

Final Scores

Supplier Scores

	Incremental market Share (IMS)	Return on Operational Budget (ROOB)	Portfolio Strength (PS)	Channel Strength (CS)	Final Score
Weightage	35%	35%	15%	15%	
Supplier 1					
Supplier 2					
Supplier 3					

Retailer Scores

	Incremental market Share (IMS)	Return on Operational Budget (ROOB)	Relative Profitability (RP)	Shopper Base (Share of Pocket SOP)	Final Score
Weightage	35%	35%	15%	15%	
Retailer 1					
Retailer2					