

GROWING YOUR OWN BUSINESS: A WORKBOOK

EXERCISE 3.49

LAST YEAR'S PROMOTIONAL SPEND

| | Awareness | Image | Information | Sales | Total | Sales Results |
|----------------------------|-----------|-------|-------------|-------|-------|---------------|
| | €/£ | €/£ | €/£ | €/£ | €/£ | €/£ |
| Advertising | | | | | | |
| Public relations | | | | | | |
| Trade shows | | | | | | |
| Direct mail | | | | | | |
| Internet | | | | | | |
| Personal selling | | | | | | |
| Other | | | | | | |
| Total | | | | | | |
| % of Total Promotion Spend | | | | | 100 | |