



Date May, 1985
To M. Costi
From B. Dyos/L. Frith
Subject Key Indicator Report - Cutter U.K. - April, 1985.

Copy to W. Ewald
S.R. Hollis
O.S. Vassib
J. Wood

Key Indicator Explanations

a) Net Sales

	Budget £000's	Actual £000's	Variance %
April	132	85	-36
Y.T.D.	510	831	+63

Blood Bags

	Budget £000's	Actual £000's	Variance %
April	64	39	-39
Y.T.D.	260	254	-2

The response to blood bag tenders was disappointing. Travenol's aggressive pricing stance was a major contributory factor. However, the Travenol monopoly in the U.K. is not liked in all Blood Transfusion Service Centres and this may be useful knowledge for the future. Blood bag Y.T.D. figures have still reached budget for the year.

Biologicals

	Budget £000's	Month Actual £000's	Variance %	Budget £000's	Y.T.D. Actual £000's	Variance %
Koate HT(less Koate return)	64	43	-33	236	531	+125
Gamimune	3	1	-66	13	3	-77
Konyne HT	-	2	-	-	43	-
Total	67	46	-32	250	577	+130
Koate HT a.s.p.		12p			11.4p	
Konyne HT a.s.p.		14p			10.5p	

Cont/...



a) Net Sales (cont.)

Koate HT

Sales have been lost this month purely because there is insufficient stock available from the U.S. to meet our needs. We have lost approximately 1.2 million I.U. (£157,000) sales this month. We have lost one major Centre totally (Cardiff - Professor Bloom). The other Centres are being supplied by a strict allocation system from the limited stock we hold. We have been able to successfully keep hold of our customer base. However, the Y.T.D. figures against budget look very good and have carried April through a poor month.

b) Gross Profit Y.T.D.

	Budget		Actual	
	£000's	% Margin	£000's	% Margin
Blood Bags	24	9	1	-
Biologicals	73	29	154	26

c) Marketing Expenses

	Budget		Actual	
	£000's	% Margin	£000's	% Margin
April	11	16	6	13
Y.T.D.	39	15	24	4

d) Divisional Margin

	Budget		Actual	
	£000's	% Margin	£000's	% Margin
April	4	7	18	40
Y.T.D.	13	5	123	21

COMMENTS

Koate HT Stock Situation

At the end of March and the beginning of April, we received from the U.S. approximately 700,000 I.U. of Factor VIII; we held in stock only 1820 I.U. We were totally ill-equipped to meet our average monthly offtake requirements of approximately 1.6 million I.U.

At the end of the month we received approximately 1.8 million units. This will be our stock until mid June. It will not be until the end of July that we have all potencies available in reasonable quantities.

Koate Ultra-filtered Inventory

Another lot of this material has been returned to the U.S..
The credit for this material is approximately \$102,000.

The small short dated batch mentioned last month has now
been sold and several other contacts have shown an interest
in other batches and the material has been offered for sale.

Gamimune

1000 vials of Gamimune was shipped to the U.K. without my
request. Gamimune sales have been very disappointing. Sandoz
have spent many thousands of pounds on promotion and meetings.

Cutter have decided it is time not just to compete but to
fight for a share of the IGIV market. A discount structure
has been introduced and there will be increased activity with
the customer base we have set up over the past few months.
It is about time hard work showed results.