



Proforma Statement

	Titles				
	TOTAL	Marketing <small>(including Vice President Marketing, Brand Manager, Product Manager, Group Manager, Category Manager & other marketing personnel)</small>	Packaging Design <small>(including Design VP/ Manager/Director, Package Designer, Creative Director, Graphic Designer)</small>	Product Development <small>(including New Product Director, Research & Development Manager/Director/Group Leader, Scientist, Chemist, Research Technician, Food Technician, QA/QC Manager)</small>	Management <small>(including President, Vice President, Owner, COO, CEO, CFO, General Manager)</small>
Food/Beverage	11,401	4,250	650	1,324	5,177
Cosmetic/Personal Care/HBA	4,484	931	307	619	2,627
Pharmaceutical/Vitamins/Nutraceutical	4,012	905	382	1,220	1,505
Hard Goods (including electronic, computers,DVD, toys/games, tools, computer hardware/software, small appliances, recording/recorded media)	2,867	2,274	158	113	322
General Merchandise (including film, batteries, housewares, appliances, kitchen gadgets, motor vehicle care & accessories, school/office supplies, lawn care, seasonal items, baby needs)	1,108	428	172	125	383
Retail Trade (including headquarters of grocery/drug/mass merchandiser, c-store)	1,711	447	81	67	1,116
Grocery - Non Food/Bev (including detergents,disposable diapers, household supplies, laundry supplies, paper products, pet care, tobacco & accessories)	1,424	369	131	104	820
Business Services (including design/research/consulting firms, contract packagers, design schools, brand consultancy, packaging design firms)	2,837	852	518	213	1,254
Other	156	68	9	28	51
TOTAL	30,000	10,524	2,408	3,813	13,255

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