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# The 2005 Slovakia Economic and Product Market Databook



by

**Philip M. Parker, Ph.d.**

Eli Lilly Chaired Professor of Business, Innovation and Society  
INSEAD (Singapore, and Fontainebleau, France)

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## About the Author

Dr. Philip M. Parker is the Eli Lilly Chaired Professor of Innovation, Business and Society at INSEAD where he has taught courses on global competitive strategy since 1988. He has also taught courses at MIT, Stanford University, Harvard University, UCLA, UCSD, and the Hong Kong University of Science and Technology. Professor Parker is the author of six books on the economic convergence of nations. These books introduce the notion of “physioeconomics” which foresees a lack of global convergence in economic behaviors due to physiological and physiographic forces. His latest book is *"Physioeconomics: the basis for long-run economic growth"* (MIT Press 2000). He has also published numerous articles in academic journals, including, the *Rand Journal of Economics*, *Marketing Science*, the *Journal of International Business Studies*, *Technological Forecasting and Social Change*, the *International Journal of Forecasting*, the *European Management Journal*, the *European Journal of Operational Research*, the *Journal of Marketing*, the *International Journal of Research in Marketing*, and the *Journal of Marketing Research*. He is also on the editorial boards of several academic journals.

Dr. Parker received his Ph.D. in Business Economics from the Wharton School of the University of Pennsylvania and has Masters degrees in Finance and Banking (University of Aix-Marseille) and Managerial Economics (Wharton). His undergraduate degrees are in mathematics, biology and economics (minor in aeronautical engineering). He has consulted and/or taught courses in Africa, the Middle East, Asia, Latin America, North America and Europe.

## About this Series

This series was created for international firms who rely on foreign markets for a substantial portion of their business or who might be threatened by international competition. The estimates given in this report were created using a methodology developed by and implemented under the direct supervision of Professor Philip M. Parker, the Eli Lilly Chaired Professor of Innovation, Business and Society, at INSEAD. The methodology relies on historical figures across countries. Reported figures should be seen as estimates of past and future levels of latent demand.

## Acknowledgements

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## Table of Contents

<b>1</b>	<b>INTRODUCTION &amp; METHODOLOGY</b>	<b>19</b>
<b>1.1</b>	<b>Overview &amp; Methodology</b>	<b>19</b>
<b>1.2</b>	<b>Market Potential Estimation Methodology</b>	<b>19</b>
1.2.1	Overview	19
1.2.2	What is Latent Demand and the P.I.E.?	19
1.2.3	The Methodology	20
1.2.3.1	Step 1. Product Definition and Data Collection	21
1.2.3.2	Step 2. Filtering and Smoothing	22
1.2.3.3	Step 3. Filling in Missing Values	22
1.2.3.4	Step 4. Varying Parameter, Non-linear Estimation	23
1.2.3.5	Step 5. Fixed-Parameter Linear Estimation	23
1.2.3.6	Step 6. Aggregation and Benchmarking	24
<b>2</b>	<b>SUMMARY RANKINGS</b>	<b>25</b>
<b>3</b>	<b>2-IN-1 HAIR CARE PRODUCTS</b>	<b>38</b>
<b>4</b>	<b>ACTIVITIES RELATED TO CREDIT INTERMEDIATION</b>	<b>38</b>
<b>5</b>	<b>ADULT INCONTINENCE PRODUCTS</b>	<b>39</b>
<b>6</b>	<b>ADVERTISING AGENCIES</b>	<b>39</b>
<b>7</b>	<b>ADVERTISING MATERIAL DISTRIBUTION SERVICES</b>	<b>40</b>
<b>8</b>	<b>AFTER-SUN MOISTURIZERS AND TAN-EXTENDER CREAMS</b>	<b>40</b>
<b>9</b>	<b>AGENCIES, BROKERAGES, AND OTHER INSURANCE-RELATED ACTIVITIES</b>	<b>41</b>
<b>10</b>	<b>AIR FRESHENERS</b>	<b>41</b>
<b>11</b>	<b>ALBUMS AND EPS</b>	<b>42</b>
<b>12</b>	<b>ALCOHOLIC BEVERAGES</b>	<b>42</b>
<b>13</b>	<b>ALCOHOLIC CIDER AND PERRY</b>	<b>43</b>
<b>14</b>	<b>ALCOHOLIC SPIRITS</b>	<b>43</b>
<b>15</b>	<b>ALL-IN-ONE COMPUTER PERIPHERALS</b>	<b>44</b>
<b>16</b>	<b>ANALGESICS</b>	<b>44</b>
<b>17</b>	<b>ANALOG COLOR TELEVISIONS</b>	<b>45</b>
<b>18</b>	<b>ANTIPERSPIRANTS AND DEODORANTS</b>	<b>45</b>
<b>19</b>	<b>ARCHITECTURAL SERVICES</b>	<b>46</b>
<b>20</b>	<b>ART DEALERS</b>	<b>46</b>
<b>21</b>	<b>AUTOMATIC DISHWASHER DETERGENTS</b>	<b>47</b>
<b>22</b>	<b>AUTOMOBILE AND LIGHT DUTY MOTOR VEHICLE MANUFACTURING</b>	<b>47</b>
<b>23</b>	<b>AUTOMOBILE MANUFACTURING</b>	<b>48</b>
<b>24</b>	<b>AUTOMOTIVE BODY, PAINT, INTERIOR, AND GLASS REPAIR</b>	<b>48</b>
<b>25</b>	<b>AUTOMOTIVE DIESEL FUEL</b>	<b>49</b>
<b>26</b>	<b>AUTOMOTIVE MECHANICAL AND ELECTRICAL REPAIR AND MAINTENANCE</b>	<b>49</b>
<b>27</b>	<b>AUTOMOTIVE PARTS AND ACCESSORIES DEALERS</b>	<b>50</b>
<b>28</b>	<b>AUTOMOTIVE PRODUCTS</b>	<b>50</b>

29	AUTOMOTIVE REPAIR AND MAINTENANCE SERVICES	51
30	BABY DIAPERS	51
31	BABY FORMULA	52
32	BAKED GOODS	52
33	BAKERIES	53
34	BAKERY PRODUCTS	53
35	BAR SOAP	54
36	BATH AND SKIN CARE PRODUCTS FOR BABIES AND CHILDREN	54
37	BATH ENHANCERS	55
38	BEER	55
39	BICYCLES	56
40	BLANK AUDIO CASSETTES	56
41	BLANK VIDEO CASSETTES	57
42	BODY CARE PRODUCTS	57
43	BODY WASH AND SHOWER GELS	58
44	BOOK, PERIODICAL, AND MUSIC STORES	58
45	BOOKS	59
46	BOOKSTORES AND STATIONERY STORES	59
47	BOTTLED WATER	60
48	BREAD	60
49	BREAKFAST BAKERY GOODS	61
50	BREAKFAST CEREALS	61
51	BREATH FRESHENING SPRAYS	62
52	BUILDING INSPECTION SERVICES	62
53	BUSINESS SERVICE CENTERS	63
54	BUSINESS SUPPORT SERVICES	63
55	BUTCHER SHOPS	64
56	BUTTER	64
57	CAKES	65
58	CAMCORDERS	65
59	CAMERA AND PHOTOGRAPHIC SUPPLIES STORES	66
60	CAMERAS	66
61	CAMERAS AND FILM	67
62	CANDY	67
63	CANNED BEANS	68
64	CANNED FISH AND SEAFOOD	68
65	CANNED FOOD	69

66	CANNED FRUIT	69
67	CANNED MEAT, MEAT PRODUCTS, AND POULTRY	70
68	CANNED PASTA	70
69	CANNED READY MEALS	71
70	CANNED SOUP	71
71	CANNED TOMATOES	72
72	CANNED VEGETABLES	72
73	CAR AFTERMARKET PRODUCTS	73
74	CARBONATED SOFT DRINKS	73
75	CARPENTRY AND FLOOR CONTRACTORS	74
76	CARPET AND UPHOLSTERY CLEANING SERVICES	74
77	CARPET CLEANING PRODUCTS	75
78	CATALOG AND MAIL ORDER RETAIL SALES	75
79	CELLULAR TELEPHONES	76
80	CEMETERIES AND CREMATORIES	76
81	CERAMIC HOUSEWARES	77
82	CHEESE	77
83	CHEWING AND BUBBLE GUM	78
84	CHILDREN'S AND INFANTS' CLOTHING STORES	78
85	CHILLED FISH AND SEAFOOD PRODUCTS	79
86	CHILLED FOOD	79
87	CHILLED PASTA	80
88	CHILLED READY MEALS	80
89	CHILLED SOUP	81
90	CHILLED, PROCESSED MEATS AND MEAT SUBSTITUTES	81
91	CHINA AND PORCELAIN	82
92	CHLORINE BLEACH CLEANING PRODUCTS	82
93	CHOCOLATE CANDY	83
94	CIGARETTES	83
95	CIGARS	84
96	CITRUS FRUIT	84
97	CLOTHES PRESSING IRONS	85
98	CLOTHING	85
99	CLOTHING ACCESSORIES	86
100	CLOTHING ACCESSORIES STORES	86
101	CLOTHING AND FOOTWEAR	87
102	COFFEE	87



<b>103</b>	<b>COIN-OPERATED LAUNDRIES AND DRY CLEANERS</b>	<b>88</b>
<b>104</b>	<b>COLLECTION AGENCIES</b>	<b>88</b>
<b>105</b>	<b>COLOR TELEVISIONS</b>	<b>89</b>
<b>106</b>	<b>COMPUTER AND ELECTRONICS RETAILERS</b>	<b>89</b>
<b>107</b>	<b>COMPUTER PERIPHERALS</b>	<b>90</b>
<b>108</b>	<b>CONCRETE CONTRACTORS</b>	<b>90</b>
<b>109</b>	<b>CONTACT LENS CLEANSING SOLUTIONS</b>	<b>91</b>
<b>110</b>	<b>CONTACT LENSES</b>	<b>91</b>
<b>111</b>	<b>CONTACT LENSES AND CONTACT LENS CLEANSING SOLUTIONS</b>	<b>92</b>
<b>112</b>	<b>CONVENIENCE STORES</b>	<b>92</b>
<b>113</b>	<b>CONVERTING PAPERBOARD INTO CONTAINERS WITHOUT MANUFACTURING PAPERBOARD</b>	<b>93</b>
<b>114</b>	<b>COOKIES AND CRACKERS</b>	<b>93</b>
<b>115</b>	<b>COPPER, NICKEL, LEAD, AND ZINC MINING</b>	<b>94</b>
<b>116</b>	<b>COSMETICS AND TOILETRIES</b>	<b>94</b>
<b>117</b>	<b>COSMETICS FOR EYES</b>	<b>95</b>
<b>118</b>	<b>COSMETICS, BEAUTY SUPPLIES, AND PERFUME STORES</b>	<b>95</b>
<b>119</b>	<b>COSTUME JEWELRY</b>	<b>96</b>
<b>120</b>	<b>COTTON BALLS AND PADS</b>	<b>96</b>
<b>121</b>	<b>COUGH, COLD, AND ALLERGY REMEDIES</b>	<b>97</b>
<b>122</b>	<b>CREDIT BUREAUS</b>	<b>97</b>
<b>123</b>	<b>CUTLERY AND SERVING UTENSILS</b>	<b>98</b>
<b>124</b>	<b>DAIRY AND SOY PRODUCTS</b>	<b>98</b>
<b>125</b>	<b>DAIRY CREAM</b>	<b>99</b>
<b>126</b>	<b>DAIRY-BASED AND SOY-BASED DESSERTS</b>	<b>99</b>
<b>127</b>	<b>DEHYDRATED DESSERT MIXES</b>	<b>100</b>
<b>128</b>	<b>DEHYDRATED SOUP</b>	<b>100</b>
<b>129</b>	<b>DENTAL FLOSS</b>	<b>101</b>
<b>130</b>	<b>DENTURE FIXATIVES AND CLEANSERS</b>	<b>101</b>
<b>131</b>	<b>DEPARTMENT STORES</b>	<b>102</b>
<b>132</b>	<b>DEPOSITORY CREDIT INTERMEDIATION</b>	<b>102</b>
<b>133</b>	<b>DESIGNER BATH AND SHOWER PRODUCTS</b>	<b>103</b>
<b>134</b>	<b>DESKTOP PERSONAL COMPUTERS</b>	<b>103</b>
<b>135</b>	<b>DETERGENTS</b>	<b>104</b>
<b>136</b>	<b>DIAPER SERVICE</b>	<b>104</b>
<b>137</b>	<b>DIGESTION AIDS</b>	<b>105</b>
<b>138</b>	<b>DIGITAL CAMERAS</b>	<b>105</b>
<b>139</b>	<b>DIGITAL COLOR TELEVISIONS</b>	<b>106</b>

140	DIRECT MAIL ADVERTISING	106
141	DIRECT SELLING ESTABLISHMENTS	107
142	DISCOUNT STORES	107
143	DISCOUNT SUPERSTORES	108
144	DISHWASHER ADDITIVES	108
145	DISHWASHERS	109
146	DISHWASHING LIQUID AND SCOURING AIDS	109
147	DISHWASHING PRODUCTS	110
148	DOG FOOD AND CAT FOOD	110
149	DRAFTING SERVICES	111
150	DRIED FOOD	111
151	DRIED PASTA	112
152	DRIED READY MEALS	112
153	DRIED, SALTED, AND SMOKED FISH	113
154	DRINK CONCENTRATES	113
155	DRUG STORES AND PHARMACIES	114
156	DRY CLEANING AND LAUNDRY SERVICES EXCLUDING COIN-OPERATED SERVICES	114
157	DVD PLAYERS	115
158	ELECTRIC BULK POWER TRANSMISSION AND CONTROL	115
159	ELECTRIC POWER GENERATION	116
160	ELECTRICAL CONTRACTORS	116
161	ELECTRONIC AND PRECISION EQUIPMENT REPAIR AND MAINTENANCE	117
162	ENGINEERING SERVICES	117
163	ENVIRONMENTAL CONSULTING SERVICES	118
164	ETHNIC HAIR CARE PRODUCTS	118
165	EXERCISE EQUIPMENT AND PERSONAL CARE APPLIANCES	119
166	EXTERMINATING AND PEST CONTROL SERVICES	119
167	FABRIC SOFTENERS	120
168	FACIAL CLEANSERS AND MOISTURIZERS	120
169	FACIAL COSMETICS	121
170	FAMILY CLOTHING STORES	121
171	FEMININE SANITARY PROTECTION	122
172	FILM CAMERAS	122
173	FISH AND SHELLFISH	123
174	FISH MARKETS	123
175	FIXED-LINE TELEPHONE EQUIPMENT	124
176	FLAVORED ALCOHOLIC BEVERAGES	124

177	FLOOR COVERING RETAILERS	125
178	FLOOR COVERINGS	125
179	FLOOR POLISH	126
180	FOOD PROCESSORS AND PREPARATION APPLIANCES	126
181	FOOD SPECIALTY RETAILERS	127
182	FOOTWEAR	127
183	FOOTWEAR AND LEATHER GOODS REPAIR	128
184	FOSSIL FUEL POWERED ELECTRIC POWER GENERATION	128
185	FRAGRANCES	129
186	FRESH BEEF AND VEAL	129
187	FRESH EGGS	130
188	FRESH FRUIT	130
189	FRESH LAMB, MUTTON, AND GOAT MEAT	131
190	FRESH PORK	131
191	FRESH POTATOES	132
192	FRESH POULTRY	132
193	FRESH PRODUCE	133
194	FRESH TOMATOES	133
195	FRESH VEGETABLES	134
196	FRESH, CHILLED, AND FROZEN FISH	134
197	FROZEN BAKERY GOODS	135
198	FROZEN DESSERTS	135
199	FROZEN FOODS	136
200	FROZEN POTATOES	136
201	FROZEN READY MEALS	137
202	FROZEN, PROCESSED FISH AND SEAFOOD	137
203	FRUIT AND VEGETABLE JUICES	138
204	FRUIT JAMS, JELLIES, AND PRESERVES	138
205	FUNERAL HOMES AND FUNERAL SERVICES	139
206	FURNITURE	139
207	FURNITURE AND HOME FURNISHINGS RETAILERS	140
208	FURNITURE POLISH	140
209	GARDENING SUPPLIES, OUTDOOR FURNITURE, AND PLANTS	141
210	GASOLINE	141
211	GASOLINE STATIONS WITH CONVENIENCE STORES	142
212	GENERAL FREIGHT TRUCKING	142
213	GEOPHYSICAL SURVEYING AND MAPPING SERVICES	143

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214	GIFT, NOVELTY, AND SOUVENIR STORES	143
215	GLASSWARE AND CRYSTALWARE	144
216	GOLD ORE AND SILVER ORE MINING	144
217	GRANOLA BARS AND BREAKFAST CEREAL BARS	145
218	GRAPHIC DESIGN SERVICES	145
219	GREEN VEGETABLES	146
220	GROCERY DISCOUNTERS	146
221	HAIR CARE APPLIANCES	147
222	HAIR CONDITIONERS	147
223	HAIR STYLING PRODUCTS	148
224	HAIR TINTING AND COLORING PRODUCTS	148
225	HAIR, NAIL, AND SKIN CARE SERVICES	149
226	HAND LOTION	149
227	HANDHELD COMPUTERS AND PDAS	150
228	HARDWARE STORES	150
229	HEATING AND COOLING APPLIANCES	151
230	HEAVY-DUTY TRUCK MANUFACTURING	151
231	HIGHWAY, STREET, BRIDGE, AND TUNNEL CONSTRUCTION	152
232	HOBBY, TOY, AND GAME STORES	152
233	HOME CENTERS	153
234	HOME IMPROVEMENT RETAILERS	153
235	HOME LAUNDRY APPLIANCES	154
236	HOME PERMANENTS AND RELAXERS FOR HAIR	154
237	HOME SATELLITE SYSTEMS	155
238	HONEY	155
239	HOT DRINKS	156
240	HOUSEHOLD AUDIO	156
241	HOUSEHOLD AUDIO SEPARATES	157
242	HOUSEHOLD CLEANING SUPPLIES	157
243	HOUSEHOLD STEREO SYSTEMS	158
244	HOUSEHOLD TEXTILES AND SOFT FURNISHINGS	158
245	ICE CREAM	159
246	IN-CAR ENTERTAINMENT AFTERMARKET	159
247	INDEPENDENT GROCERS	160
248	INDUSTRIAL DESIGN SERVICES	160
249	INSECTICIDES	161
250	INSTANT NOODLES	161

251	INSTANT SOUP	162
252	INSURANCE AGENCIES AND BROKERAGES	162
253	INSURANCE CARRIERS	163
254	INTERIOR DESIGN SERVICES	163
255	INVESTIGATION, GUARD, AND ARMORED CAR SERVICES	164
256	IRON ORE MINING	164
257	JANITORIAL SERVICES	165
258	JEWELRY	165
259	JEWELRY STORES	166
260	JEWELRY, LUGGAGE, AND LEATHER GOODS STORES	166
261	KITCHEN APPLIANCES	167
262	KNITWEAR	167
263	LAND SUBDIVISION AND LAND DEVELOPMENT	168
264	LARGE HOUSEHOLD APPLIANCES	168
265	LAUNDRY AND CARPET CLEANING PRODUCTS	169
266	LAUNDRY BOOSTERS AND ANCILLARIES	169
267	LAUNDRY DETERGENTS	170
268	LAWN AND GARDEN EQUIPMENT AND SUPPLIES STORES	170
269	LAWNMOWERS	171
270	LEGAL SERVICES EXCLUDING LAWYERS AND ATTORNEYS	171
271	LEGUMES	172
272	LIGHT TRUCK AND UTILITY VEHICLE MANUFACTURING	172
273	LINEN AND UNIFORM SUPPLY	173
274	LIP AND MULTIUSE COLOR COSMETICS	173
275	LIQUID HAND SOAP	174
276	LIQUOR STORES, PERFUMERIES, AND OTHER NON-FOOD RETAILERS	174
277	LOOSE SMOKING TOBACCO	175
278	LP VINYL RECORD ALBUMS	175
279	LUGGAGE AND PERSONAL CARRYING CASES	176
280	MAGAZINES	176
281	MANAGEMENT CONSULTING SERVICES	177
282	MANUFACTURED MOBILE HOME DEALERS	177
283	MANUFACTURING INORGANIC DYES AND PIGMENTS	178
284	MANUFACTURING PAPER BAGS AND COATED OR LAMINATED PAPER	178
285	MANUFACTURING PHARMACEUTICAL PREPARATIONS	179
286	MANUFACTURING VEHICULAR LIGHTING FIXTURES	179
287	MARGARINE	180

288	MARKETING RESEARCH AND PUBLIC OPINION POLLING	180
289	MASONRY, DRYWALL, INSULATION, AND TILE CONTRACTORS	181
290	MEAL REPLACEMENT PRODUCTS	181
291	MEAT AND POULTRY	182
292	MEAT MARKETS AND DELICATESSENS	182
293	MEDIA BUYING AGENCIES	183
294	MEDIA SALES REPRESENTATIVES	183
295	MEDICATED SKIN CARE	184
296	MEN'S AFTER SHAVE	184
297	MEN'S AND BOYS' OUTERWEAR	185
298	MEN'S CLOTHING STORES	185
299	MEN'S GROOMING PRODUCTS	186
300	MEN'S SHAVING PREPARATIONS	186
301	METAL ORE MINING	187
302	METAL POLISH	187
303	MICROWAVE OVENS	188
304	MILD DETERGENTS	188
305	MILK	189
306	MINI-DISC PLAYERS	189
307	MINI-DISCS	190
308	MODEMS	190
309	MONOCHROMATIC TELEVISION SETS	191
310	MOTOR HOME MANUFACTURING	191
311	MOTOR VEHICLE BODY AND TRAILER MANUFACTURING	192
312	MOUTHWASHES AND DENTAL RINSES	192
313	MP3 PLAYERS	193
314	MUSIC AND VIDEO GAME STORES	193
315	MUSICAL AND ARTISTIC RECORDINGS ON COMPACT DISC	194
316	MUSICAL INSTRUMENT AND SUPPLIES STORES	194
317	MUSICAL INSTRUMENTS	195
318	NAIL POLISH AND HOME MANICURE PRODUCTS	195
319	NATURAL GAS TRANSMISSION AND DISTRIBUTION TO CONSUMERS	196
320	NEW CAR DEALERS	196
321	NEWS SYNDICATES	197
322	NEWSSTANDS	197
323	NON-CITRUS FRUIT	198
324	NON-DEPOSITORY CREDIT INTERMEDIATION	198

<b>325</b>	<b>NON-FOOD RETAIL SALES</b>	<b>199</b>
<b>326</b>	<b>NON-METALLIC MINERAL MINING AND QUARRYING</b>	<b>199</b>
<b>327</b>	<b>NON-RESIDENTIAL BUILDING CONSTRUCTION</b>	<b>200</b>
<b>328</b>	<b>NUCLEAR ELECTRIC POWER GENERATION</b>	<b>200</b>
<b>329</b>	<b>NURSERY, GARDEN CENTER, AND FARM SUPPLY STORES</b>	<b>201</b>
<b>330</b>	<b>OFFICE SUPPLIES AND STATIONERY STORES</b>	<b>201</b>
<b>331</b>	<b>OILS AND FATS</b>	<b>202</b>
<b>332</b>	<b>OLIVE OIL</b>	<b>202</b>
<b>333</b>	<b>OPTICAL GOODS STORES</b>	<b>203</b>
<b>334</b>	<b>ORAL HYGIENE PRODUCTS</b>	<b>203</b>
<b>335</b>	<b>ORGANIC FOODS</b>	<b>204</b>
<b>336</b>	<b>OUTDOOR POWER EQUIPMENT STORES</b>	<b>204</b>
<b>337</b>	<b>OVENS AND STOVES</b>	<b>205</b>
<b>338</b>	<b>OVER-THE-COUNTER HEALTH CARE PRODUCTS</b>	<b>205</b>
<b>339</b>	<b>PACKAGED NUTS</b>	<b>206</b>
<b>340</b>	<b>PACKAGING AND LABELING SERVICES</b>	<b>206</b>
<b>341</b>	<b>PAGERS</b>	<b>207</b>
<b>342</b>	<b>PAINT AND WALLPAPER STORES</b>	<b>207</b>
<b>343</b>	<b>PAINTING AND WALL COVERING CONTRACTORS</b>	<b>208</b>
<b>344</b>	<b>PAPER MILLS</b>	<b>208</b>
<b>345</b>	<b>PAPER NAPKINS AND TABLECLOTHS</b>	<b>209</b>
<b>346</b>	<b>PAPER TOWELS</b>	<b>209</b>
<b>347</b>	<b>PAPERBOARD MILLS</b>	<b>210</b>
<b>348</b>	<b>PARKING LOTS, GARAGES, AND VALET PARKING SERVICES</b>	<b>210</b>
<b>349</b>	<b>PASSENGER CAR TIRES AND CAR AFTERMARKET PRODUCTS</b>	<b>211</b>
<b>350</b>	<b>PERSONAL CARE SERVICES</b>	<b>211</b>
<b>351</b>	<b>PERSONAL CD AND MINI-DISC PLAYERS</b>	<b>212</b>
<b>352</b>	<b>PERSONAL STATIONERY</b>	<b>212</b>
<b>353</b>	<b>PERSONAL STEREOS</b>	<b>213</b>
<b>354</b>	<b>PERSONAL STEREOS WITHOUT CD PLAYERS</b>	<b>213</b>
<b>355</b>	<b>PET AND PET SUPPLIES STORES</b>	<b>214</b>
<b>356</b>	<b>PET CARE PRODUCTS</b>	<b>214</b>
<b>357</b>	<b>PET FOOD AND PET CARE PRODUCTS</b>	<b>215</b>
<b>358</b>	<b>PHARMACIES AND DRUG STORES</b>	<b>215</b>
<b>359</b>	<b>PHOTOFINISHING</b>	<b>216</b>
<b>360</b>	<b>PHOTOGRAPHIC FILM</b>	<b>216</b>
<b>361</b>	<b>PHOTOGRAPHIC SERVICES</b>	<b>217</b>

---

362	PLAIN NOODLES	217
363	PLASTIC HOUSEWARES	218
364	PLUMBING, HEATING, AND AIR CONDITIONING CONTRACTORS	218
365	POLISHING SUPPLIES	219
366	PORTABLE CASSETTE, RADIO, AND CD PLAYERS	219
367	PORTABLE RADIOS	220
368	POTATO CHIPS	220
369	POWER TOOTHBRUSHES	221
370	PRE-RECORDED CASSETTES	221
371	PRERECORDED TAPE, COMPACT DISC, AND RECORD STORES	222
372	PRESCRIPTION EYEGLASS FRAMES	222
373	PRESCRIPTION EYEGLASSES	223
374	PRINTERS	223
375	PUBLIC RELATIONS AGENCIES	224
376	PULP MILLS	224
377	READY-TO-DRINK COFFEE	225
378	REAL ESTATE INVESTMENT TRUSTS	225
379	REAL JEWELRY	226
380	RECORDED MUSIC	226
381	RECREATIONAL VEHICLE DEALERS	227
382	REFRIGERATION APPLIANCES	227
383	REMEDICATION SERVICES	228
384	REPAIR AND MAINTENANCE OF HOME AND GARDEN EQUIPMENT AND APPLIANCES	228
385	RESIDENTIAL BUILDING CONSTRUCTION	229
386	RETAIL COOPERATIVES	229
387	RETAIL DISPOSABLE PAPER PRODUCTS	230
388	RETAIL FOOD SALES	230
389	RETAIL SALES	231
390	RETAILERS OF CLOTHING, CLOTHING ACCESSORIES, LEATHERWEAR, AND FOOTWEAR	231
391	REUPHOLSTERY AND FURNITURE REPAIR	232
392	REWRITABLE COMPACT DISC MEDIA (CD-RWS)	232
393	RICE	233
394	ROOFING, SIDING, AND SHEET METAL CONTRACTORS	233
395	SALON HAIR CARE PRODUCTS	234
396	SANDWICH SPREADS	234
397	SAUCES, SALAD DRESSINGS, AND CONDIMENTS	235
398	SAVORY SNACKS	235



399	SAWMILLS	236
400	SCANNERS	236
401	SECURITY SYSTEMS SERVICES	237
402	SELF-TANNING PRODUCTS	237
403	SET-TOP TELEVISION RECEIVER BOXES	238
404	SEWAGE TREATMENT FACILITIES	238
405	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	239
406	SHAVING RAZORS AND DEPIATORS	239
407	SHELLFISH	240
408	SHOE POLISH	240
409	SKIN CARE PRODUCTS	241
410	SMALL COOKING APPLIANCES	241
411	SMALL ELECTRICAL APPLIANCES	242
412	SMALL PET FOOD	242
413	SNACKS	243
414	SOCKS, STOCKINGS, AND TIGHTS	243
415	SOFT CHEESE	244
416	SOFT DRINKS	244
417	SOLAR, WIND, AND TIDAL POWERED ELECTRIC POWER GENERATION	245
418	SOLID AND SEMI-SOLID COOKING FATS	245
419	SPECIALIZED FREIGHT TRUCKING	246
420	SPECIALTY FOOD STORES	246
421	SPORTING GOODS RETAILERS	247
422	SPORTING GOODS, HOBBY, AND MUSICAL INSTRUMENT STORES	247
423	SPORTS AND ENERGY DRINKS	248
424	SPREADABLE OILS AND FATS	248
425	STEAM AND AIR CONDITIONING SUPPLY	249
426	STONE MINING AND QUARRYING	249
427	SUGAR CANDY	250
428	SUN CARE PRODUCTS	250
429	SUN PROTECTION PRODUCTS	251
430	SUNGLASSES	251
431	SUPERMARKETS	252
432	SUPERMARKETS AND GROCERY STORES EXCLUDING CONVENIENCE STORES	252
433	SUPPORT ACTIVITIES FOR AIR TRANSPORTATION	253
434	SURVEYING AND MAPPING SERVICES EXCLUDING GEOPHYSICAL SERVICES	253
435	TALCUM POWDER	254

436	TEA	254
437	TELECOMMUNICATIONS EQUIPMENT	255
438	TELEVISIONS	255
439	TESTING LABORATORIES	256
440	TIRE DEALERS	256
441	TISSUES	257
442	TOBACCO PRODUCTS	257
443	TOILET CLEANING PRODUCTS	258
444	TOILET PAPER	258
445	TOOTHBRUSHES	259
446	TOOTHPASTE	259
447	TOY STORES	260
448	TOYS AND GAMES	260
449	TRADITIONAL TOYS	261
450	TRANSLATION AND INTERPRETATION SERVICES	261
451	TRAVEL TRAILER AND CAMPER MANUFACTURING	262
452	TRUCK TRAILER MANUFACTURING	262
453	UNDERWEAR, NIGHTWEAR, AND SWIMWEAR	263
454	USED CAR DEALERS	263
455	VACUUM CLEANERS	264
456	VEGETABLE AND SEED OILS	264
457	VIDEO CASSETTE RECORDERS (VCRS)	265
458	VIDEO GAMES AND VIDEO GAME CONSOLES	265
459	VIDEO TAPE AND DISC RENTALS	266
460	VITAMINS AND DIETARY SUPPLEMENTS	266
461	WATCHES	267
462	WATER SUPPLY AND IRRIGATION SYSTEMS	267
463	WATER WELL DRILLING CONTRACTORS	268
464	WINE	268
465	WIPES	269
466	WOMEN'S AND GIRLS' OUTERWEAR	269
467	WOMEN'S CLOTHING STORES	270
468	WOMEN'S HAIR REMOVAL PRODUCTS	270
469	WOOD PRESERVATION	271
470	WRITING INSTRUMENTS	271
471	YOGURT	272
472	DEFINITION OF TERMS	273

<b>473</b>	<b>DISCLAIMERS, WARRANTIES, AND USER AGREEMENT PROVISIONS</b>	<b>312</b>
	<b>473.1</b> <b>Disclaimers &amp; Safe Harbor</b>	<b>312</b>
	<b>473.2</b> <b>Icon Group Ltd. User Agreement Provisions</b>	<b>313</b>

Miss Page

Miss Page

Miss Page

Miss Page

Miss Page



Miss Page

Miss Page

Miss Page

Miss Page

Miss Page

Miss Page

Miss Page

Miss Page



Miss Page

Miss Page

Miss Page

Miss Page