

1985 FAR EAST REGION   
PRELIMINARY MARKETING PLAN

CONTENTS	PAGE NO.
OVERVIEW AND OUTLOOK.....	1
 <b>BUDGET NARRATIVE</b>	
1984 ASSUMPTIONS AND OBJECTIVES - STATUS.....	7
1985 ASSUMPTIONS AND OBJECTIVES.....	11
 <b>PRODUCT DATA, INFORMATION AND PLANS</b>	
1984E SALES/GROSS PROFIT - PLASMA PRODUCTS.....	17
1985B SALES/GROSS PROFIT - PLASMA PRODUCTS.....	18
1985B PLASMA PRODUCTS PIE CHART.....	19
PLASBUMIN & PLASMANATE.....	20
KOATE & KONYNE.....	25
IGIV.....	31
IMMUNE GLOBULINS SALES PIE CHART.....	34
HYPRHO-D.....	35
GAMASTAN.....	36
HYPERAB.....	38
HYPERHEP.....	39
HYPER-TET.....	42
BULK PRODUCTS.....	46
DISPOSABLE I.V. THERAPY PRODUCTS.....	47
 <b>COUNTRY DATA, INFORMATION AND PLANS</b>	
SALES BY COUNTRY 1977-1985.....	52
HONG KONG.....	53
TAIWAN.....	60
INDONESIA.....	66
SINGAPORE, MALAYSIA & BRUNEI.....	71
PHILIPPINES.....	75
KOREA.....	80
PAKISTAN.....	84
OTHER COUNTRIES.....	86
 SPECIFIC PLANS OF ACTION FOR 1985.....	 89

Rationale of the 1985 Far East Budget

The 1985 Budget was compiled with these considerations in mind:

1. We expect there will be a shortage of Cutter fraction V products during 1985 and domestic prices will continue to rise.
2. Cutter has excess ISG available and we need to sell it, even if it appears on paper that profits on those sales are low.
3. We expect Cutter will have excess Koate in 1985 and we will need to sell as much of it as possible, even at marginal prices, to share costs of producing PPF and albumin.
4. It will be difficult to raise prices in 1985 due to lower-priced competition from European fractionators.
5. Asia's emerging markets for HBIG constitute a major opportunity for Cutter in 1985.