All new iPod

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The front picture of the iPod
The top and bottom pictures of the iPod

Interesting features of iPod

- Holds more music
  - Available in 10GB, 20GB, 40GB models
  - Hold over 10,000 songs (40GB model)
- Easy to use
  - The touch wheel is easy to use
  - 2-inch Backlit LCD let users find music fast
- Superfast music transfer
  - Uses Firewire or USB 2.0

iPod Specifications

<table>
<thead>
<tr>
<th>Model</th>
<th>M8976</th>
<th>M8946</th>
<th>M8948</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storage</td>
<td>10GB</td>
<td>20GB</td>
<td>40GB</td>
</tr>
<tr>
<td>Battery life</td>
<td>8 hours</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Display</td>
<td>2-inch LCD with LED backlight</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Size</td>
<td>4.1 x 2.4 x 0.62 inches</td>
<td>4.1 x 2.4 x 0.73</td>
<td></td>
</tr>
<tr>
<td>Weight</td>
<td>5.6 ounces</td>
<td>6.2 ounce</td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>$299.00</td>
<td>$399.00</td>
<td>$499.00</td>
</tr>
</tbody>
</table>

Potential buyers / users

- Students
- Currently using other types of portable audio devices
- Who listen to music a lot

**Product Distribution Plan**

- **New York** East coast distribution center distribute to local retailers (Best Buy) distribute to other cities.
- **LA** West coast distribution center distribute to local retailers (Circuit City) distribute to other cities.
- **Chicago** Middle East distribution center distribute to local retailers (The WIZE) distribute to other cities.
- **Boston** Washington, DC, Philadelphia.
- **San Francisco** Seattle, San Diego.
- **Dallas** Austin, Detroit.

**Estimated Profits**

<table>
<thead>
<tr>
<th>Year</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profits</td>
<td>$120,000</td>
<td>$165,000</td>
<td>$202,000</td>
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</table>

*(In thousands)*

**Conclusions**

- All new iPod is one of the best MP3 player in the current market.
- It has great design, enough storage space, and fast transfer speed.
- It will be one of the leading product in portable MP3 player market.