7,288	6,851	6,440	6,054
Gross Profit (£)	118,579	64,463			20,562	6,169	5,799	5,451	5,124	4,816
Selling Expenses										
Cred Card Fees (£)	535	291			93	28	26	25	23	22
Bad Debts (£)	8,957	5,293			2,320	418	393	369	347	326
Reply Post (£)	5,033	2,736			873	262	246	231	217	204
DP & Fulfil. (£)	19,356	10,523			3,357	1,007	947	890	836	786
Total Sell. Exp. (£)	33,881	18,842			6,642	1,714	1,611	1,515	1,424	1,338
Contr. after S/Exp.	84,698	45,621			13,920	4,454	4,187	3,936	3,700	3,478
Marketing Costs (£)	53,252	53,252			53,252					
Net Contrib. (£)	31,446 (7,631)			(39,332)	4,454	4,187	3,936	3,700	3,478
Cum Contrib. (£)	31,446 (7,631)			(39,332)	(34,878)	(30,691)	(26,755)	(23,055)	(19,577)

	Conv Pack	Unit	Album	Leaves
Sale Price (Inc VAT)	7.95	7.95		
Cost (Ex VAT)	3.85	3.85		

% on Cred Cards	5.00%
Cred Card Fee	4.00%
Bad Debts (1st Unit Only)	5.00%
Bad Debts (2cd Unit On)	3.00%
Reply Post	.13
DP & Fulfil	.50

1984 Nov	1984 Dec	1985 Jan	1985 Feb	1985 March	1985 April	Total Year 2	1985 May	1985 June
1,673	1,572	1,478	1,389	1,306	1,228		1,154	1,085
Responses								
Members								
Revenue								
3,298	12,500	11,750	11,045	10,382	9,760	67,165	9,174	8,623
Conv. Pacts (€)								
Units (€)								
Albums (€)								
3,298	12,500	11,750	11,045	10,382	9,760	67,165	9,174	8,623
1,735	1,630	1,533	1,441	1,354	1,273	11,369	1,197	1,125
1,564	10,870	10,218	9,604	9,028	8,487	75,796	7,977	7,499
Total (Gross) (€)								
VAT (€)								
Total Net (€)								
Cost of Sales								
4,440	6,054	5,690	5,349	5,028	4,726	42,212	4,443	4,176
Conv. Pacts (€)								
Units (€)								
Albums (€)								
4,440	6,054	5,690	5,349	5,028	4,726	42,212	4,443	4,176
Total (Gross) (€)								
5,124	4,816	4,527	4,256	4,000	3,768	33,584	3,535	3,323
Gross Profit (€)								
Selling Expenses								
23	22	20	19	18	17	152	16	15
347	326	307	288	271	255	2,274	239	225
217	204	192	181	170	168	1,425	150	141
836	786	739	695	653	624	5,482	577	542
Credit Card Fees (€)								
Bad Debts (€)								
Reply Post (€)								
SP & Fulfill. (€)								
424	1,338	1,258	1,183	1,112	1,045	9,333	982	923
Total Sell. Exp. (€)								
700	3,478	3,269	3,073	2,889	2,725	24,251	2,552	2,399
Contr. after S/Exp.								
Marketing Costs (€)								
700	3,478	3,269	3,073	2,889	2,725	24,251	2,552	2,399
Net Contrib. (€)								
(19,577)	(16,308)	(13,235)	(10,347)	(7,620)	(5,000)	16,619	(5,079)	(2,680)
Con Contrib. (€)								

1985 July	1985 August	1985 Sept	1985 Oct	1985 Nov	1985 Dec	1986 Jan	1986 Feb	1986 March	1986 April	
1,041	1,000	960	921	884	849	815	783	751		Responses 721 Members
										Revenue
8,279	7,947	7,630	7,324	7,031	6,750	6,480	6,221	5,972	5,733	Conv. Packs (£) Units (£) Albums (£)
8,279	7,947	7,630	7,324	7,031	6,750	6,480	6,221	5,972	5,733	Total (Gross) (£)
1,080	1,037	995	955	917	880	845	811	779	748	VAT (£)
7,199	6,911	6,634	6,369	6,114	5,870	5,635	5,409	5,193	4,985	Total (Net) (£)
										Cost of Sales
4,009	3,849	3,695	3,547	3,405	3,269	3,138	3,013	2,892	2,776	Conv. Packs (£) Units (£) Albums (£)
4,009	3,849	3,695	3,547	3,405	3,269	3,138	3,013	2,892	2,776	Total COGS (£)
3,190	3,062	2,940	2,822	2,709	2,601	2,497	2,397	2,301	2,209	Gross Profit (£)
										Selling Expenses
14	14	13	13	12	12	11	11	10	10	Cred Card Fees (£)
216	207	199	191	183	176	169	162	156	150	Bad Debts (£)
135	130	125	120	115	110	106	102	98	94	Reply Post (£)
521	500	480	461	442	425	408	391	376	361	DP & Fulfil. (£)
886	851	817	784	753	723	694	666	639	614	Total Sell. Exp. (£)
2,303	2,211	2,123	2,038	1,956	1,878	1,803	1,731	1,662	1,595	Contr. after S/Exp.
										Marketing Costs (£)
2,303	2,211	2,123	2,038	1,956	1,878	1,803	1,731	1,662	1,595	Net Contrib. (£)
(377)	1,835	3,957	5,995	7,951	9,829	11,632	13,363	15,024	16,619	Cum Contrib. (£)

	Total Year 3	1986 May	1986 June	1986 July	1986 August	1986 Sept	1986 Oct	1986 Nov	1986 Dec	1987 Jan
		692	665	638	613	588	564	542	520	499
Checks (£)	53,290	5,504	5,284	5,072	4,869	4,675	4,488	4,308	4,136	3,970
Gross (£)	53,290	5,504	5,284	5,072	4,869	4,675	4,488	4,308	4,136	3,970
Net (£)	46,339	4,786	4,595	4,411	4,234	4,065	3,902	3,746	3,596	3,453
Sales										
Checks (£)	25,807	2,665	2,559	2,456	2,358	2,264	2,173	2,086	2,003	1,923
GGS (£)	25,807	2,665	2,559	2,456	2,358	2,264	2,173	2,086	2,003	1,923
Profit (£)	20,532	2,121	2,036	1,954	1,876	1,801	1,729	1,660	1,593	1,530
Expenses										
Card Fees (£)	93	10	9	9	8	8	8	7	7	7
Ints (£)	1,390	144	138	132	127	122	117	112	108	104
Post (£)	871	90	86	83	80	76	73	70	68	65
Util. (£)	3,352	346	332	319	306	294	282	271	260	250
Util. Exp. (£)	5,706	589	566	543	521	501	481	461	443	425
After S/Exp.	14,826	1,531	1,470	1,411	1,355	1,301	1,249	1,199	1,151	1,105
Operating Costs (£)										
Contrib. (£)	14,826	1,531	1,470	1,411	1,355	1,301	1,249	1,199	1,151	1,105
Contrib. (£)	31,446	18,151	19,621	21,032	22,387	23,687	24,936	26,134	27,285	28,390

Membership Profile

1987 Feb	1987 March	1987 April
479	460	442
3,812	3,659	3,513
3,812	3,659	3,513
497	477	458
3,314	3,182	3,055
1,846	1,772	1,701
1,846	1,772	1,701
1,469	1,410	1,353
7	6	6
99	95	92
62	60	57
240	230	221
408	392	376
1,060	1,018	977
1,060	1,018	977
29,450	30,468	31,446

	Rate
Unit 1	70.00%
Unit 2	6.00%
Unit 3	6.00%
Unit 4	6.00%
Unit 5	6.00%
Unit 6	6.00%

Sub-Total

Fall-off to unit 12	6.00%
Fall-off unit 13 on	4.00%

Rate	1984 June	1984 July	1984 Aug	1984 Sept	1984 Oct	1984 Nov
70.00%	0	0	2014	0		
6.00%		0	0	1893	0	
6.00%			0	0	1779	0
6.00%				0	0	1673
6.00%					0	0
6.00%						0
	0	0	2014	1893	1779	1673

6.00%
4.00%

CRICKET ROLLOUT

3 COUNTIES

29-3-84

Year Month	Total Project	Total Year 1	1984 May	1984 June	1984 July	1984 August	1984 Sept	1984 Oct	1984 Nov	1984 Dec
Responses							17,700			
Members								5,310	4,991	4,692
Revenue										
Conv. Packs (£)	140,715	140,715					140,715			
Units (£)	670,764	247,322						42,215	39,682	37,301
Albums (£)										
Total (Gross) (£)	811,479	388,037					140,715	42,215	39,682	37,301
VAT (£)	105,845	50,614					18,354	5,506	5,176	4,865
Total (Net) (£)	705,634	337,424					122,361	36,708	34,506	32,435
Cost of Sales										
Conv. Packs (£)	68,145	68,145					68,145			
Units (£)	324,835	119,772						20,444	19,217	18,064
Albums (£)										
Total COGS (£)	392,980	187,917					68,145	20,444	19,217	18,064
Gross Profit (£)	312,653	149,506					54,216	16,265	15,289	14,372
Selling Expenses										
Cred Card Fees (£)	1,411	675					245	73	69	65
Bad Debts (£)	23,616	12,570					6,118	1,101	1,035	973
Reply Post (£)	13,269	6,345					2,301	690	649	610
DP & Fulfil. (£)	51,036	24,405					8,850	2,655	2,496	2,346
Total Sell. Exp. (£)	89,333	43,995					17,514	4,520	4,249	3,994
Contr. after S/Exp.	223,320	105,511					36,702	11,745	11,040	10,378
Marketing Costs (£)	88,647	88,647					88,647			
Net Contrib. (£)	134,673	16,864					(51,945)	11,745	11,040	10,378
Cum Contrib. (£)	134,673	16,864					(51,945)	(40,200)	(29,160)	(18,782)
Sale Price(Inc VAT)		Conv Pack			Unit	ALbum	Leaves			
Cost (Ex VAT)		7.95			7.95					
		3.85			3.85					
% on Cred Cards					5.00%					
Cred Card Fee					4.00%					
Bad Debts (1st Unit Only)					5.00%					
Bad Debts (2cd Unit On)					3.00%					
Reply Post					.13					
DP & Fulfil					.50					

1985 July	1985 Aug	1985 Sept	1985 Oct	1985 Nov	1985 Dec	1986 Jan	1986 Feb	1986 Mar	1986 Apr		
3,043	2,860	2,746	2,636	2,530	2,429	2,332	2,239	2,149	2,063	Responses Members	
										Revenue	
24,189	22,737	21,828	20,955	20,117	19,312	18,539	17,798	17,086	16,403	Conv. Packs (£) Units (£) Albums (£)	171,3
24,189	22,737	21,828	20,955	20,117	19,312	18,539	17,798	17,086	16,403	Total (Gross) (£)	171,3
3,155	2,966	2,847	2,733	2,624	2,519	2,418	2,321	2,229	2,139	VAT (£)	22,3
21,034	19,772	18,981	18,222	17,493	16,793	16,121	15,476	14,857	14,263	Total (Net) (£)	149,0
										Cost of Sales	
11,714	11,011	10,571	10,148	9,742	9,352	8,978	8,619	8,274	7,943	Conv. Packs (£) Units (£) Albums (£)	82,9
11,714	11,011	10,571	10,148	9,742	9,352	8,978	8,619	8,274	7,943	Total COGS (£)	82,9
9,320	8,760	8,410	8,074	7,751	7,441	7,143	6,857	6,583	6,320	Gross Profit (£)	66,0
										Selling Expenses	
42	40	38	36	35	34	32	31	30	29	Cred Card Fees (£)	2
631	593	569	547	525	504	484	464	446	428	Bad Debts (£)	4,4
396	372	357	343	329	316	303	291	279	268	Reply Post (£)	2,8
1,521	1,430	1,373	1,318	1,265	1,215	1,166	1,119	1,075	1,032	DP & Fulfil. (£)	10,7
2,590	2,435	2,337	2,244	2,154	2,068	1,985	1,906	1,829	1,756	Total Sell. Exp. (£)	18,3
6,730	6,326	6,073	5,830	5,597	5,373	5,158	4,952	4,754	4,563	Contr. after S/Exp.	47,6
										Marketing Costs (£)	
6,730	6,326	6,073	5,830	5,597	5,373	5,158	4,952	4,754	4,563	Net Contrib. (£)	47,6
38,370	44,696	50,768	56,598	62,195	67,568	72,726	77,678	82,431	86,995	Cum Contrib. (£)	134,6

	Total Year 3	1986 May	1986 June	1986 July	1986 Aug	1986 Sept	1986 Oct	1986 Nov	1986 Dec	1987 Jan
es		1,981	1,901	1,825	1,752	1,682	1,615	1,550	1,488	1,429
cks (€)										
)	171,371	15,746	15,117	14,512	13,931	13,374	12,839	12,326	11,833	11,359
€)										
ross) (€)	171,371	15,746	15,117	14,512	13,931	13,374	12,839	12,326	11,833	11,359
	22,353	2,054	1,972	1,893	1,817	1,744	1,675	1,608	1,543	1,482
et) (€)	149,018	13,693	13,145	12,619	12,114	11,630	11,165	10,718	10,289	9,878
Sales										
cks (€)										
)	82,991	7,626	7,321	7,028	6,747	6,477	6,218	5,969	5,730	5,501
€)										
GS (€)	82,991	7,626	7,321	7,028	6,747	6,477	6,218	5,969	5,730	5,501
fit (€)	66,027	6,067	5,824	5,591	5,368	5,153	4,947	4,749	4,559	4,377
xpenses										
Fees (€)	298	27	26	25	24	23	22	21	21	20
(€)	4,471	411	394	379	363	349	335	322	309	296
t (€)	2,802	257	247	237	228	219	210	202	193	186
il. (€)	10,778	990	951	913	876	841	807	775	744	714
l. Exp. (€)	18,349	1,686	1,619	1,554	1,492	1,432	1,375	1,320	1,267	1,216
ter S/Exp.	47,678	4,381	4,206	4,037	3,876	3,721	3,572	3,429	3,292	3,160
Costs (€)										
b. (€)	47,678	4,381	4,206	4,037	3,876	3,721	3,572	3,429	3,292	3,160
b. (€)	134,673	91,376	95,581	99,619	103,495	107,216	110,788	114,217	117,509	120,669

1987 Feb	1987 Mar	1987 Apr	1987 May	1987 June
1,372	1,317	1,264	1,214	1,165
10,905	10,469	10,050	9,648	9,262
10,905	10,469	10,050	9,648	9,262
1,422	1,365	1,311	1,258	1,208
9,483	9,103	8,739	8,390	8,054
5,281	5,070	4,867	4,672	4,485
5,281	5,070	4,867	4,672	4,485
4,202	4,033	3,872	3,717	3,569
19	18	17	17	16
284	273	262	252	242
178	171	164	158	151
686	658	632	607	583
1,168	1,121	1,076	1,033	992
3,034	2,913	2,796	2,684	2,577
3,034	2,913	2,796	2,684	2,577
123,703	126,616	129,412	132,096	134,673

Unit 1
Unit 2
Unit 3
Unit 4
Unit 5
Unit 6

Sub-Total

Fall-off to unit 12
Fall-off unit 13 on

Rate	1984 June	1984 July	1984 Aug	1984 Sept	1984 Oct	1984 Nov
70.00%	0	0	5310	0		
6.00%		0	0	4991	0	
6.00%			0	0	4692	0
6.00%				0	0	4410
6.00%					0	0
6.00%						0
	0	0	5310	4991	4692	4410
unit 12 6.00%						
unit 13 on 4.00%						

CRICKET ROLLOUT KENT + 3 COUNTIES

29-3-84

Year Month	Total Project	Total Year 1	1984 May	1984 June	1984 July	1984 August	1984 Sept	1984 Oct	1984 Nov	1984 Dec
Responses Members					6,713	2,014	17,700 1,803	7,089	6,664	6,264
Revenue										
Conv. Packs (£)	194,083	194,083			53,368		140,715			
Units (£)	925,161	361,265				16,011	15,050	56,361	52,980	49,801
Albums (£)										
Total (Gross) (£)	1,119,245	555,349			53,368	16,011	155,765	56,361	52,980	49,801
VAT (£)	145,988	72,437			6,961	2,088	20,317	7,351	6,910	6,496
Total (Net) (£)	973,256	482,912			46,407	13,922	135,448	49,010	46,069	43,305
Cost of Sales										
Conv. Packs (£)	93,990	93,990			25,845		68,145			
Units (£)	448,034	174,952				7,754	7,288	27,295	25,657	24,117
Albums (£)										
Total COGS (£)	542,024	268,942			25,845	7,754	75,433	27,295	25,657	24,117
Gross Profit (£)	431,232	213,969			20,562	6,169	60,014	21,715	20,412	19,188
Selling Expenses										
Cred Card Fees (£)	1,947	966			93	28	271	98	92	87
Bad Debts (£)	32,573	17,863			2,320	418	6,511	1,470	1,382	1,299
Reply Post (£)	18,302	9,081			873	262	2,547	922	866	814
DP & Fulfil. (£)	70,393	34,928			3,357	1,007	9,797	3,545	3,332	3,132
Total Sell. Exp. (£)	123,214	62,837			6,642	1,714	19,125	6,035	5,673	5,332
Contr. after S/Exp.	308,018	151,132			13,920	4,454	40,889	15,681	14,740	13,855
Marketing Costs (£)	141,899	141,899					88,647			
Net Contrib. (£)	166,119	9,233			(39,332)	4,454	(47,758)	15,681	14,740	13,855
Cum Contrib. (£)	166,119	9,233			(39,332)	(34,878)	(82,636)	(66,955)	(52,215)	(38,359)

1984 Nov	1984 Dec	1985 Jan	1985 Feb	1985 Mar	1985 Apr	Total Year 2	1985 May	1985 June
6,664	6,264	5,888	5,535	5,203	4,891			
Responses								
							4,597	4,322
Revenue								
52,980	49,801	46,813	44,004	41,364	38,882	339,236	36,549	34,356
Conv. Packs (£)								
Units (£)								
Albums (£)								
52,980	49,801	46,813	44,004	41,364	38,882	339,236	36,549	34,356
6,910	6,496	6,106	5,740	5,395	5,072	44,248	4,767	4,481
16,069	43,305	40,707	38,264	35,969	33,810	294,988	31,782	29,875
Total (Gross) (£)								
VAT (£)								
Total (Net) (£)								
Cost of Sales								
5,657	24,117	22,670	21,310	20,032	18,830	164,284	17,700	16,638
Conv. Packs (£)								
Units (£)								
Albums (£)								
5,657	24,117	22,670	21,310	20,032	18,830	164,284	17,700	16,638
Total COGS (£)								
0,412	19,188	18,036	16,954	15,937	14,981	130,704	14,082	13,237
Gross Profit (£)								
Selling Expenses								
92	87	81	77	72	68	590	64	60
1,382	1,299	1,221	1,148	1,079	1,014	8,850	953	896
866	814	765	720	676	636	5,547	598	562
3,332	3,132	2,944	2,768	2,601	2,445	21,336	2,299	2,161
5,673	5,332	5,012	4,712	4,429	4,163	36,322	3,913	3,679
4,740	13,855	13,024	12,243	11,508	10,818	94,381	10,169	9,558
Total Sell. Exp. (£)								
Contr. after S/Exp.								
Marketing Costs (£)								
4,740	13,855	13,024	12,243	11,508	10,818	94,381	10,169	9,558
Net Contrib. (£)								
2,215	(38,359)	(25,335)	(13,093)	(1,585)	9,233	103,614	19,402	28,960
Cum Contrib. (£)								

1985 July	1985 Aug	1985 Sept	1985 Oct	1985 Nov	1985 Dec	1986 Jan	1986 Feb	1986 Mar	1986 Apr	
4,084	3,860	3,705	3,557	3,415	3,278	3,147	3,021	2,900	2,784	Responses Members
										Revenue
32,467	30,685	29,457	28,279	27,148	26,062	25,020	24,019	23,058	22,136	Conv. Packs (£) Units (£) Albums (£)
32,467	30,685	29,457	28,279	27,148	26,062	25,020	24,019	23,058	22,136	Total (Gross) (£)
4,235	4,002	3,842	3,689	3,541	3,399	3,263	3,133	3,008	2,887	VAT (£)
28,232	26,682	25,615	24,591	23,607	22,663	21,756	20,886	20,050	19,248	Total (Net) (£)
										Cost of Sales
15,723	14,860	14,266	13,695	13,147	12,621	12,116	11,632	11,166	10,720	Conv. Packs (£) Units (£) Albums (£)
15,723	14,860	14,266	13,695	13,147	12,621	12,116	11,632	11,166	10,720	Total COGS (£)
12,509	11,822	11,350	10,896	10,460	10,041	9,640	9,254	8,884	8,529	Gross Profit (£)
										Selling Expenses
56	53	51	49	47	45	44	42	40	38	Cred Card Fees (£)
847	800	768	738	708	680	653	627	602	577	Bad Debts (£)
531	502	482	462	444	426	409	393	377	362	Reply Post (£)
2,042	1,930	1,853	1,779	1,707	1,639	1,574	1,511	1,450	1,392	DP & Fulfil. (£)
3,476	3,285	3,154	3,028	2,907	2,790	2,679	2,572	2,469	2,370	Total Sell. Exp. (£)
9,033	8,537	8,196	7,868	7,553	7,251	6,961	6,682	6,415	6,159	Contr. after S/Exp.
										Marketing Costs (£)
9,033	8,537	8,196	7,868	7,553	7,251	6,961	6,682	6,415	6,159	Net Contrib. (£)
37,993	46,530	54,726	62,593	70,146	77,397	84,358	91,041	97,456	103,614	Cum Contrib. (£)

2.11.05
 Conversion
 to 12/11/05

	Total Year 3	1986 May	1986 June	1986 July	1986 Aug	1986 Sept	1986 Oct	1986 Nov	1986 Dec	1987 Jan
nses ers		2,673	2,566	2,463	2,365	2,270	2,179	2,092	2,009	1,928
ue										
. Packs (€)										
s (€)	224,660	21,250	20,400	19,584	18,801	18,049	17,327	16,634	15,968	15,330
ms (€)										
(Gross) (€)	224,660	21,250	20,400	19,584	18,801	18,049	17,327	16,634	15,968	15,330
(€)	29,304	2,772	2,661	2,554	2,452	2,354	2,260	2,170	2,083	2,000
(Net) (€)	195,357	18,478	17,739	17,030	16,349	15,695	15,067	14,464	13,886	13,330
of Sales										
. Packs (€)										
s (€)	108,798	10,291	9,879	9,484	9,105	8,741	8,391	8,055	7,733	7,424
ms (€)										
COGS (€)	108,798	10,291	9,879	9,484	9,105	8,741	8,391	8,055	7,733	7,424
Profit (€)	86,559	8,187	7,860	7,546	7,244	6,954	6,676	6,409	6,152	5,906
ing Expenses										
Card Fees (€)	391	37	35	34	33	31	30	29	28	27
bits (€)	5,861	554	532	511	490	471	452	434	417	400
Post (€)	3,674	347	334	320	307	295	283	272	261	251
Fulfil. (€)	14,130	1,336	1,283	1,232	1,182	1,135	1,090	1,046	1,004	964
Sell. Exp. (€)	24,055	2,275	2,184	2,097	2,013	1,933	1,855	1,781	1,710	1,641
after S/Exp.	62,504	5,912	5,676	5,449	5,231	5,021	4,821	4,628	4,443	4,265
ing Costs (€)										
Contrib. (€)	62,504	5,912	5,676	5,449	5,231	5,021	4,821	4,628	4,443	4,265
Contrib. (€)	166,119	109,526	115,202	120,651	125,882	130,903	135,724	140,352	144,794	149,059

1987 Feb	1987 Mar	1987 Apr	1987 May	1987 June
1,851	1,777	1,706	1,214	1,165
14,717	14,128	13,563	9,648	9,262
14,717	14,128	13,563	9,648	9,262
1,920	1,843	1,769	1,258	1,208
12,797	12,285	11,794	8,390	8,054
7,127	6,842	6,568	4,672	4,485
7,127	6,842	6,568	4,672	4,485
5,670	5,443	5,226	3,717	3,569
26	25	24	17	16
384	369	354	252	242
241	231	222	158	151
926	889	853	607	583
1,576	1,513	1,452	1,033	992
4,094	3,931	3,773	2,684	2,577
4,094	3,931	3,773	2,684	2,577
153,154	157,084	160,858	163,542	166,119