

# \$PHULFDQ 0DUNHWLQJ \$VVRF &ROOHJLDWH &DVH &RPSHW

20VRQ .HQVLQJWHQ 0HPDUL +DPLG 0.7

7KH \$PHULFDQ 0DUNHWLQJ \$VVRFLDWLRQ ,QWHUQDWLR  
GXUDWLRQ RI WLPH IURP 6HSWHPEHU WR 'HFHPEHU RI  
&RWWRQ ,QFRUSRUDWHG DV D FOLHQW DQG GHGLFDWHG HI  
&RWWRQ ,QF DFKLHYH LWV RYHUDOO REMHFWLYHV WR LQF  
SUHIHUHG ILEHU DQG D LQFUHDVH LQ ODEHO FKHFNLQ  
FRWWRQ LV KLJKHU WKDQ ZKDW LV EHLQJ SURGXFHG ULJKV  
OHDGLQJ FRXQWU\ LQ WKH SURGXFWLRQ RI FRWWRQ LQ  
FRQFHUQ 7KH FXUUHQW WDUJHW PDUNHW IRU FRQVXPHU P  
\HDUV ROG 7KH 6HDO RI &RWWRQ WUDGHPDUN DQG 7KH  
WDJOLQH KDYH EHHQ LQVWUXPHQWDO WR WKH VXFFHVV RI  
\HDUV 7KLV FDVH VWXG\ IRFXVHG RQ WKH PDUNHWLQJ DVS  
0DUNHWLQJ 'LYLVLQJ ZKR VH UHVSQVLELOLW\ LV WR SRVL  
FRQVXPHUV SULPDULO\ LQ WKH 8QLWHG 6WDWHV

5HOHYDQW LQIRUPDWLRQ DQG VHFRQGDU\ UHVHDFK G  
WKURXJK 8QLYHUVLW\ RI 7DPSD\ V RQOLQH OLEUDU\ (6HDU  
DQDO\JHG DQG VXPPDULJHG LQWR NH\ OHDUQLQJV ZKLFK OH  
)XUWKHUPRUH WKH LQVLJKWV ZHUH XVHG WR FROOHFW SU  
VXUYH\ 7KRVH ILQGLQJV DQG LQVLJKWV ZHUH WUDQVIHU  
WKHUH WR WKH &UHDWLYH 7HDP UHVSHFWIXOO\ \$Q RYHUY  
FRQFOXGHG XQWUJHU JHQHUDWLRQV EHKDYLRU GRHV QRW PD  
FRQFHUQWRU\ LQWUJHU SURGXFWV VDWLVI\ ERWK HQYLURC  
PRUH WKDQ HQYLURQPHQWDO DORQH

ILEHU DJDLQVW D SULPDU\ WDUJHW PDUNHW  
ZLOO EH VRPH VSLOORYHU WR DQG \HDU  
DZDUHQHV ZLOO OHDG WR ODEHO FKHFNLQJ  
VXJJHVW WKDW WKH FRWWRQ LQGXFVWU\ LV  
ZHOO NQRZQ IDEULF 5LVLQJ FRQVXPSWLRQ  
EOHQGV ZLWK RWKHU ILEHUV ZLOO UHSODFH