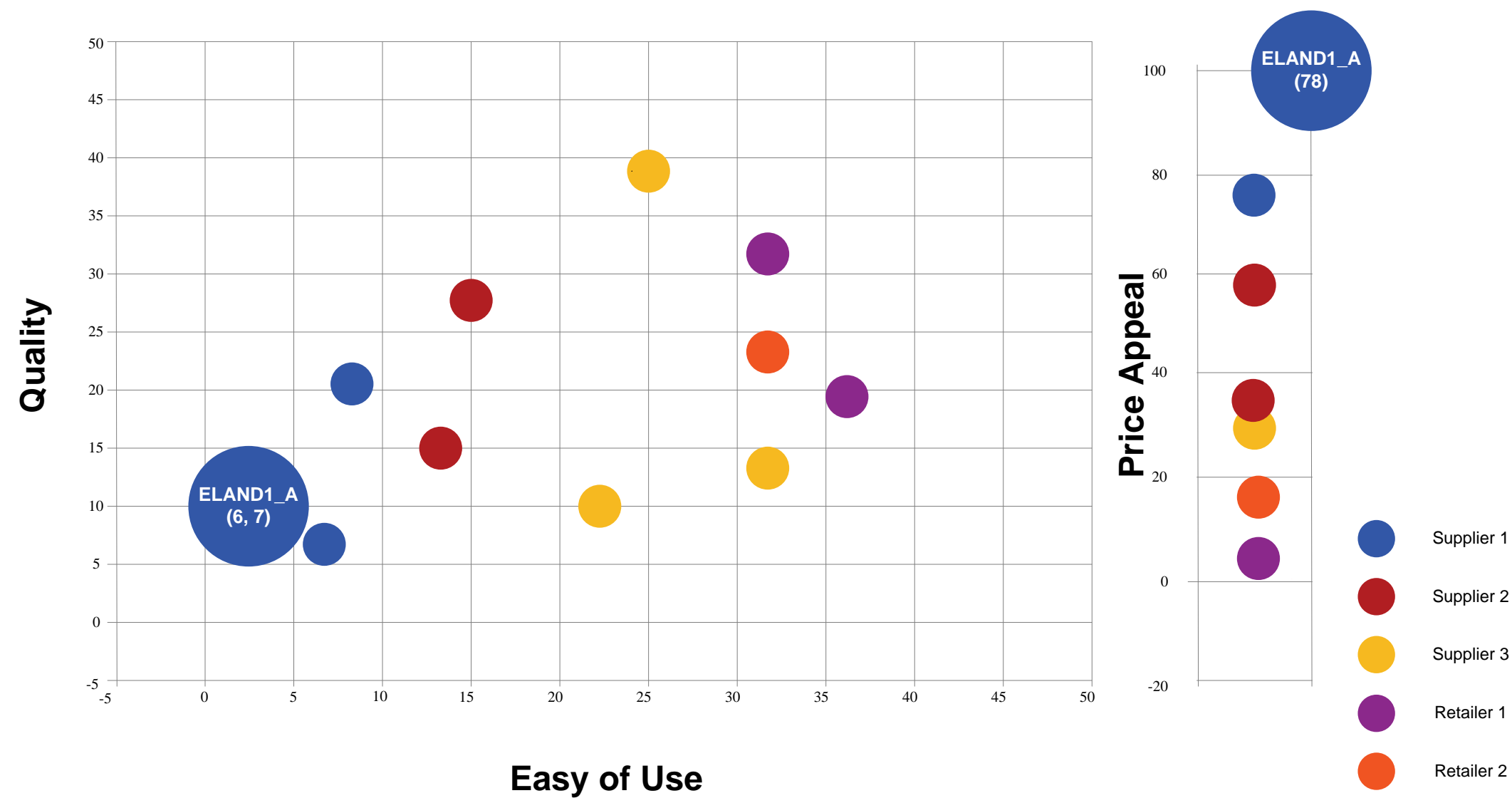


These graphs show the perceptual positions of the SKUs by category and market. The positions are color-coded by supplier and retailer (for private label SKUs). Moving the cursor on any of the circles will identify the SKU and the exact perceptual coordinates of that SKU.

## Brand Perceptions – Eleccsories (Urban)



- Performance Highlights
- Market Shares
- Sales
- Segment Leadership
- Cross-Segment Sales Volumes
- Product Portfolio
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- Financial Results
- Eleccsories Situation Reports
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- Key Performance Indicators
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  - Eleccsories – Rural
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- Retailer Perceptions
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