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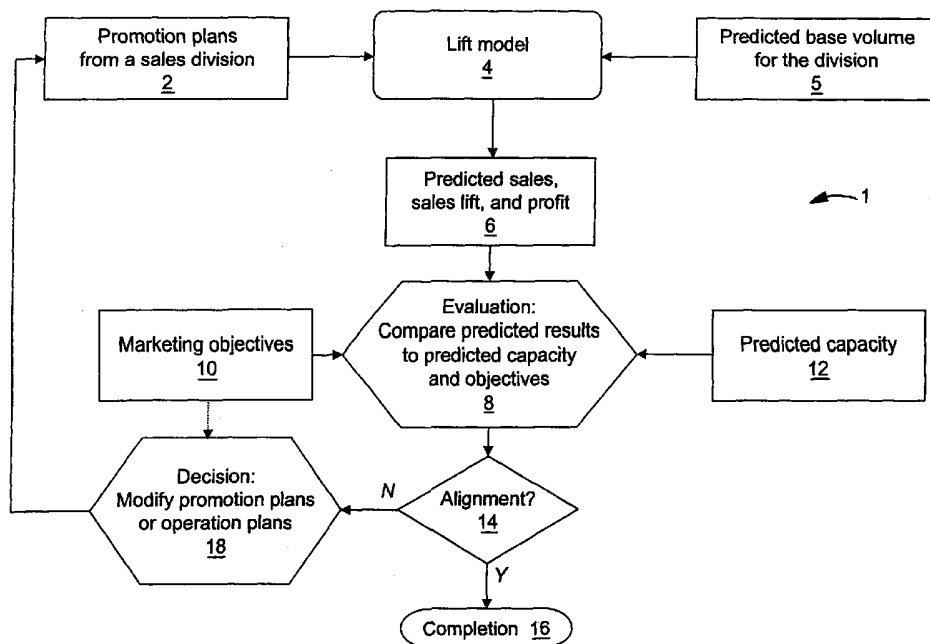
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[Continued on next page]

(54) Title: BUSINESS PLANNER



(57) Abstract: A system and method for predicting the profit attribute to a proposed sales promotion and to select one optimal, most profitable promotion from a plurality of sales promotions (46) by using point-of-sale information (76) in a lift model (4) net of associated cost factors (58).

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A. CLASSIFICATION OF SUBJECT MATTER
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 US CL : 705/8; 295/308
 According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED
 Minimum documentation searched (classification system followed by classification symbols)
 U.S. : 5,615,109, 6,151,582

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 East, Internet, Dialog

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 5,615,109 A (EDER) 25 March, 1997, see entire document.	25-34
X	US 6,151,582 A (HUANG et al) 21 November 2000, see entire document.	1 - 13 and 20 - 24

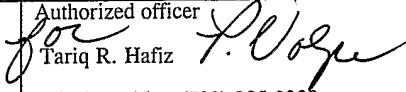
Further documents are listed in the continuation of Box C. See patent family annex.

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"A"	document defining the general state of the art which is not considered to be of particular relevance	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"E"	earlier application or patent published on or after the international filing date	"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
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"O"	document referring to an oral disclosure, use, exhibition or other means	
"P"	document published prior to the international filing date but later than the priority date claimed	"&" document member of the same patent family

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INTERNATIONAL SEARCH REPORT

PCT/US02/38392

US 5,615,109 A (Eder) 25 March 1994

Predicting the profitability of a population is taught in column 5

Data analysis is taught in column 28

Providing historical data for analysis is taught in column 45

estimating shipments from vendors is taught in column 51

Proposing a price increase is taught in column 2

US 6,151,582 A (Huang et al) 21 November 2000

Determining sales during a promotional period is taught in column 54

Applying regression analysis, time series analysis and Kalman filtering is taught in columns 56 and 60