

This decision form allows retailers to decide the spending for advertising and the In-Store service levels. The values from previous period are shown by default and the retailer can change it. All the changes are highlighted in red. If the decisions are not validated within the deadline, those from the previous period are submitted. The range of values for In-Store levels is displayed when cursor hovers over the “In-Store Service Level” label.

Marketing	
Advertising (\$ mln)	
Online	
Price Appeal	0.5
Convenience	1.5
Offline	
Price Appeal	0.5
Convenience	1.5
Local	
Rural	0.4
Urban	0.6
In-Store Service Level	
Rural	5
Urban	6

Negotiation Agreements

Marketing

Private Label Portfolio Management

Store Management

Market Research Orders