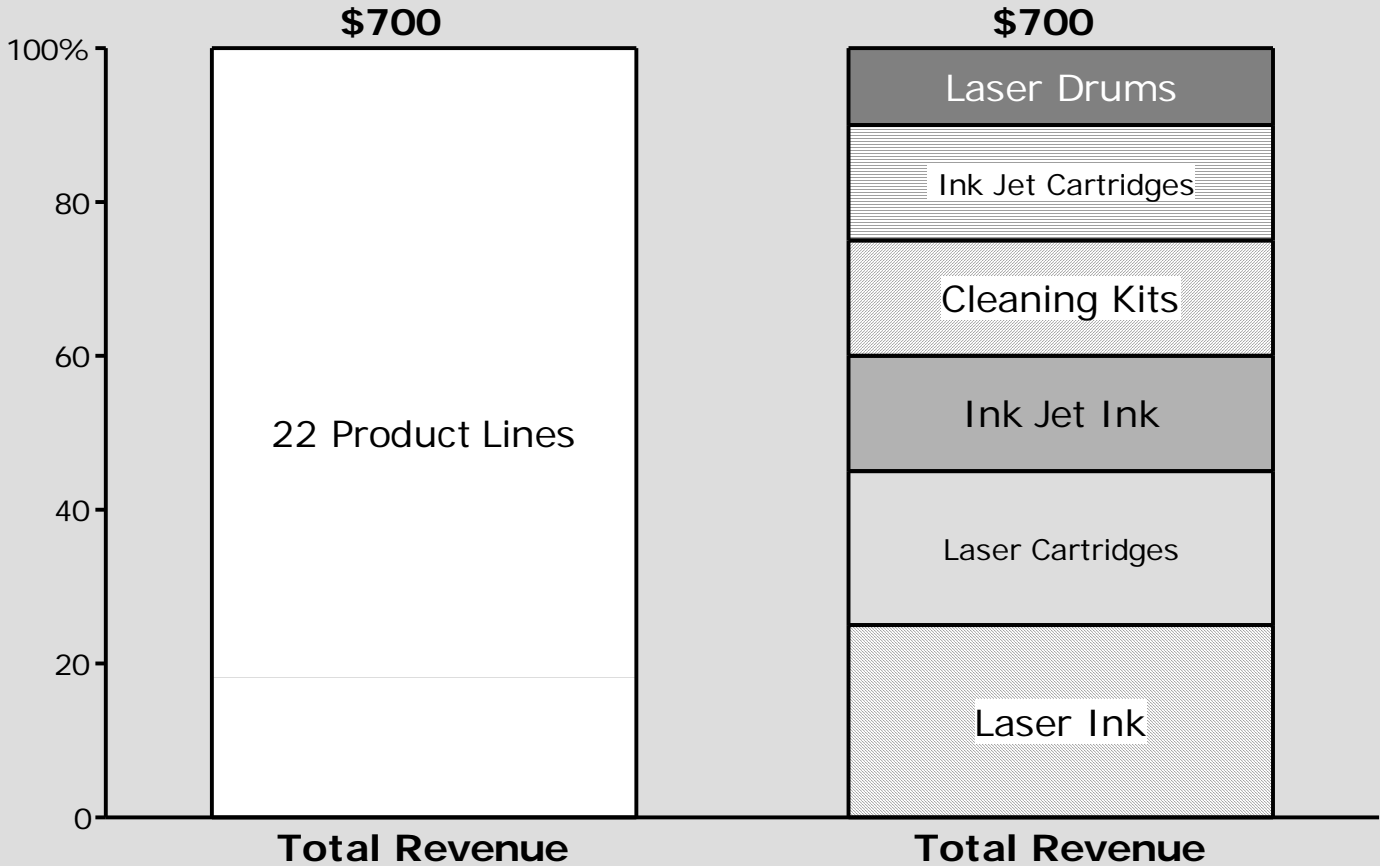


HANDOUT A

Revenue by Percent (millions of USD)



Think Ink
Crack the Case Tools & Resources

More tools and resources are at www.mbacase.com. Copyright © Turtle Hare Media



HANDOUT B

Think Ink

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Before Profit Drop

Category	Percent	Revenue	Units	Price Per Package	Unit Profit Margin	Profit Dollars
Laser Ink	25%	\$ 175,000,000	87500	\$ 2,000	45%	\$ 78,750,000.00
Ink Jet Ink	15%	\$ 105,000,000	700000	\$ 150	25%	\$ 26,250,000
Cleaning Kits	15%	\$ 105,000,000	350000	\$ 300	15%	\$ 15,750,000
Laser Drums	10%	\$ 70,000,000	933333	\$ 75	30%	\$ 21,000,000
Ink Jet Cartridges	15%	\$ 105,000,000	140000	\$ 750	45%	\$ 47,250,000
Laser Cartridges	20%	\$ 140,000,000	400000	\$ 350	15%	\$ 21,000,000
Total (in millions)	100%	\$ 700,000,000				\$ 210,000,000

After Profit Drop

Category	Percent	Revenue	Units	Price Per Package	Unit Profit Margin	Profit Dollars
Laser Ink	9%	\$ 46,400,000	23200	\$ 2,000	45%	\$ 20,880,000.00
Ink Jet Ink	19%	\$ 94,948,050	632987	\$ 150	25%	\$ 23,737,012.50
Cleaning Kits	21%	\$ 102,900,000	343000	\$ 300	10%	\$ 10,290,000.00
Laser Drums	10%	\$ 51,682,350	689098	\$ 75	30%	\$ 15,504,705.00
Ink Jet Cartridges	20%	\$ 101,115,000	134820	\$ 750	45%	\$ 45,501,750.00
Laser Cartridges	21%	\$ 104,567,750	298765	\$ 350	10%	\$ 10,456,775.00
Total (in millions)	100%	\$ 501,613,150.00				\$ 126,370,242.50