

OK, let's move on to our strategy for next year and the next five years. Now, as you saw earlier, sales for the A1456 have been falling for some time. Last year we cleared only just over 250,000 units. We expect sales will be roughly the same next year. Although we will be starting a wide promotion campaign in March. So, if that campaign is successful, then sales could reach 300,000. Still, at this point, I prefer not to set targets higher than this year's figures.

Now, we come to the B2456. We don't expect sales will be quite as high as last year, as we're not planning to push this product this year. I'd say, well well my prediction is that we should hit 450,000 during the first quarter. Now, this may be a little optimistic for an old product, but I think we should be able to make it.

And we're also pretty sure that we'll start getting some good results for the C3456, because just recently, the northeast region sales team has managed to pick up a large order on that particular item. And they do expect that sales will start to recover and even maybe go as high as 650,000 next year. However, I've set the target, er, slightly lower, at 600,000.

Now, let's look at our medium term plans. Next year we intend to start marketing our new brand, the D4456, and we're sure that sales are going to take off very quickly. Actually, we estimate that the first year's sales figures are 200,000, and we hope that within three years, the D4456 will replace the A1456. So, if everything stays on schedule, we intend to stop production on the A1456 within five years.

Now finally, the R&D folks are working on a new medium range product, and they hope to have this ready in a couple of years, so with luck, we could be launching it within three or four years.