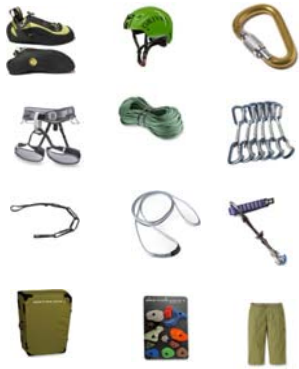


## New Product Line



# Climb Max

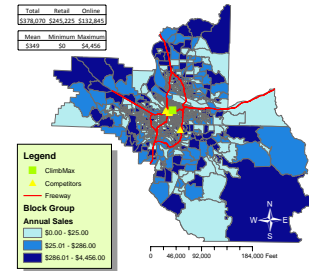


## Marketing New Products

Climb Max is a retail store focused on selling rock climbing and mountaineering equipment to the climbing community. Recently, Climb Max has developed their own product line and now need to market these new products to their market segments. Climb Max has allocated \$7500 to for the promotion and would like to reach the customers who have frequented their store the most and have spend the most money.

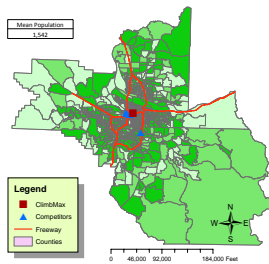
## Annual Sales

Total	Retail	Online
\$179,676	\$245,221	\$112,845
Mean	Minimum	Maximum
1149	0	54,509

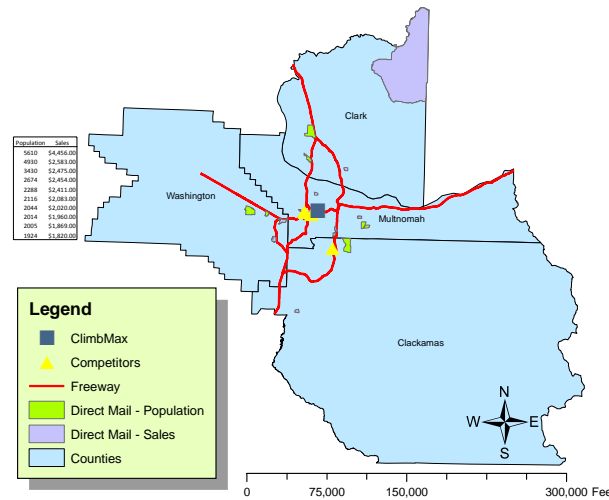


Total	Direct Mail	Internet	Trade Show
\$7,500	\$4,670	\$2,240	\$500

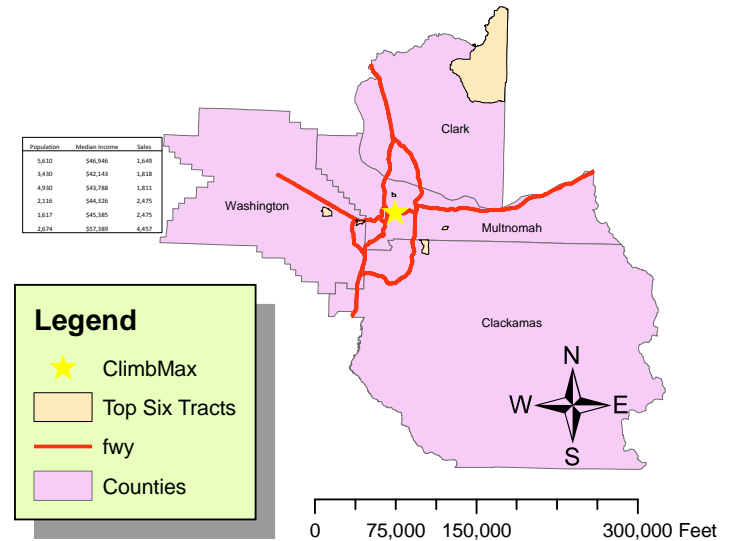
## Population 2000



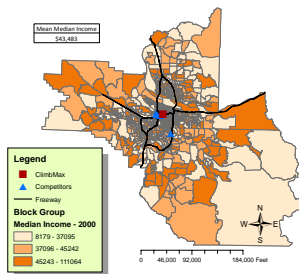
## Direct Mail Campaign



## Sales/Population Top 6



## Median Income 2000



The direct mail campaign has been determined by selecting the tracts with a median income of \$40,000 and sales higher than \$1,200. There were 42 tracts after this selection. The top 10 tracts selected have the highest annual sales. Allocations of \$4,670 will be contributed to the direct mail campaign.

The trade show will cost \$500 and the tracts were narrowed down by creating a union between the top 3 population tracts and top three sales tracts. The store is centrally located between most of the tracts and it was decided that this is the location for the trade show.