

1985 FAR EAST REGION   
PRELIMINARY MARKETING PLAN

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No. 620-20 Konyne 500 i/u Sales History and Budget

	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984E</u>	<u>1985B</u>
\$ Sales	30,000	40,000	58,000	78,874	76,000	90,000
Units	655	769	1,100	1,500	1,800	2,000
ASP	46.57	52.13	52.19	52.55	42.50	45.00

No. 650-20 Koate 250 i/u Sales History and Budget

	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984E</u>	<u>1985B</u>
\$ Sales	193,000	293,000	315,017	289,000	373,000	447,000
Units	7,100	12,500	13,800	11,600	16,000	19,000
ASP	27.25	23.42	22.83	24.97	23.30	23.50

Koate Sales to New Zealand over the period 1980-84 have completely diminished, thus taking some luster from the above growth figures:

New Zealand Koate Sales

<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984E</u>	<u>1985B</u>
\$74,000	\$62,000	\$25,000	\$8,000	0	0

In New Zealand, Cutter products were largely displaced by new concentrates made in Auckland and products supplied on a reciprocal agreement with Commonwealth Serum Laboratories. What Koate business Cutter had left in New Zealand as of 1982 was terminated when AIDS became an issue there.

AIDS has not become a major issue in Asia. Perhaps it is because the region has so many other health hazards