

Report List

- 1 General Report
 - 1.1 Market Shares (volume & value 6 graphs)
 - 1.2 Sales (volume & value 6 graphs)
 - 1.3 Segment Leadership (1 table)
 - 1.4 Cross-Segment Sales Volumes (4 graphs)
 - 1.5 Product Portfolio (2 tables)
 - 1.6 eMall Prices and Promotion Intensity (4 tables)
 - 1.7 Financial Performance Highlights (1 table)
- 2 Confidential Reports
 - 2.1 Supplier Confidential Report
 - 2.1.1 Financial Report (9 tables)
 - 2.1.2 Situation Report
 - 2.1.2.1 Market Share Report (volume & value share 16 tables)
 - 2.1.2.2 Volume Report (2 tables)
 - 2.1.3 Key Performance Indicator (KPI) Report (1 table)
 - 2.2 Retailer Confidential Report
 - 2.2.1 Financial Report (8 tables)
 - 2.2.2 Situation Report
 - 2.2.2.1 Market Share Report (16 tables)
 - 2.2.2.2 Volume Report (2 tables)
 - 2.2.3 Key Performance Indicator (KPI) Report (1 table)
- 3 Market Research Studies
 - 3.1 Awareness (2 tables)
 - 3.2 Perceptions
 - 3.2.1 Brand Perceptions (4 graphs)
 - 3.2.2 Retailer Perceptions (2 graphs)
 - 3.3 Behavior (32 tables)
 - 3.4 Retailer Prices and Promotion Intensity (6 tables)
 - 3.5 Supplier Intelligence
 - 3.5.1 Advertising (2 tables)
 - 3.5.2 Trade Support (2 tables)
 - 3.5.3 Online Investments (1 table)
 - 3.5.4 Production & Technology Assets (1 table)
 - 3.6 Retailer Intelligence
 - 3.6.1 Advertising (2 tables)
 - 3.6.2 Shelf-Space Allocation (4 tables)

3.6.3 In-Store Service (1 table)

3.7 Forecasts

3.7.1 Consumer Segment Size Forecasts (4 graphs)

3.7.2 Shopper Segment Size Forecasts (4 graphs)

3.7.3 Category/Market Volume Forecasts (4 graphs)

3.7.4 Internet Penetration Forecast (4 graphs)

1. General Report

1.1 Market Shares

Here we show the market shares aggregated to supplier/retailer level; hence, we have 4 suppliers (1,2,3 and 4) and 2 retailers (for private label; 1 and 2). I suggest we visualize these using colored bar charts: the height of the bar is 100% (whole market) and different colors in the bar show the shares for each of the 6 "aggregates"; next to each color segment, we show the increase/decrease from the previous period.

We have 3 sections:

- first section shows the overall shares with two bars, one for each category;
- the second section is for Elecssories: first two bars for the markets, then four bars for the consumer segments, and finally three bars for the shoppers segments;
- the third section is the same as the second but for HealthBeauties.

Market Value Share by category (3 graphs to be designed)

	Market Value Share Elecssories		Market Value Share HealthBeauty	
	Current Period	Change over last period	Current Period	Change over last period
Supplier 1				
Supplier 2				
Supplier 3				
Supplier 4				
Retailer 1				
Retailer 2				

Eleccsories	Market Value Share Rural		Market Value Share Urban		Market Value Share Price Sensitive		Market Value Share Value for Money		Market Value Share Fashion		Market Value Share Freaks		Market Value Share b&m only		Market Value Share online only		Market Value Share mixed	
	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period
Supplier 1																		
Supplier 2																		
Supplier 3																		
Supplier 4																		
Retailer 1																		
Retailer 2																		

HealthBeauty	Market Value Share Rural		Market Value Share Urban		Market Value Share Price Sensitive		Market Value Share Value for Money		Market Value Share Health Conscious		Market Value Share Impatient		Market Value Share b&m only		Market Value Share online only		Market Value Share mixed	
	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period
Supplier 1																		
Supplier 2																		
Supplier 3																		
Supplier 4																		
Retailer 1																		
Retailer 2																		

Market Volume Share by category (3 graphs to be designed)

	Market Volume Share Elecssories		Market Volume Share HealthBeauty	
	Current Period	Change over last period	Current Period	Change over last period
Supplier 1				
Supplier 2				
Supplier 3				
Supplier 4				
Retailer 1				
Retailer 2				

Eleccsories	Market Volume Share Rural		Market Volume Share Urban		Market Volume Share Price Sensitive		Market Volume Share Value for Money		Market Volume Share Fashion		Market Volume Share Freaks		Market Volume Share b&m only		Market Volume Share online only		Market Volume Share mixed	
	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period
Supplier 1																		
Supplier 2																		
Supplier 3																		
Supplier 4																		
Retailer 1																		
Retailer 2																		

HealthBeauty	Market Volume Share Rural		Market Volume Share Urban		Market Volume Share Price Sensitive		Market Volume Share Value for Money		Market Volume Share Health Conscious		Market Volume Share Impatient		Market Volume Share b&m only		Market Volume Share online only		Market Volume Share mixed	
	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period
Supplier 1																		
Supplier 2																		
Supplier 3																		
Supplier 4																		
Retailer 1																		
Retailer 2																		

1.2 Sales

Same as in the Market Shares section above (1 .1) but showing the volume sales and value sales

Value Sales by category (3 graphs to be designed)

	Value Sales Elecssories		Value Sales HealthBeauty	
	Current Period	Change over last period	Current Period	Change over last period
Supplier 1				
Supplier 2				
Supplier 3				
Supplier 4				
Retailer 1				
Retailer 2				

Eleccsories	Value Sales Rural		Value Sales Urban		Value Sales Price Sensitive		Value Sales Value for Money		Value Sales Fashion		Value Sales Freaks		Value Sales b&m only		Value Sales online only		Value Sales mixed	
	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period
Supplier 1																		
Supplier 2																		
Supplier 3																		
Supplier 4																		
Retailer 1																		
Retailer 2																		

HealthBeauty	Value Sales Rural		Value Sales Urban		Value Sales Price Sensitive		Value Sales Value for Money		Value Sales Health Conscious		Value Sales Impatient		Value Sales b&m only		Value Sales online only		Value Sales mixed	
	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period
Supplier 1																		
Supplier 2																		
Supplier 3																		
Supplier 4																		
Retailer 1																		
Retailer 2																		

Volume Sales by category (3 graphs to be designed)

	Volume Sales Elecssories		Volume Sales HealthBeauty	
	Current Period	Change over last period	Current Period	Change over last period
Supplier 1				
Supplier 2				
Supplier 3				
Supplier 4				
Retailer 1				
Retailer 2				

Eleccsories	Volume Sales Rural		Volume Sales Urban		Volume Sales Price Sensitive		Volume Sales Value for Money		Volume Sales Fashion		Volume Sales Freaks		Volume Sales b&m only		Volume Sales online only		Volume Sales mixed	
	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period
Supplier 1																		
Supplier 2																		
Supplier 3																		
Supplier 4																		
Retailer 1																		
Retailer 2																		

HealthBeauty	Volume Sales Rural		Volume Sales Urban		Volume Sales Price Sensitive		Volume Sales Value for Money		Volume Sales Health Conscious		Volume Sales Impatient		Volume Sales b&m only		Volume Sales online only		Volume Sales mixed	
	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period	Current Period	Change over last period
Supplier 1																		
Supplier 2																		
Supplier 3																		
Supplier 4																		
Retailer 1																		
Retailer 2																		

1.3 Segment Leadership

This is 1 table showing the top two share leaders (ie, the SKUs with the largest shares) by category, consumer segment, and shopper segment. The table is structured as follows:

a. Rows (14 lines):

- first section is for Elecssories, with first the consumer segments (4 lines for the 4 consumer segments in Elecssories) and then the shopper segments (3 lines for b&m, online, and mixed);
- second section is the same 7 lines but for HealthBeauties.

b. Columns (8 columns):

- first column lists the SKU name of the volume share leader
- second column gives the volume share of the leader
- third column lists the SKU name in second position in terms of volume share
- fourth column gives the volume share of the second
- fifth column lists the SKU name of the value share leader
- sixth column gives the value share of the leader
- seventh column lists the SKU name in second position in terms of vale share
- eight column gives the value share of the second.

Segment Leadership (1 table)

	the SKU name of the volume share leader	the volume share of the leader	the SKU name in second position in terms of volume share	the volume share of the second	the SKU name of the value share leader	the value share of the leader	the SKU name in second position in terms of vale share	the value share of the second
Price Sensitive								
Value for Money								
Fashion								
Freaks								
b&m only								
online only								
mixed								
Price Sensitive								
Value for Money								
Health Conscious								
Impatient								
b&m only								
online only								
mixed								

1.4 Cross-Segment Sales Volumes

This consists of 4 graphs which should be put on one page. The 4 graphs are for :

1. Elecssories/Urban
2. Elecssories/Rural
3. HealthBeauties/Urban
4. HealthBeauties/Rural

Each graph has as vertical axis sales volume and as horizontal axis the respective consumer segments (ie, 4 points on the horizontal axis). For each of the points on the horizontal axis, we have 3 bars referring to the 3 shopper segments (ie, b&m, online, mixed). The height of the bars indicate the volume bought by each shopper segment in that respective consumer segment.

Hence, each of the 4 graphs will have in it 4 sets of bar charts with each of the latter having 3 bars.

Cross-Segment Sales Volumes by Category & Market (4 graphs)

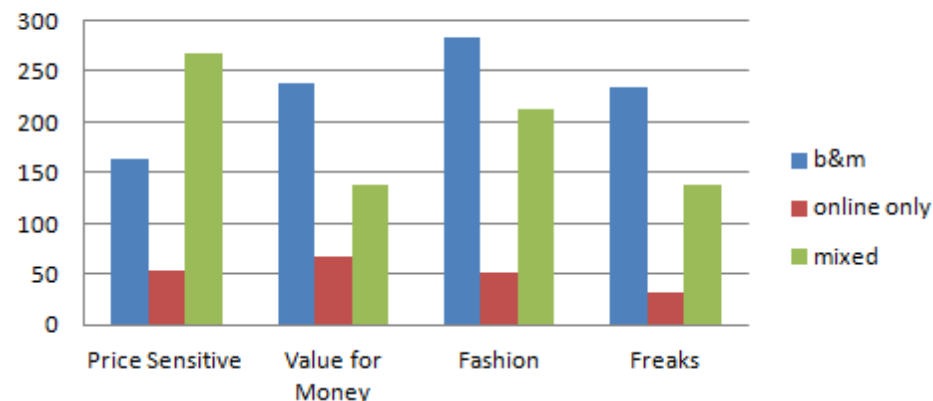
Rural / Urban (2 tables)

HealthBeauty/Rural	Sales Volume Price Sensitive	Sales Volume Value for Money	Sales Volume Health Conscious	Sales Volume Impatient
b&m only				
online only				
mixed				

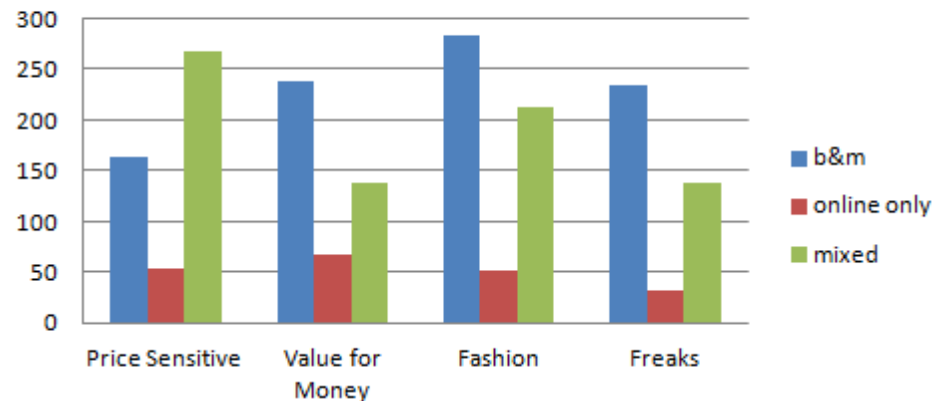
Rural / Urban (2 tables)

Elecssories/Rural	Sales Volume Price Sensitive	Sales Volume Value for Money	Sales Volume Fashion	Sales Volume Freak
b&m only				
online only				
mixed				

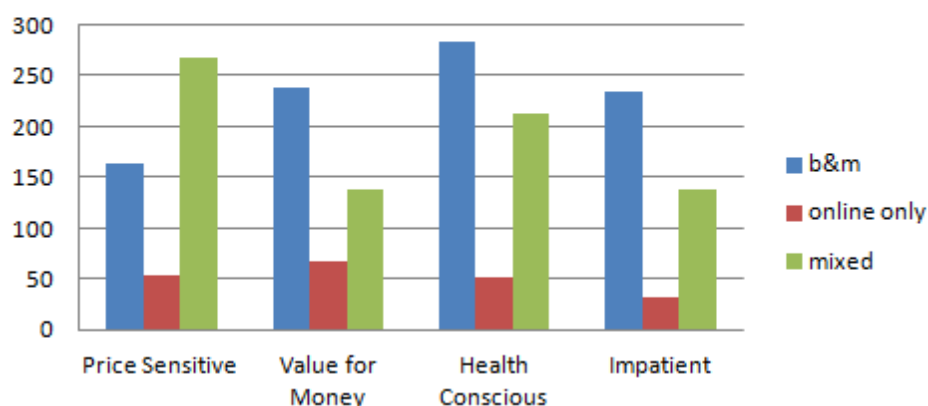
**Cross-Segment Sales Volumes
Elecssories - Rural**



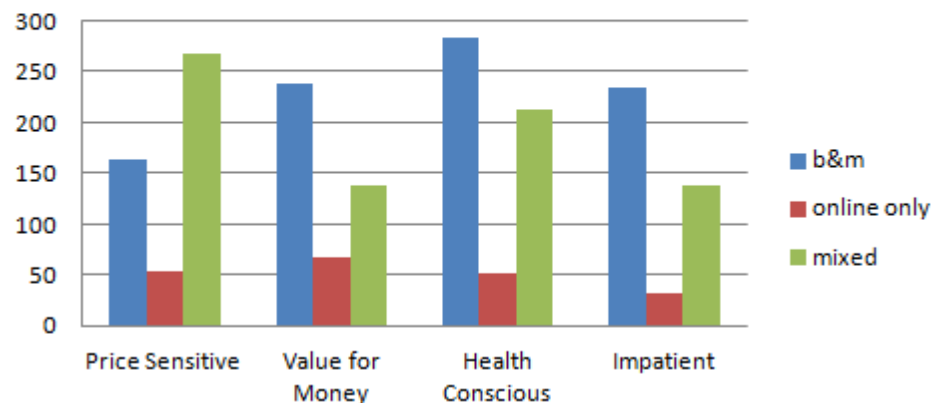
**Cross-Segment Sales Volumes
Elecssories - Urban**



**Cross-Segment Sales Volumes
HealthBeauty - Rural**



**Cross-Segment Sales Volumes
HealthBeauty - Urban**



1.5 Product Portfolio

This consists of 2 tables, one for Elecssories and one for HealthBeauties. Each table lists the respective SKUs by supplier and retailer (for private label) as rows and the columns show the exact technical design specs of each SKU.

Product Portfolio Report by Category (2 tables)

Eleccsories	Pack-Format	Technology Level	Design Level	Quality-of-Raw-Materials
SKU 1				
SKU 2				
Private Label 1				
Private Label 2				
...				

HealthBeauty	Pack-Format	Technology Level	Active Agent	Smoothener Level
SKU 1				
SKU 2				
Private Label 1				
Private Label 2				
...				

1.6 eMall Prices and Promotion Intensity

This report gives an overview of the net retail prices and the promotion intensity in the eMall stores of the three suppliers. The info is given at the SKU level. There are two sections:

- first, we have the net retail prices and the change for the SKUs the suppliers sold online. There are two tables, one for each category, with each table listing the SKUs sold on line by supplier. We have two columns: one for the net price and one for the change in that price from the previous period. If the SKU was newly listed in the last period, the "change" column indicates "new".
- second, we report on the online promotion intensity. Again two tables by category, and in each we list the SKUs sold online by supplier; there are two columns: one for the length and one for the depth of promotion.

eMall Prices by Category (2 tables)

Eleccsories	net online retail price	change from the previous period (+/- % change)
SKU 1		
SKU 2		NEW (if newly introduced during last period)
...		

HealthBeauty	net online retail price	change from the previous period (+/- % change)
SKU 1		
SKU 2		NEW (if newly introduced during last period)
...		

Online Promotion Intensity by Category (2 tables)

Elecsories	length of online promotion	depth of online promotion
SKU 1		
SKU 2		
...		

HealthBeauty	length of online promotion	depth of online promotion
SKU 1		
SKU 2		
...		

1.7 Financial Performance Highlights

For each supplier and retailer, we report here:

- total sales, in volume and value
- total operating profit
- total cumulative investments
- by category, total value market share

Financial Performance Highlights (1 table)

	supplier 1	supplier 2	supplier 3	retailer 1	retailer 2
total sales in volume					
total sales in value					
total operating profit					
total cumulative investments					
total value market share for Elecsories					
total value market share for HealthBeauty					

2. Confidential Reports

2.1 Supplier Confidential Report

2.1.1 Financial Report

This report has 3 sections:

- First, we have 3 P&L reports: one for the b&m business, one for the online business, and a consolidated report. The layout as Leah suggests.
- Second, we have a profitability analysis by channel; the profitably-by-channel table in Leah's 2.1.4 table (but with \$ instead of RMB).
- Third, we report on the respective negotiation results in the last round: we report the contracts negotiated with each retailer as well as whether or not the contracts were honored.

Profit & Loss Statement by SKU for the b&m Business

Item	SKU1	SKU 2	...
Sales value(\$mIn)			
(%) change versus previous period			
Share In Category Total Sales Value (%)			
- Total material costs(\$mIn)			
(1) Cost of Goods Sold (\$mIn)			
(2) Discontinued Goods Cost(\$mIn)			
(3) Inventory Holding Cost(\$mIn)			
Gross Profit(\$mIn)			
(%) change versus previous period			
Gross Profit margin (%)			
Share in Category Gross Profit/Losses (%)			
- Total Trade and Marketing Expenses(\$mIn)			
(1) National Off-line (\$mIn)			
(2) National On-line (\$mIn)			
(3) Volume Discounts (\$mIn)			
(4) Performance Bonus (\$mIn)			
(5) Other Support (\$mIn)			
Trade and Marketing Expenses as a (%) of Sales			
Share of Trade and Marketing Expenses in Category Total (%)			
- General Expenses(\$mIn)			
- Amortisation (\$mIn)			
Operating Profit (\$mIn)			
(%) change versus previous period			
Operating Profit margin (%)			
Share in Category Operating Profit/Losses (%)			
- Interests(\$mIn)			
- Taxes(\$mIn)			
- Exceptional Costs/Profits(\$mIn)			
Net Profit(\$mIn)			
(%) change versus previous period			
Net Profit margin (%)			
Share In Category Net Profit/Losses (%)			

Profit & Loss Statement by SKU for the online Business

Item	SKU1	SKU 2	...
Sales value(\$mIn)			
(%) change versus previous period			
Share In Category Total Sales Value (%)			
- Total material costs(\$mIn)			
(1) Cost of Goods Sold (\$mIn)			
(2) Discontinued Goods Cost(\$mIn)			
(3) Inventory Holding Cost(\$mIn)			
Gross Profit(\$mIn)			
(%) change versus previous period			
Gross Profit margin (%)			
Share in Category Gross Profit/Losses (%)			
- Total Trade and Marketing Expenses(\$mIn)			
(1) National Off-line (\$mIn)			
(2) National On-line (\$mIn)			
(3) Volume Discounts (\$mIn)			
(4) Performance Bonus (\$mIn)			
(5) Other Support (\$mIn)			
Trade and Marketing Expenses as a (%) of Sales			
Share of Trade and Marketing Expenses in Category Total (%)			
- General Expenses(\$mIn)			
- Amortisation (\$mIn)			
Operating Profit (\$mIn)			
(%) change versus previous period			
Operating Profit margin (%)			
Share in Category Operating Profit/Losses (%)			
- Interests(\$mIn)			
- Taxes(\$mIn)			
- Exceptional Costs/Profits(\$mIn)			
Net Profit(\$mIn)			
(%) change versus previous period			
Net Profit margin (%)			
Share In Category Net Profit/Losses (%)			

Consolidated Profit & Loss Statement by SKU for both b&m and online Business

Item	SKU1	SKU 2	...
Sales value(\$mIn)			
(%) change versus previous period			
Share In Category Total Sales Value (%)			
- Total material costs(\$mIn)			
(1) Cost of Goods Sold (\$mIn)			
(2) Discontinued Goods Cost(\$mIn)			
(3) Inventory Holding Cost(\$mIn)			
Gross Profit(\$mIn)			
(%) change versus previous period			
Gross Profit margin (%)			
Share in Category Gross Profit/Losses (%)			
- Total Trade and Marketing Expenses(\$mIn)			
(1) National Off-line (\$mIn)			
(2) National On-line (\$mIn)			
(3) Volume Discounts (\$mIn)			
(4) Performance Bonus (\$mIn)			
(5) Other Support (\$mIn)			
Trade and Marketing Expenses as a (%) of Sales			
Share of Trade and Marketing Expenses in Category Total (%)			
- General Expenses(\$mIn)			
- Amortisation (\$mIn)			
Operating Profit (\$mIn)			
(%) change versus previous period			
Operating Profit margin (%)			
Share in Category Operating Profit/Losses (%)			
- Interests(\$mIn)			
- Taxes(\$mIn)			
- Exceptional Costs/Profits(\$mIn)			
Net Profit(\$mIn)			
(%) change versus previous period			
Net Profit margin (%)			
Share In Category Net Profit/Losses (%)			

Profitability by Channel (by category & market) (4 tables)

Rural / Urban (2 tables)

HealthBeauty / Rural	Retailer 1	Retailer 2	Traditional trade	Online store
Order volume (mln. Units)				
Sales volume (mln. Units)				
Share in sales volume (%)				
Sales value (\$ 000)				
Share in gross sales value (%)				
Cost of goods sold (\$ 000)				
Total trade support (\$ 000)				
(1) Quantity discounts costs (\$ 000)				
(2) Performance bonus cost (\$ 000)				
(3) Financial Cost (delay of payment) (\$ 000)				
(4) Other compensation (\$ 000)				
Gross profit after PUSH (\$ 000)				
Share in gross profit (%)				

Rural / Urban (2 tables)

Eleccsories / Rural	Retailer 1	Retailer 2	Traditional trade	Online store
Order volume (mln. Units)				
Sales volume (mln. Units)				
Share in sales volume (%)				
Sales value (\$ 000)				
Share in gross sales value (%)				
Cost of goods sold (\$ 000)				
Total trade support (\$ 000)				
(1) Quantity discounts costs (\$ 000)				
(2) Performance bonus cost (\$ 000)				
(3) Financial Cost (delay of payment) (\$ 000)				
(4) Other compensation (\$ 000)				
Gross profit after PUSH (\$ 000)				
Share in gross profit (%)				

Negotiation Results by retailer (2 tables)

Retailer 1	Contract Honored	Minimum Order	Discount Rate	Sales Target Volume	Bonus Rate	Payment days	Volume Ordered	Compensation Offered	Other Compensation Offered
Brand 1									
Brand 2									
...									

Retailer 2	Contract Honored	Minimum Order	Discount Rate	Sales Target Volume	Bonus Rate	Payment days	Volume Ordered	Compensation Offered	Other Compensation Offered
Brand 1									
Brand 2									
...									

2.1.2 Situation Report

2.1.2.1 Market Share Report

This report gives detailed market share information but only for the respective supplier's SKUs. The market share data is given by category, by market, by consumer segment and by shopper segment. There are the 16 tables (8 per category):

- Elecssories/Rural: volume share and change by consumer segment (8 columns)
- Elecssories/Rural: value share and change by consumer segment(8 columns)
- Elecssories/Urban: volume share and change by consumer segment (8 columns)
- Elecssories/Urban: value share and change by consumer segment(8 columns)
- Elecssories/Rural: volume share and change by shopper segment (6 columns, for b&m only, online only, and mixed)
- Elecssories/Rural: value share and change by shopper segment (6 columns)
- Elecssories/Urban: volume share and change by shopper segment (6 columns)

-Eslecssories/Urban value share and change by shopper segment (6 columns).

-the next 8 tables are identical to the ones above but for HealthBeauties.

Market Volume & Value Share by Consumer Segment (by market & category) (8 tables)

Rural / Urban (2 tables)

Eleccsories Rural	volume share Price Sensitive	change from the previous period (+/- % change)	volume share Value for Money	change from the previous period (+/- % change)	volume share Fashion	change from the previous period (+/- % change)	volume share Freaks	change from the previous period (+/- % change)
SKU 1								
SKU 2								
...								

Rural / Urban (2 tables)

Eleccsories Rural	value share Price Sensitive	change from the previous period (+/- % change)	value share Value for Money	change from the previous period (+/- % change)	value share Fashion	change from the previous period (+/- % change)	value share Freaks	change from the previous period (+/- % change)
SKU 1								
SKU 2								
...								

Rural / Urban (2 tables)

HealthBeauty Rural	volume share Price Sensitive	change from the previous period (+/- % change)	volume share Value for Money	change from the previous period (+/- % change)	volume share Health Conscious	change from the previous period (+/- % change)	volume share Impatient	change from the previous period (+/- % change)
SKU 1								
SKU 2								
...								

Rural / Urban (2 tables)

HealthBeauty Rural	value share Price Sensitive	change from the previous period (+/- % change)	value share Value for Money	change from the previous period (+/- % change)	value share Health Conscious	change from the previous period (+/- % change)	value share Impatient	change from the previous period (+/- % change)
SKU 1								
SKU 2								
...								

Market Volume & Value Share by Shopper Segment (by market & category) (8 tables)

Rural / Urban (2 tables)

Elecsories Rural	volume share b&m only	change from the previous period (+/- % change)	volume share online only	change from the previous period (+/- % change)	volume share mixed	change from the previous period (+/- % change)
SKU 1						
SKU 2						
...						

Rural / Urban (2 tables)

Eleccsories	value share	change from the previous period	value share	change from the previous period	value share	change from the previous period
Urban	b&m only	(+/- % change)	online only	(+/- % change)	mixed	(+/- % change)
SKU 1						
SKU 2						
...						

Rural / Urban (2 tables)

HealthBeauty	volume share	change from the previous period	volume share	change from the previous period	volume share	change from the previous period
Rural	b&m only	(+/- % change)	online only	(+/- % change)	mixed	(+/- % change)
SKU 1						
SKU 2						
...						

Rural / Urban (2 tables)

HealthBeauty	value share	change from the previous period	value share	change from the previous period	value share	change from the previous period
Rural	b&m only	(+/- % change)	online only	(+/- % change)	mixed	(+/- % change)
SKU 1						
SKU 2						
...						

2.1.2.2 Volume Report

This is essentially your table in 2.1.3, with volume information by SKU. But I suggest we flip the structure with the SKUs as lines (this will change over time) and the 5 columns corresponding to: initial inventory, production volume, sales volume, discounted goods volume, and closing inventory. Hence, we have 2 tables with this structure, one for the Eleccsories' SKUs and one for the HealthBeauties' SKUs.

Volume Report by Category (2 tables)

Elecssories	initial inventory	production volume	sales volume	discounted goods volume	closing inventory
SKU 1					
SKU 2					
...					

HealthBeauty	initial inventory	production volume	sales volume	discounted goods volume	closing inventory
SKU 1					
SKU 2					
...					

2.1.3 Key Performance Indicator (KPI) Report

For the respective supplier:

- effectiveness of trade spending(ROI)
- effectiveness of media spending(ROI)
- portfolio strength (average awareness across SKUs by category)
- trade strength (by category, share of value sales moved through each b&m retailer)
- online strength(by category, share of value sales sold online and share of online shoppers)

Key Performance Indicator (KPI) Report (1 table)

	supplier 1	supplier 2	supplier 3	retailer 1	retailer 2
effectiveness of trade spending					
effectiveness of media spending					
portfolio strength for Elecssories					
portfolio strength for HealthBeauty					
trade strength for Elecssories					
trade strength for HealthBeauty					
online strength for Elecssories					
online strength for HealthBeauty					

2.2 Retailer Confidential Report

2.2.1 Financial Report

As with the suppliers, this report has 3 sections: the P&L by SKU, the profitability by supplier/private label, and the negotiation results. The first section is your table 2.2.1; the second section is your table 2.2.4. These are fine for now, but adjust the terminology to be consistent; eg. table 2.2.4 refers to "manufacturers". The third section reports on the contracts negotiated with each of the suppliers and whether or not the contracts were honored.

Consolidated Profit & Loss Statement by SKU (1 table)

Item	SKU 1	SKU 2	...
Sales value (\$mIn)			
- Cost of Price Promotions (\$mIn)			
+ Other Compensation (\$mIn)			
Net Sales Value (\$mIn)			
(%) change versus previous period			
Share In Category Total Sales Value (%)			
- Total material costs(\$mIn)			
(1) Cost of Goods Sold (\$mIn)			
(2) Value of Quantity Discounts (\$mIn)			
(3) Value of Performance Bonus (\$mIn)			
(4) Discontinued Goods Cost(\$mIn)			
(5) Inventory Holding Cost(\$mIn)			
Gross Profit(\$mIn)			
(%) change versus previous period			
Gross Profit margin (%)			
Share in Category Gross Profit/Losses (%)			
- General Expenses(\$mIn)			
Operating Profit (\$mIn)			
(%) change versus previous period			
Operating Profit margin (%)			
Share in Category Operating Profit/Losses (%)			
- Interests(\$mIn)			
- Taxes(\$mIn)			
- Exceptional Costs/Profits(\$mIn)			
Net Profit(\$mIn)			
(%) change versus previous period			
Net Profit margin (%)			
Share In Category Net Profit/Losses (%)			

Profitability by Supplier & Private Label Report (by category & market) (4 tables)

Rural / Urban (2 tables)

Elecsories / Rural	supplier 1	supplier 2	supplier 3	private label
Total shelf space (%)				
Net sales (RMB 000)				
share in total (%)				
Gross contribution (RMB 000)				
Financial revenue (RMB 000)				
Adjusted gross contribution (RMB 000)				
as % of net sales (%)				
share in total (%)				
per 1% of shelf space				
Terms of payment (days)				

Rural / Urban (2 tables)

HealthBeauty / Rural	supplier 1	supplier 2	supplier 3	private label
Total shelf space (%)				
Net sales (RMB 000)				
share in total (%)				
Gross contribution (RMB 000)				
Financial revenue (RMB 000)				
Adjusted gross contribution (RMB 000)				
as % of net sales (%)				
share in total (%)				
per 1% of shelf space				
Terms of payment (days)				

Negotiation Results by supplier (3 tables)

Supplier 1	Contract Honored	Minimum Order	Discount Rate	Sales Target Volume	Bonus Rate	Payment days	Volume Ordered	Compensation Acquired	Other Compensation Acquired
Brand 1									
Brand 2									
...									

Supplier 2	Contract Honored	Minimum Order	Discount Rate	Sales Target Volume	Bonus Rate	Payment days	Volume Ordered	Compensation Acquired	Other Compensation Acquired
Brand 1									
Brand 2									
...									

Supplier 3	Contract Honored	Minimum Order	Discount Rate	Sales Target Volume	Bonus Rate	Payment days	Volume Ordered	Compensation Acquired	Other Compensation Acquired
Brand 1									
Brand 2									
...									

2.2.2 Situation Report

2.2.2.1 Market Share Report

Same in content and structure to the supplier report of the same name but here the lines are the retailer's private labels by category.

Market Volume & Value Share by Consumer Segment (by market & category) (8 tables)

Rural / Urban (2 tables)

Eleccsories Rural	volume share Price Sensitive	change from the previous period (+/- % change)	volume share Value for Money	change from the previous period (+/- % change)	volume share Fashion	change from the previous period (+/- % change)	volume share Freaks	change from the previous period (+/- % change)
private label 1								
private label 2								
...								

Rural / Urban (2 tables)

Eleccsories Rural	value share Price Sensitive	change from the previous period (+/- % change)	value share Value for Money	change from the previous period (+/- % change)	value share Fashion	change from the previous period (+/- % change)	value share Freaks	change from the previous period (+/- % change)
private label 1								
private label 2								
...								

Rural / Urban (2 tables)

HealthBeauty Rural	volume share Price Sensitive	change from the previous period (+/- % change)	volume share Value for Money	change from the previous period (+/- % change)	volume share Health Conscious	change from the previous period (+/- % change)	volume share Impatient	change from the previous period (+/- % change)
private label 1								
private label 2								
...								

Rural / Urban (2 tables)

HealthBeauty Rural	value share Price Sensitive	change from the previous period (+/- % change)	value share Value for Money	change from the previous period (+/- % change)	value share Health Conscious	change from the previous period (+/- % change)	value share Impatient	change from the previous period (+/- % change)
private label 1								
private label 2								
...								

Market Volume & Value Share by Shopper Segment (by market & category) (8 tables)

Rural / Urban (2 tables)

Eleccsories Rural	volume share b&m only	change from the previous period (+/- % change)	volume share online only	change from the previous period (+/- % change)	volume share mixed	change from the previous period (+/- % change)
private label 1						
private label 2						
...						

Rural / Urban (2 tables)

Eleccsories Rural	value share b&m only	change from the previous period (+/- % change)	value share online only	change from the previous period (+/- % change)	value share mixed	change from the previous period (+/- % change)
private label 1						
private label 2						
...						

Rural / Urban (2 tables)

HealthBeauty Rural	volume share b&m only	change from the previous period (+/- % change)	volume share online only	change from the previous period (+/- % change)	volume share mixed	change from the previous period (+/- % change)
private label 1						
private label 2						
...						

Rural / Urban (2 tables)

HealthBeauty Rural	value share b&m only	change from the previous period (+/- % change)	value share online only	change from the previous period (+/- % change)	value share mixed	change from the previous period (+/- % change)
private label 1						
private label 2						
...						

2.2.2.2 Volume Report

This should have the same structure as the Volume Report for the suppliers (ie, all SKUs as lines) but with 6 columns : initial inventory, ordered volume, delivered volume, sales volume, discounted goods volume, and closing inventory.

Volume Report by Category (2 tables)

Eleccsories	initial inventory	ordered volume	delivered volume	sales volume	discounted goods volume	closing inventory
private label 1						
private label 2						
...						

HealthBeauty	initial inventory	ordered volume	delivered volume	sales volume	discounted goods volume	closing inventory
private label 1						
private label 2						
...						

2.2.3 Key Performance Indicator (KPI) Report

SKU performance table 2.2.2 from Leah.

We add two measures:

1. the share of b&m shoppers the retailer gets
2. the share of overall shoppers (b&m and online shoppers together) the retailer gets.

Key Performance Indicator (KPI) Report (1 table)

Item	SKU 1	SKU 2	...
Value Rotation Index Sales value per 1% of shelf space			
Volume Rotation Index Sales volume per 1% of shelf space			
Profitability Index Gross Profit per 1% of shelf space			
Stock Cover Closing Inventory Volume / weekly Sales volume			
the share of b&m shoppers the retailer gets			
the share of overall shoppers (b&m and online shoppers together) the retailer gets			

3. Market Research Studies

3.1 Awareness

This research report has 2 tables, one for each category. The tables have the SKUs as lines (by supplier and retailer- for the private label) and 4 columns: the awareness levels achieved in the two markets (rural and urban) and respective changes from the previous period.

Product Awareness by Category (2 tables)

Eleccsories	Awareness - Rural	change from the previous period (+/- % change)	Awareness - Urban	change from the previous period (+/- % change)
SKU 1				
SKU 2				
...				
private label 1				
private label 2				
...				

HealthBeauty	Awareness - Rural	change from the previous period (+/- % change)	Awareness - Urban	change from the previous period (+/- % change)
SKU 1				
SKU 2				
...				
private label 1				
private label 2				
...				

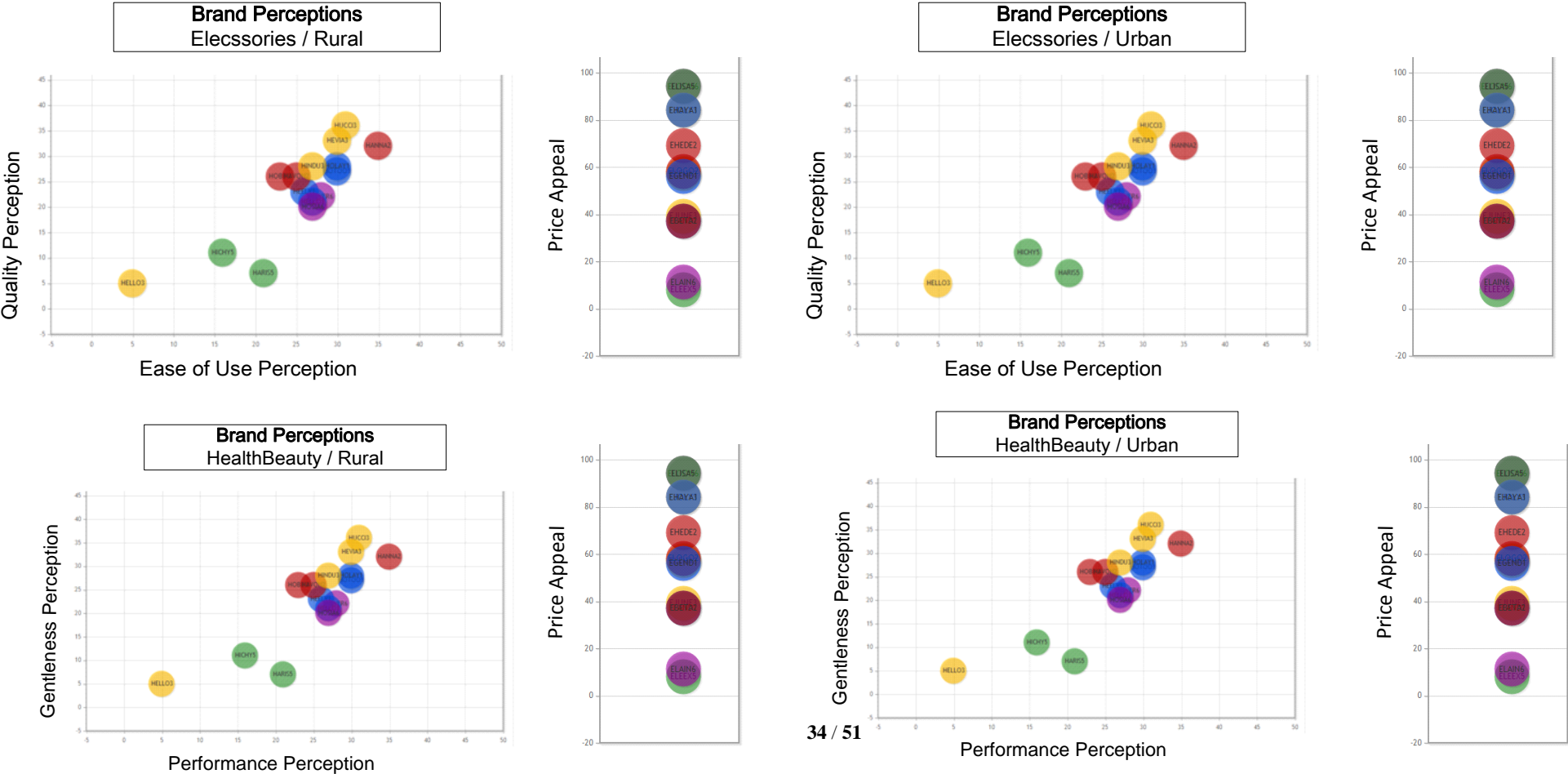
3.2 Perceptions

3.2.1 Brand Perceptions

We have 4 graphs here, by category and by market. We use the current set up:
a 2x2 graph plus a unidimensional representation of perceived price.

Since consumer preferences are captured by a vector model with more is better, there are no ideal points. Furthermore, to be consistent across all dimensions, we will show perceived price as "price appeal" so that also on that dimension more is better. In other words, the "price appeal" dimension is the reverse of the perceived price dimension.

I suggest two pages, one with the Elecssories graphs, the other with the HealthBeauties graphs.

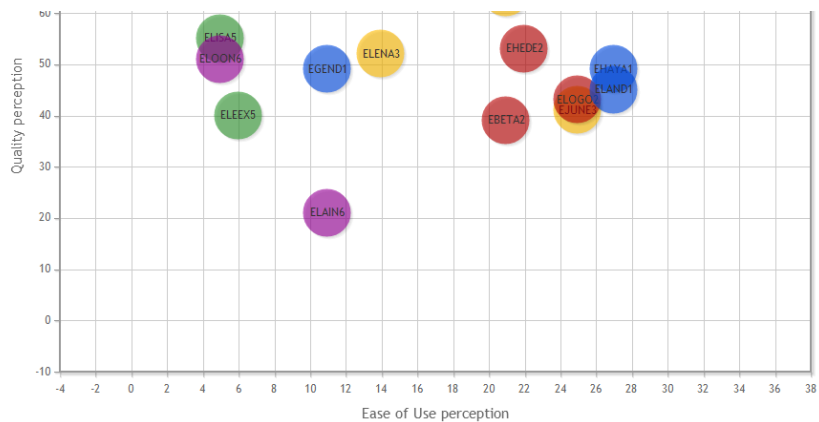


3.2.2 Retailer Perceptions

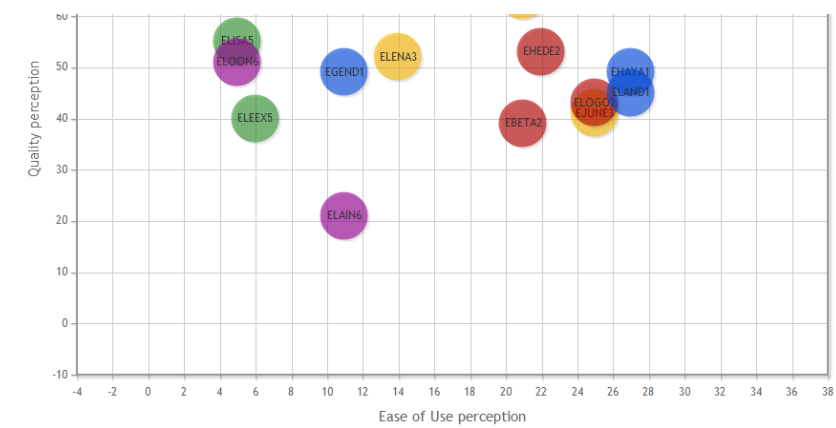
We have 2 2x2 graphs here: one for rural and one for urban. The two dimensions are: convenience and price. Each graph shows the perceived location of every retailer; note that there are 6: the two b&m retailers, traditional retail, and the online (eMall) stores of the three suppliers.

Retailer Perception by Market (2 graphs) (this graph is just for referring the format)

Retailer Perception / Rural	convenience	price
retailer 1		
retailer 2		
traditional trade		
supplier 1 online store		
supplier 2 online store		
supplier 3 online store		



Retailer Perception / Urban	convenience	price
retailer 1		
retailer 2		
traditional trade		
supplier 1 online store		
supplier 2 online store		
supplier 3 online store		



3.3 Behavior

This research study shows detailed sales (value and volume) and market share (value and volume) results for each SKU by category, market, consumer segment, and shopper segment. The structure is identical to the market share report in the confidential reports but here it includes all SKUs (listed by supplier and retailer-private label).

Market Volume & Value Share by Consumer Segment (by market & category) (8 tables)

Rural / Urban (2 tables)

Elecsories Rural	volume share Price Sensitive	change from the previous period (+/- % change)	volume share Value for Money	change from the previous period (+/- % change)	volume share Fashion	change from the previous period (+/- % change)	volume share Freaks	change from the previous period (+/- % change)
SKU 1								
SKU 2								
private label 1								
private label 2								
...								

Rural / Urban (2 tables)

Elecsories Rural	value share Price Sensitive	change from the previous period (+/- % change)	value share Value for Money	change from the previous period (+/- % change)	value share Fashion	change from the previous period (+/- % change)	value share Freaks	change from the previous period (+/- % change)
SKU 1								
SKU 2								
private label 1								
private label 2								
...								

Rural / Urban (2 tables)

HealthBeauty Rural	volume share Price Sensitive	change from the previous period (+/- % change)	volume share Value for Money	change from the previous period (+/- % change)	volume share Health Conscious	change from the previous period (+/- % change)	volume share Impatient	change from the previous period (+/- % change)
SKU 1								
SKU 2								
private label 1								
private label 2								
...								

Rural / Urban (2 tables)

HealthBeauty Rural	value share Price Sensitive	change from the previous period (+/- % change)	value share Value for Money	change from the previous period (+/- % change)	value share Health Conscious	change from the previous period (+/- % change)	value share Impatient	change from the previous period (+/- % change)
SKU 1								
SKU 2								
private label 1								
private label 2								
...								

Sales Volume & Value by Consumer Segment (by market & category) (8 tables)

Rural / Urban (2 tables)

Eleccsories Rural	sales volume Price Sensitive	change from the previous period (+/- % change)	sales volume Value for Money	change from the previous period (+/- % change)	sales volume Fashion	change from the previous period (+/- % change)	sales volume Freaks	change from the previous period (+/- % change)
SKU 1								
SKU 2								
private label 1								
private label 2								
...								

Rural / Urban (2 tables)

Eleccsories Rural	sales value Price Sensitive	change from the previous period (+/- % change)	sales value Value for Money	change from the previous period (+/- % change)	sales value Fashion	change from the previous period (+/- % change)	sales value Freaks	change from the previous period (+/- % change)
SKU 1								
SKU 2								
private label 1								
private label 2								
...								

Rural / Urban (2 tables)

HealthBeauty Rural	sales volume Price Sensitive	change from the previous period (+/- % change)	sales volume Value for Money	change from the previous period (+/- % change)	sales volume Health Conscious	change from the previous period (+/- % change)	sales volume Impatient	change from the previous period (+/- % change)
SKU 1								
SKU 2								
private label 1								
private label 2								
...								

Rural / Urban (2 tables)

HealthBeauty Rural	sales value Price Sensitive	change from the previous period (+/- % change)	sales value Value for Money	change from the previous period (+/- % change)	sales value Health Conscious	change from the previous period (+/- % change)	sales value Impatient	change from the previous period (+/- % change)
SKU 1								
SKU 2								
private label 1								
private label 2								
...								

Market Volume & Value Share by Shopper Segment (by market & category) (8 tables)

Rural / Urban (2 tables)

Eleccsories Rural	volume share b&m only	change from the previous period (+/- % change)	volume share online only	change from the previous period (+/- % change)	volume share mixed	change from the previous period (+/- % change)
SKU 1						
SKU 2						
private label 1						
private label 2						
...						

Rural / Urban (2 tables)

Eleccsories Rural	value share b&m only	change from the previous period (+/- % change)	value share online only	change from the previous period (+/- % change)	value share mixed	change from the previous period (+/- % change)
SKU 1						
SKU 2						
private label 1						
private label 2						
...						

Rural / Urban (2 tables)

HealthBeauty Rural	volume share b&m only	change from the previous period (+/- % change)	volume share online only	change from the previous period (+/- % change)	volume share mixed	change from the previous period (+/- % change)
SKU 1						
SKU 2						
private label 1						
private label 2						
...						

Rural / Urban (2 tables)

HealthBeauty Rural	value share b&m only	change from the previous period (+/- % change)	value share online only	change from the previous period (+/- % change)	value share mixed	change from the previous period (+/- % change)
SKU 1						
SKU 2						
private label 1						
private label 2						
...						

Sales Volume & Value by Shopper Segment (by market & category) (8 tables)

Rural / Urban (2 tables)

Eleccsories Rural	sales volume b&m only	change from the previous period (+/- % change)	sales volume online only	change from the previous period (+/- % change)	sales volume mixed	change from the previous period (+/- % change)
SKU 1						
SKU 2						
private label 1						
private label 2						
...						

Rural / Urban (2 tables)

Eleccsories Rural	sales value b&m only	change from the previous period (+/- % change)	sales value online only	change from the previous period (+/- % change)	sales value mixed	change from the previous period (+/- % change)
SKU 1						
SKU 2						
private label 1						
private label 2						
...						

Rural / Urban (2 tables)

HealthBeauty Rural	sales volume b&m only	change from the previous period (+/- % change)	sales volume online only	change from the previous period (+/- % change)	sales volume mixed	change from the previous period (+/- % change)
SKU 1						
SKU 2						
private label 1						
private label 2						
...						

Rural / Urban (2 tables)

HealthBeauty Rural	sales value b&m only	change from the previous period (+/- % change)	sales value online only	change from the previous period (+/- % change)	sales value mixed	change from the previous period (+/- % change)
SKU 1						
SKU 2						
private label 1						
private label 2						
...						

3.4 Retailer Prices and Promotion Intensity

This report has two main sections: first we show the retail prices, and second we show promotion intensity:

-The retail prices are show by market: one table for rural and one for urban. Each table has two sections, one for each category. The lines in each section are SKUs by supplier/retailer (private label), and there are 6 columns: the retail prices and change from the previous period for each retailer (retailer 1, retailer 2, and traditional trade).

-Then, we report on promotion intensity by SKU : two tables, one for each market. As rows are the SKUs sold through retailers (listed by supplier); there are 4 columns for the length and depth of promotions by each retailer.

Retail Price by Channel (by market & category) (4 tables)

Rural / Urban (2 tables)

Elecsories Rural	the retail price retailer 1	change from the previous period (+/- % change)	the retail price retailer 2	change from the previous period (+/- % change)	the retailer price traditional trade	change from the previous period (+/- % change)
SKU 1						
SKU 2						
Private label 1						
Private label 2						
...						

Rural / Urban (2 tables)

HealthBeauty Rural	the retail price retailer 1	change from the previous period (+/- % change)	the retail price retailer 2	change from the previous period (+/- % change)	the retailer price traditional trade	change from the previous period (+/- % change)
SKU 1						
SKU 2						
Private label 1						
Private label 2						
...						

Promotional Intensity by Market (2 tables)

Rural / Urban (2 tables)

Urban	Retailer 1		Retailer 2	
	Promotion Intensity length of promotion	Promotion Intensity depth of promotion	Promotion Intensity length of promotion	Promotion Intensity depth of promotion
SKU 1				
SKU 2				
Private label 1				
Private label 2				
...				

3.5 Supplier Intelligence

3.5.1 Advertising

This is an intelligence report with estimates on how much each supplier is spending on advertising (online/offline, by market and by category).

Advertising Online (1 table)

online advertising	Elecsories	HealthBeauty
Supplier 1		
Supplier 2		
Supplier 3		

Advertising Offline (1 table)

offline advertising	Elecsories			HealthBeauty		
	urban	rural	total	urban	rural	total
Supplier 1						
Supplier 2						
Supplier 3						

3.5.2 Trade Support

This is an intelligence report with estimates on how much each supplier spends on supporting each respective retailer (2 b&m retailers, their online store, and traditional trade); for the b&m retailers and the traditional trade, this is show by market (rural and urban).

We also report here the values of all the items that were negotiated for each pair of supplier/retailer.

Trade Support by Supplier (1 tables)

	trade support for retailer 1		trade support for retailer 2		trade support for traditional trade		trade support for Supplier 1 online store	trade support for Supplier 2 online store	trade support for Supplier 3 online store
	Rural	Urban	Rural	Urban	Rural	Urban			
Supplier 1									
Supplier 2									
Supplier 3									

Trade Support Negotiated for suppliers & retailers (1 table)

trade support negotiated total values	retailer 1	retailer 2
supplier 1		
supplier 2		
supplier 3		

3.5.3 Online Investments

This is an intelligence report with estimates on how much each of the suppliers spend on their online presence (ie, their investments in their eMall store).

Online Investments by supplier (1 table)

	Supplier 1	Supplier 2	Supplier 3
Investment on eMall visibility			
Other investment on eMall			

3.5.4 Production & Technology Assets

This is an intelligence study which reports by supplier on:

- acquired technology level
- acquired design level
- available production capacity and utilization rate
- production flexibility (max level, up or down)

Production & Technology Assets by supplier (1 table)

	Supplier 1	Supplier 2	Supplier 3
acquired technology level			
acquired design level			
available production capacity			
available production utilization rate			
production flexibility (max level)			
production flexibility (min level)			

3.6 Retailer Intelligence

3.6.1 Advertising

In structure similar to the Advertising study for the suppliers but with the addition of local advertising by market.

National Advertising (1 table)

advertising	online		offline	
	Convenience	Price	Convenience	Price
retailer 1				
retailer 2				

Local Advertising by Market (1 tables)

Local Advertising	Retailer 1		Retailer 2	
	Urban	Rural	Urban	Rural
Local Convenience Advertising				
Local Price Advertising				

3.6.2 Shelf-Space Allocation

This study gives estimates, by category and by market, of how much shelf space each b&m retailer gives to each of the respect SKUs (supplier SKUs and private label).

Shelf-Space Allocation by Category & Market (4 tables)

Rural / Urban (2 tables)

Eleccsories Rural	Shelf-space Retailer 1	Shelf-space Retailer 2
SKU 1		
SKU 2		
Private label 1		
Private label 2		
...		

Rural / Urban (2 tables)

HealthBeauty Rural	Shelf-space Retailer 1	Shelf-space Retailer 2
SKU 1		
SKU 2		
Private label 1		
Private label 2		
...		

3.6.3 In-Store Service

This study reports on the elected service levels by retailer.

In-Store Service Level by Retailer (1 tables)

	Retailer 1		Retailer 2	
	Rural	Urban	Rural	Urban
In-Store Service level				

3.7 Forecasts

3.7.1 Consumer Segment Size Forecasts

This research study gives forecasts, 2 periods out, for the consumer segments sizes by category and by market. We can show these graphically with ranges that increase into the future. The upper bound would be the optimistic level, and the lower bound the pessimistic level (ie, for each of the 2 periods ahead, we have two values).

Hence, we have 4 graphs:

- Eleccsories/urban
- Eleccsories/rural
- HealthBeauties/urban
- HealthBeauties/rural

In each graph, we have 4 lines (the 4 consumer segments).

Consume Segment Forecast by Category & Market (4 graphs)

Rural / Urban (2 tables)

Consumer Forecast HealthBeauty / Urban	Next Period 1		Next Period 2	
	optimistic level	pessimistic level	optimistic level	pessimistic level
Price Sensitive				
Value for Money				
Health Conscious				
Impatient				

Rural / Urban (2 tables)

Consumer Forecast Elecseries / Rural	Next Period 1		Next Period 2	
	optimistic level	pessimistic level	optimistic level	pessimistic level
Price Sensitive				
Value for Money				
Fashion				
Freaks				

3.7.2 Shopper Segment Size Forecasts

This is a research study which gives forecasts, 2 periods out, for the shopper segment sizes (online only, b&m, and mixed) by category. As with the Consumer Forecast, we can give a range as well as the actual values 3 periods back.

Hence, 4 graphs.

Shopper Segment Forecast by Category (4 graphs to be designed)

Shopper Forecast Elecseries	shopper segment size 2 periods back actual value	shopper segment size 1 Period back actual value	shopper segment size Current Period actual value
b&m only			
online only			
mixed			

Shopper Forecast Elecseries	shopper segment size Next Period 1		shopper segment size Next Period 2	
	optimistic level	pessimistic level	optimistic level	pessimistic level
b&m only				
online only				
mixed				

Shopper Forecast HealthBeauty	shopper segment size 2 periods back actual value	shopper segment size 1 Period back actual value	shopper segment size Current Period actual value
b&m only			
online only			
mixed			

Shopper Forecast HealthBeauty	shopper segment size Next Period 1		shopper segment size Next Period 2	
	optimistic level	pessimistic level	optimistic level	pessimistic level
b&m only				
online only				
mixed				

3.7.3 Category/Market Volume Forecasts

This research study gives estimates, 2 periods out, of the category volume growth expected in each market (rural and urban). As with the Consumer Forecast, we can give a range and the actual values 3 periods back. Hence, one graphs with 4 lines.

Category Growth Forecast by Category (4 graphs to be designed)

HealthBeauty	category volume growth forecast Next Period 1		category volume growth forecast Next Period 2	
	optimistic level	pessimistic level	optimistic level	pessimistic level
Rural				
Urban				

HealthBeauty	category volume 2 periods back actual value	category volume 1 Period back actual value	category volume Current Period actual value
Rural			
Urban			

Eleccsories	category volume growth forecast Next Period 1		category volume growth forecast Next Period 2	
	optimistic level	pessimistic level	optimistic level	pessimistic level
Rural				
Urban				

Eleccsories	category volume 2 periods back actual value	category volume 1 Period back actual value	category volume Current Period actual value
Rural			
Urban			

3.7.4 Internet Penetration Forecast

This research study gives forecasts, 2 periods out, of the Internet penetration rate in each of the markets (rural and urban). As with the Consumer Forecast, we can give a range for 2 points into the future as well as the actual values 3 periods back. Hence, 1 graph with 1 line.

Internet Penetration Forecast (4 graphs to be designed)

Rural / Urban (2 graphs)

Internet penetration rate	Next Period 1		Next Period 2	
	optimistic level	pessimistic level	optimistic level	pessimistic level
Rural				

Rural / Urban (2 graphs)

Internet penetration rate	2 periods back actual value	1 Period back actual value	Current Period actual value
Rural			