

OWL

Send to
Purchasing

Parliament DM Offer - Spring 2000

Bid Forecast 12/17/99

Schedule to drop Jun-00
Schedule to end 9/3/00

Item Offer A dessert set that consist of a dessert serving plate, 4 cups/sauces, 4 dessert plates

Possible Upcs costs 135
140

IPO 1.0?
Eligible Rate 50%

| | | | Total | Eligible | Ineligible | 100% | 75% | 50% |
|--------------------|---------|-------|------------|----------|------------|-------|-------|-------|
| | | | Responders | Resp | Resp | | | |
| Offensive | 98,000 | 1.15% | 1,104 | 552 | 552 | 1,104 | 966 | 828 |
| Defensive | 87,000 | 9.28% | 4,598 | 2,349 | 2,349 | 4,398 | 4,111 | 3,524 |
| Program Responders | 185,000 | 3.14% | 5,802 | 2,901 | 2,901 | 5,802 | 5,477 | 4,352 |

Defensive response rate is based on an average response rate to Parl Entertainment (2175) set and Parl Beverage set (2183)
Offensive response rate is based on the average response to Parl Beach Bag (2160) and Parl Watch (2181)
Eligible rate is based on the Fall OPB programs

base on owl only continuity
- do all defensive last 3 for owls &
use windbreaker

2080913290

Desert set - forecast : BID