

This table summarizes the market research studies purchased in the previous period.

Financial Results - Market Research Orders		
Report	Cost (in 000 \$)	Order Status
Awareness	375	Purchased
Brand Perceptions	450	Not Purchased
Retailer Perceptions	450	Not Purchased
Market Shares by Consumer Segment	275	Purchased
Sales by Consumer Segment	275	Not Purchased
Market Shares by Shopper Segment	275	Not Purchased
Sales by Shopper Segment	275	Not Purchased
B&M Retail Prices	250	Purchased
Promotion Intensity	250	Not Purchased
Supplier Intelligence	500	Not Purchased
Retailer Intelligence	500	Not Purchased
Forecasts	250	Purchased

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMail Prices and Promotion Intensity

Financial Results

Consolidated Profit & Loss Statement

Rural Profit & Loss Statement

Urban Profit & Loss Statement

Profitability by Supplier

Last Period Negotiations

Market Research Purchases

Rural Situation Reports

Urban Situation Reports

Key Performance Indicators

Awareness

Brand Perceptions

Retailer Perceptions

Market Shares by Consumer Segment

Sales by Consumer Segment

Market Shares by Shopper Segment

Sales by Shopper Segment

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

Forecasts