Possible Combinations to Allocate
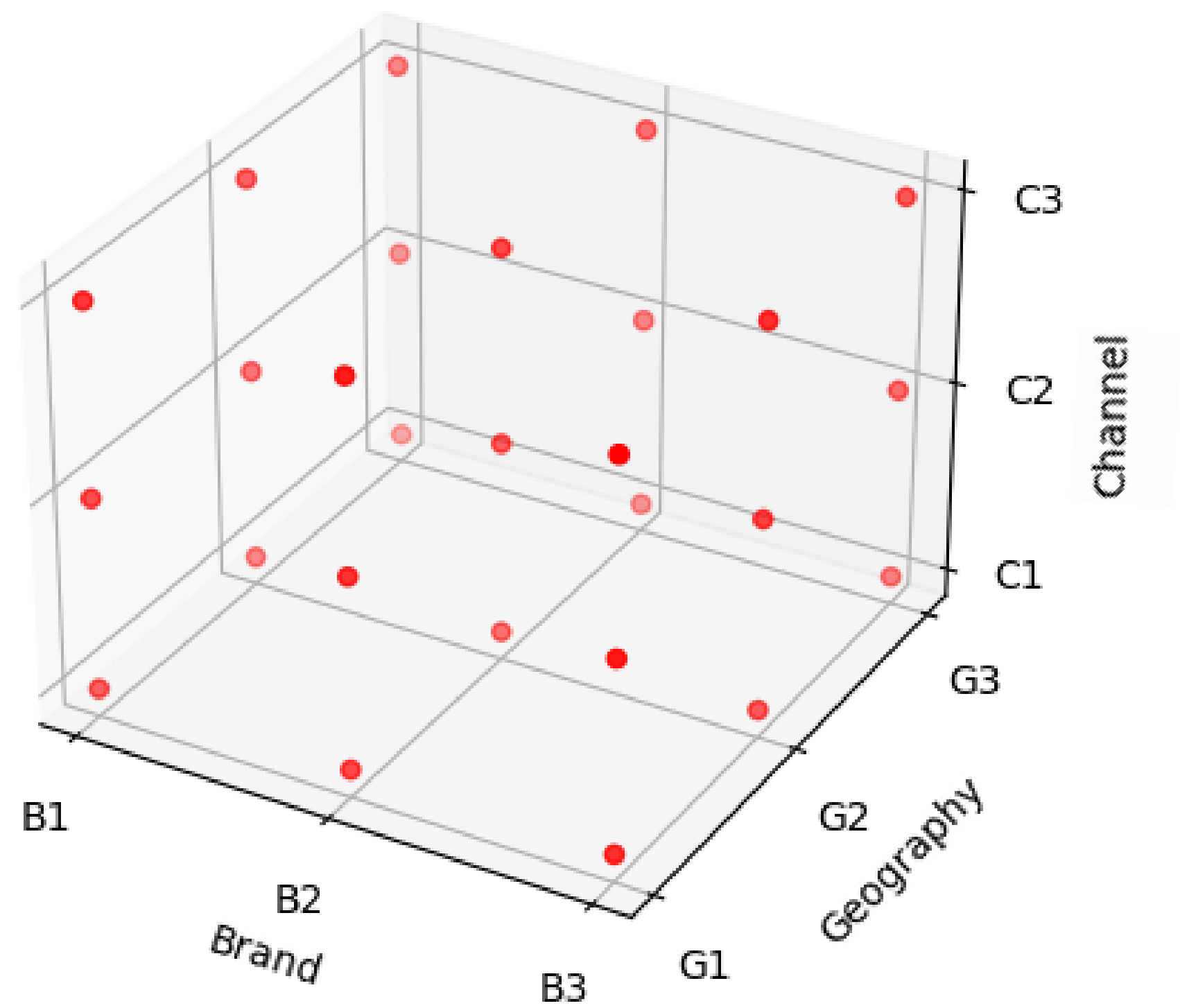
	Brand	Geography	Channel
1	Specific Brand	Specific Geography	Specific Channel
2	No Brand	No Geography	No Channel
3	Brand To Allocate	Geography To Allocate	Channel To Allocate