

This decision form allows supplier to decide the General Marketing spending for each SKU in the supplier’s HealthBeauties portfolio. The values from previous period are shown by default and the supplier can change it. All the changes are highlighted in red. If the decisions are not validated within the deadline, those from the previous period are submitted.

General Marketing - HealthBeauties						
		Advertising (\$mIn)			Traditional Trade Support (\$mIn)	
		Online	Offline		Rural	Urban
			Rural	Urban		
Brand						
HOLAY1	HOLAY1_A	0.5	0.5	0.5	0.6	0.5
	HOLAY1_B	0.4	0.5	0.4	0.5	0.4
HEELY1	HEELY1_A	0.5	0.6	0.5	0.5	0.5
	HEELY1_B	0.7	0.7	0.7	0.6	0.7
HALUC1	HALUC1_A	0.6	0.6	0.6	0.5	0.6

Product Portfolio Management

B&M List Prices

Negotiation Agreements

Production Volumes

I General Marketing

Online Store Management

Asset Investments

Market Research Orders