

APPENDIX 1: PROJECTED SALES IN 2001 FOR MALT-BASED BEVERAGE

| | 200g | | 700g | | 1.5kg | | |
|-------------------------|-----------|-------|-----------|-------|-----------|--------------|--|
| | Amount | % | Amount | % | Amount | % | |
| Sales volumes in unit | 600,000 | | 300,000 | | 180,000 | | |
| Gross Selling Price | 2,520,000 | 105.9 | 3,885,000 | 105.7 | 4,266,000 | 105.8 | |
| Net Selling Price | 2,378,880 | 100.0 | 3,675,000 | 100.0 | 4,032,000 | 100.0 | |
| Marginal Contribution | 997,565 | 41.9 | 1,563,000 | 42.5 | 1,659,600 | 41.2 | |
| Product Contribution | 703,565 | 29.6 | 1,101,000 | 30.0 | 1,148,400 | 28.5 | |
| Operating Profit/(Loss) | 565,565 | 23.8 | 898,875 | 24.5 | 962,928 | 23.9 | |
| Grand Total in Industry | | | | | | RM 2,427,368 | |

Source: Simulated Volumes Based on Table 6.2