

This table gives the Profit & Loss statement for both categories by brand level in the rural market. When moving the cursor on the brand name, the Profit & Loss statement of that brand and all its variants will appear.

Financial Results – Rural Profit & Loss Statement (Elecssories)													
	TOTAL	ELAND1	EGEND1	EHAYA1	EBETA2	ELOGO2	EHEDE2	EJUNE3	ELENA3	EJOLY3	ELISA5	ELEEX5	ELOOT5
Sales (\$mIn)													
- Cost of Price Promotions (\$mIn)													
- Other Compensation (\$mIn)													
Net Sales Value (\$mIn)													
Change from Previous Period (%)													
Value Share in Category (%)													
- Cost of Goods Sold (\$mIn)													
- Value of Quantity Discounts (\$mIn)													
- Value of Performance Bonus (\$mIn)													
- Discontinued Goods Cost (\$mIn)													
- Inventory Holding Cost (\$mIn)													
Gross Profit (\$mIn)													
Change from Previous Period (%)													
Gross Profit Margin (%)													
Share of Gross Profit/Loss in Category (%)													
- General Expenses (\$mIn)													
Operating Profit (\$mIn)													
Change from Previous Period (%)													
Operating Profit Margin (%)													
Share of Operating Profit/Loss in Category (%)													
- Interest (\$mIn)													
- Taxes (\$mIn)													
- Exceptional Costs/Profits (\$mIn)													
Net Profit (\$mIn)													
Change from Previous Period (%)													
Net Profit Margin (%)													
Share of Net Profit/Loss in Category (%)													

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall 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

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