

<b>DIRECT MARKETING: MARGIN ANALYSIS</b>						
					<b>Percent sold</b>	<b>Number of prospects</b>
					1.00%	5000
					Start Simulation	
					<b>Cummulative Values for the p</b>	
					Cummulative contacts	
					Cummulative sales	
					Cummulative revenue	
					Cummulative Margin	
	1/2/93	8/2/93	15/2/93	22/2/93	1/3/93	8/3/93
Cummulative Margi	Err:520	Err:508	Err:508	#NAME?	#NAME?	#NAME?

<b>Percent contacted</b>						
7.00%						
<b>eriod</b>						
Err:520						
#NAME?						
#NAME?						
Err:508						
15/3/93	22/3/93	29/3/93	5/4/93	12/4/93	19/4/93	26/4/93
#NAME?	#NAME?	#NAME?	Err:520	Err:520	Err:520	Err:520

