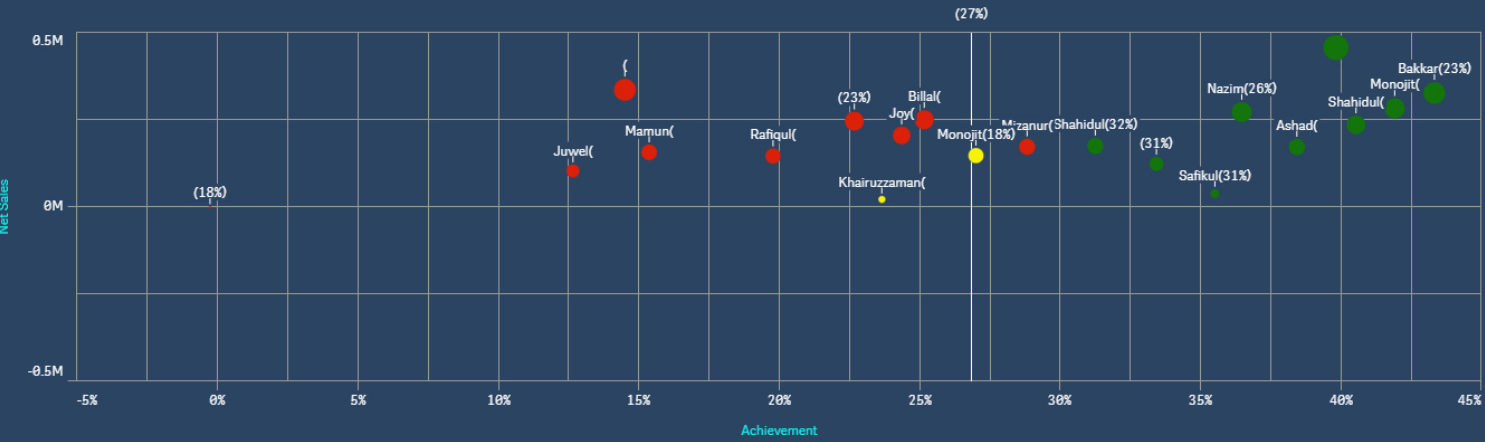
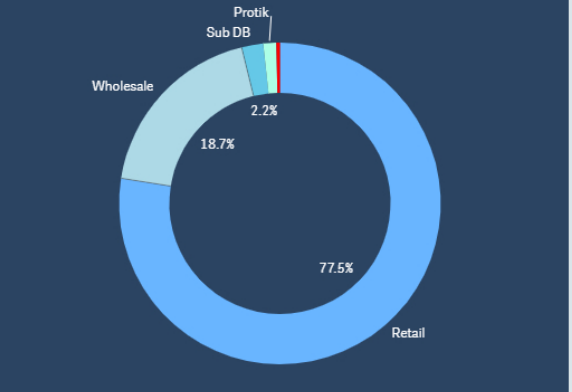


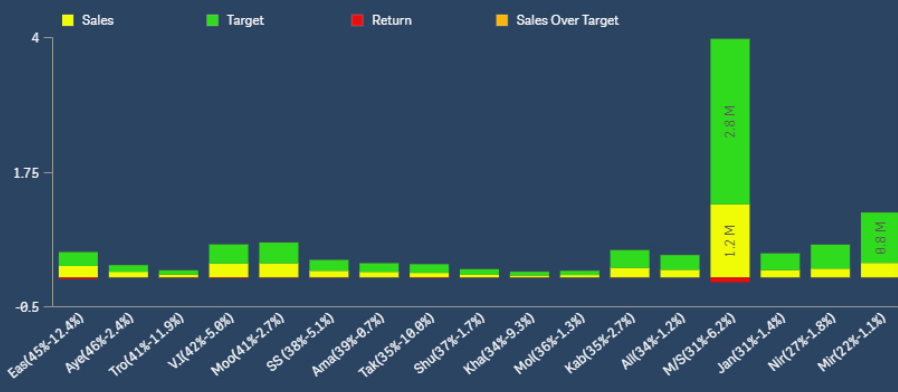
ASE Contribution



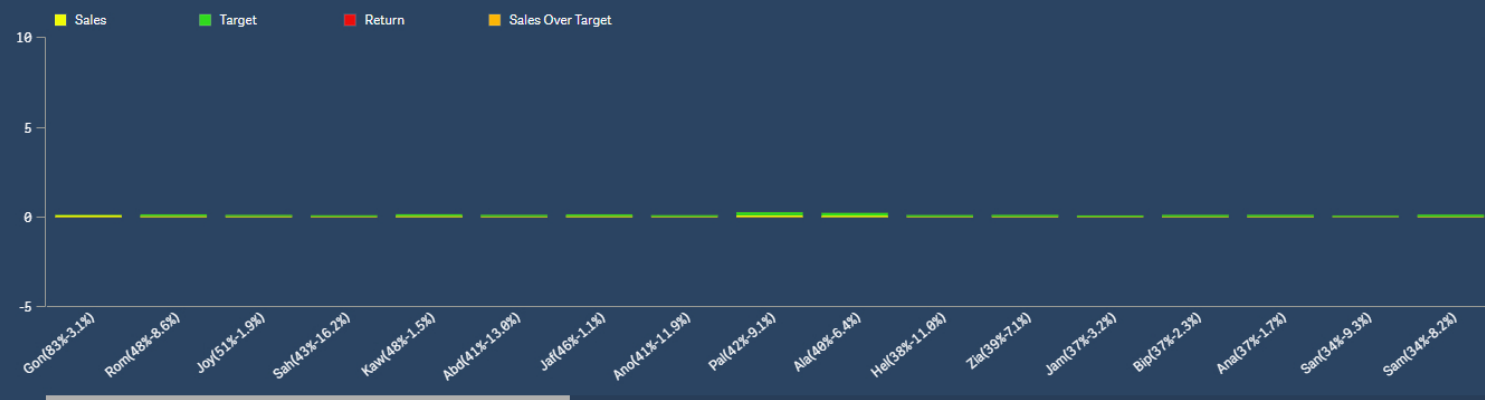
Channel Wise Contribution



DB Wise



PSR Wise



Year Month Wise

Year Mon...	Total Outlets	Visit Outlets	Delivered Outlets	Target Value	Sales Value	Ach%	Visit Rate %	Strike Rate %	LPC	Drop Size	First Call	Last Call	S
202112	18,441	13,859	9,553	14,941,320	4,013,898	26.9%	75.2%	55.5%	2.2	413	8:43:56	17:49:24	105
Totals	18,441	13,859	9,553	14,941,320	4,013,898	26.9%	75.2%	55.5%	2.2	413	8:43:56	17:49:24	105

Field Force Wise

Area	Zone	ASE	DB	Town	Route Name	PSR	Total Outlets	FTD Delivered Outlets	FTD Target	Ach
DCDE	DC	Md. Towhidul Is...	Fiana Store	NARSINGDI	NARSINGDI_01	Mahabubur Bhuiyan	177	19	25,183	
DCDE	DC	Md. Towhidul Is...	Fiana Store	NARSINGDI	NARSINGDI_02	Shah Alam Miah	129	0	16,059	
DCDE	DC	Md. Towhidul Is...	M/S N R Enterprise	MOHAMMADPUR	MOHAMMADPUR_05	Aminul Islam	183	0	16,172	
DCDE	DC	Md. Towhidul Is...	M/S N R Enterprise	MOHAMMADPUR	MOHAMMADPUR_01	Md.Nazmul Hossain	148	31	41,890	

DCDE	DC	Md. Towhidul Is...	M/S N R Enterprise	MOHAMMADPUR	MOHAMMADPUR_03	Nazmul Hoque	175	32	20,771	
DCDE	DC	Md. Towhidul Is...	Mir General Store	MOHAMMADPUR	MOHAMMADPUR_06	Azimur Reza	115	15	23,124	
DCDE	DC	Md. Towhidul Is...	Mir General Store	MOHAMMADPUR	MOHAMMADPUR_04	Md. Monirul Islam	186	16	23,292	
DCDE	DC	Md. Towhidul Is...	Mir General Store	MOHAMMADPUR	MOHAMMADPUR_02	Redoy Hossain	139	46	27,697	
DCDE	DE	Mizanur Raham...	M/S Shohag Enterprise	KAFRUL	KAFRUL_05		201	50	22,035	
DCDE	DE	Mizanur Raham...	M/S Shohag Enterprise	KAFRUL	KAFRUL_02	Md. Amjadul	203	25	20,407	
Totals							18,441	3,530	2,988,264	

ASE Wise

ASE	Total Outlets	Visit Outlets	Delivered Outlets	Target Value	Sales Value	Ach%	Visit Rate %	Strike Rate %	LPC	Drop Size	First Call	Last Call	
A.K.M Ashaduzzaman	1,102	754	558	655,641	207,378	31.6%	68.4%	58.2%	3.0	369	9:11:19	9:57:7	
Abu Bakkar Siddiq	1,392	1,143	638	1,810,507	413,124	22.8%	82.1%	47.9%	2.0	641	8:51:40	9:53:54	
Md. Abdul Mannan	1,853	1,207	594	1,149,358	457,678	39.8%	65.1%	35.1%	3.3	740	8:59:54	17:49:24	
Md. Billal Hossain	1,439	1,223	928	995,489	250,469	25.2%	85.0%	65.4%	1.3	271	9:23:49	12:41:41	
Md. Ikhte Khairuzzaman	1,083	837	692	724,154	286,377	39.5%	77.3%	72.9%	2.2	378	8:43:56	9:50:51	
Md. Nazim Uddin	1,390	1,049	836	1,196,842	315,381	26.4%	75.5%	64.9%	1.8	361	8:55:26	9:56:55	
Md. Shahadod Hossain	812	812	598	840,431	146,497	17.4%	100.0%	76.7%	1.8	246	10:7:56	20:23:6	
Md. Towhidul Islam	1,252	701	550	970,942	296,925	30.6%	56.0%	45.7%	2.2	524	8:56:33	9:58:8	
Md.Juwel Rana	959	718	554	550,883	173,359	31.5%	74.9%	59.4%	1.7	323	9:18:48	12:41:35	
Md. Masud Rahman	1,633	1,423	738	1,110,511	205,040	18.4%	62.1%	31.5%	2.1	350	9:54:1	9:54:50	
Totals	18,441	13,859	9,552	14,941,320	3,991,144	26.7%	75.2%	55.5%	2.2	410	8:43:56	17:49:24	

Channel Wise

Channel Name	Visit Outlets	Delivered Outlets	Sales Value	Visit Rate %	Strike Rate %	LPC	Drop Size	
Canteen	85	40	14,854	3.7%	1.9%	2.2	368	
Protik	0	2	52,054			2.7	26,027	
Retail	12,910	9,127	3,111,113	70.4%	53.3%	2.2	338	
Sub DB	0	3	86,926			8.5	28,975	
Wholesale	864	381	748,951	9.3%	4.5%	1.9	1,862	
Totals	13,859	9,553	4,013,898	75.2%	55.5%	2.2	413	

DB & PSR Wise Order vs Delivery

DB	Target Value	Order Value	Delivery Value	Order Ach%	
Allahar Dan Genaral Store	373,472	141,667	127,901	90.3%	
Amar Hat Traders	236,099	141,471	92,306	65.2%	
Asif Enterprise	173,167	14,020	10,274	73.3%	
Ayesha Noor Enterprise	204,594	137,132	94,617	69.0%	
Eastern Business Centre	422,515	218,134	191,697	87.9%	
Fiana Store	206,212	72,026	45,231	62.8%	
Institution	0	0	25,515		
Janata Distribution	401,707	171,951	123,310	71.7%	
Kabir Enterprise	456,468	216,795	161,818	74.6%	
Khanika Distribution	94,417	30,237	31,986	105.8%	
Totals	14,941,320	5,805,646	3,991,144	68.7%	