

This decision form allows retailer to decide the negotiation terms with the supplier1 at SKU level for Elecssories. When the negotiation round starts, the agreed-to contract terms from previous period are displayed. Thereafter, supplier or retailer can initiate proposals by changing the terms, which are highlighted in red (items proposed by supplier) and blue (items proposed by retailer). Once the contract terms are agreed for an SKU, either supplier or retailer or both can click on agree button. If both click on the agree button, the negotiation agreement for that SKU is frozen. Once all the SKU agreements are reached, each party clicks on “Validate Contract” button on the bottom of the screen. If both click it, the contract between both the parties is frozen.

Negotiation Agreements – Supplier1 – Retailer 1									
Elecssories		Volume Discounts		Performance Bonus					
		Minimum Order Quantity (units mln)	Discount Rate (%)	Target Volume (units mln)	Bonus Rate (%)	Payment Terms (days)	Other Compensation (\$mln)	Supplier Agreement	Retailer Agreement
Brand									
ELAND1	ELAND1_A	2	5	5	6	30	0.5	Agree	Agree
	ELAND1_B	2.5	5	4	5	60	1.0	Agree	Agree
EHAYA1	EHAYA1_A	1.5	6	5	5	30	1.5	Agree	Agree
	EHAYA1_B	1.75	7	7	6	90	0.5	Agree	Agree
ELABO1	ELABO1_A	2	6	6	5	45	0.2	Agree	Agree

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This decision form allows retailer to decide the negotiation terms with the supplier1 at SKU level for HealthBeauties. When the negotiation round starts, the agreed-to contract terms from previous period are displayed. Thereafter, supplier or retailer can initiate proposals by changing the terms, which are highlighted in red (items proposed by supplier) and blue (items proposed by retailer). Once the contract terms are agreed for an SKU, either supplier or retailer or both can click on agree button. If both click on the agree button, the negotiation agreement for that SKU is frozen. Once all the SKU agreements are reached, each party clicks on “Validate Contract” button on the bottom of the screen. If both click it, the contract between both the parties is frozen.

Negotiation Agreements – Supplier 1 – Retailer 1									
HealthBeauties		Volume Discounts		Performance Bonus					
		Minimum Order Quantity (units mln)	Discount Rate (%)	Target Volume (units mln)	Bonus Rate (%)	Payment Terms (days)	Other Compensation (\$mln)	Supplier Agreement	Retailer Agreement
Brand									
HOLAY1	HOLAY1_A	2	5	5	6	30	0.5	Agree	Agree
	HOLAY1_B	2.5	5	4	5	60	1.0	Agree	Agree
HEELY1	HEELY1_A	1.5	6	5	5	30	1.5	Agree	Agree
	HEELY1_B	1.75	7	7	6	90	0.5	Agree	Agree
HALUC1	HALUC1_A	2	6	6	5	45	0.2	Agree	Agree

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This decision form allows retailer to decide the negotiation terms with the supplier2 at SKU level for Elecssories. When the negotiation round starts, the agreed-to contract terms from previous period are displayed. Thereafter, supplier or retailer can initiate proposals by changing the terms, which are highlighted in red (items proposed by supplier) and blue (items proposed by retailer). Once the contract terms are agreed for an SKU, either supplier or retailer or both can click on agree button. If both click on the agree button, the negotiation agreement for that SKU is frozen. Once all the SKU agreements are reached, each party clicks on “Validate Contract” button on the bottom of the screen. If both click it, the contract between both the parties is frozen.

Negotiation Agreements – Supplier2 – Retailer 1									
Elecssories		Volume Discounts		Performance Bonus					
		Minimum Order Quantity (units mln)	Discount Rate (%)	Target Volume (units mln)	Bonus Rate (%)	Payment Terms (days)	Other Compensation (\$mln)	Supplier Agreement	Retailer Agreement
Brand									
ELAND2	ELAND2_A	2	5	5	6	30	0.5	Agree	Agree
	ELAND2_B	2.5	5	4	5	60	1.0	Agree	Agree
EHAYA2	EHAYA2_A	1.5	6	5	5	30	1.5	Agree	Agree
	EHAYA2_B	1.75	7	7	6	90	0.5	Agree	Agree
ELABO2	ELABO2_A	2	6	6	5	45	0.2	Agree	Agree

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This decision form allows retailer to decide the negotiation terms with the supplier2 at SKU level for HealthBeauties. When the negotiation round starts, the agreed-to contract terms from previous period are displayed. Thereafter, supplier or retailer can initiate proposals by changing the terms, which are highlighted in red (items proposed by supplier) and blue (items proposed by retailer). Once the contract terms are agreed for an SKU, either supplier or retailer or both can click on agree button. If both click on the agree button, the negotiation agreement for that SKU is frozen. Once all the SKU agreements are reached, each party clicks on “Validate Contract” button on the bottom of the screen. If both click it, the contract between both the parties is frozen.

Negotiation Agreements – Supplier 2 – Retailer 1									
HealthBeauties		Volume Discounts		Performance Bonus					
		Minimum Order Quantity (units mln)	Discount Rate (%)	Target Volume (units mln)	Bonus Rate (%)	Payment Terms (days)	Other Compensation (\$mln)	Supplier Agreement	Retailer Agreement
Brand									
HOLAY2	HOLAY2_A	2	5	5	6	30	0.5	Agree	Agree
	HOLAY2_B	2.5	5	4	5	60	1.0	Agree	Agree
HEELY2	HEELY2_A	1.5	6	5	5	30	1.5	Agree	Agree
	HEELY2_B	1.75	7	7	6	90	0.5	Agree	Agree
HALUC2	HALUC2_A	2	6	6	5	45	0.2	Agree	Agree

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This decision form allows retailer to decide the negotiation terms with the supplier3 at SKU level for Elecssories. When the negotiation round starts, the agreed-to contract terms from previous period are displayed. Thereafter, supplier or retailer can initiate proposals by changing the terms, which are highlighted in red (items proposed by supplier) and blue (items proposed by retailer). Once the contract terms are agreed for an SKU, either supplier or retailer or both can click on agree button. If both click on the agree button, the negotiation agreement for that SKU is frozen. Once all the SKU agreements are reached, each party clicks on “Validate Contract” button on the bottom of the screen. If both click it, the contract between both the parties is frozen.

Negotiation Agreements – Supplier3 – Retailer 1									
Elecssories		Volume Discounts		Performance Bonus					
		Minimum Order Quantity (units mln)	Discount Rate (%)	Target Volume (units mln)	Bonus Rate (%)	Payment Terms (days)	Other Compensation (\$mln)	Supplier Agreement	Retailer Agreement
Brand									
ELAND3	ELAND3_A	2	5	5	6	30	0.5	Agree	Agree
	ELAND3_B	2.5	5	4	5	60	1.0	Agree	Agree
EHAYA3	EHAYA3_A	1.5	6	5	5	30	1.5	Agree	Agree
	EHAYA3_B	1.75	7	7	6	90	0.5	Agree	Agree
ELABO3	ELABO3_A	2	6	6	5	45	0.2	Agree	Agree

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This decision form allows retailer to decide the negotiation terms with the supplier3 at SKU level for HealthBeauties. When the negotiation round starts, the agreed-to contract terms from previous period are displayed. Thereafter, supplier or retailer can initiate proposals by changing the terms, which are highlighted in red (items proposed by supplier) and blue (items proposed by retailer). Once the contract terms are agreed for an SKU, either supplier or retailer or both can click on agree button. If both click on the agree button, the negotiation agreement for that SKU is frozen. Once all the SKU agreements are reached, each party clicks on “Validate Contract” button on the bottom of the screen. If both click it, the contract between both the parties is frozen.

Negotiation Agreements – Supplier 3 – Retailer 1									
HealthBeauties		Volume Discounts		Performance Bonus					
		Minimum Order Quantity (units mln)	Discount Rate (%)	Target Volume (units mln)	Bonus Rate (%)	Payment Terms (days)	Other Compensation (\$mln)	Supplier Agreement	Retailer Agreement
Brand									
HOLAY3	HOLAY3_A	2	5	5	6	30	0.5	Agree	Agree
	HOLAY3_B	2.5	5	4	5	60	1.0	Agree	Agree
HEELY3	HEELY3_A	1.5	6	5	5	30	1.5	Agree	Agree
	HEELY3_B	1.75	7	7	6	90	0.5	Agree	Agree
HALUC3	HALUC3_A	2	6	6	5	45	0.2	Agree	Agree

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This decision form allows retailers to decide the spending for advertising and the In-Store service levels. The values from previous period are shown by default and the retailer 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. The range of values for In-Store levels is displayed when cursor hovers over the “In-Store Service Level” label.

Marketing	
Advertising (\$ mln)	
Online	
Price Appeal	0.5
Convenience	1.5
Offline	
Price Appeal	0.5
Convenience	1.5
Local	
Rural	0.4
Urban	0.6
In-Store Service Level	
Rural	5
Urban	6

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This decision form allows retailers to manage their private label product portfolio. More specifically, retailer can decide to discontinue specific SKUs, add new brands/variants, add new variants under existing brands and modify the specifications of variants in retailer’s private label portfolio. The product portfolio from the last period appears by default.

- I. To discontinue an existing SKU, click on the SKU name.
- II. To add a new brand/variant click on “Brand” button and enter the brand/variant name with specifications. The new brand/variant is highlighted in red.
- III. To add a new variant under an existing brand, click on the brand name in the table, and enter the variant name with specifications. The new variant is highlighted in red.
- IV. To modify a variant’s specification, enter the desired spec value. However, the Pack-Format cannot be changed. The changes are highlighted in red.

Once the changes are made, click on “Validate Portfolio” button to confirm the product portfolio decision. If the portfolio (either of the categories or both) is not validated by the end of deadline (illustrated by the time-bar), the portfolio from previous period will be used by default.

Private Label Portfolio Management					
Elecssories		Pack-Format	Technology Level	Design Level	Quality-of-Raw-Materials
Brand					
ELAND5	ELAND5_A	ECONOMY	5	5	6
	ELAND5_B	ECONOMY	5	4	5
EHAYA5	EHAYA5_A	STANDARD	6	5	5
	EHAYA5_B	PREMIUM	7	7	6
ELABO5	ELABO5_A	STANDARD	6	6	5
HealthBeauties		Pack-Format	Technology Level	Active Agent	Smoothener Level
Brand					
HOLAY5	HOLAY5_A	ECONOMY	5	5	6
	HOLAY5_B	ECONOMY	5	4	5
HEELY5	HEELY5_A	STANDARD	6	5	5
	HEELY5_B	PREMIUM	7	7	6
HALUC5	HALUC5_A	STANDARD	6	6	5

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Private Label Portfolio Management

Discontinue Variants

New Brands/Variants

New Variants of Existing Brands

Modify Variant Specifications

Store Management

Market Research Orders

This decision form allows retailers to manage their private label product portfolio. More specifically, retailer can decide to discontinue specific SKUs, add new brands/variants, add new variants under existing brands and modify the specifications of variants in retailer’s private label portfolio. The product portfolio from the last period appears by default.

- I. To discontinue an existing SKU, click on the SKU name.
- II. To add a new brand/variant click on “Brand” button and enter the brand/variant name with specifications. The new brand/variant is highlighted in red.
- III. To add a new variant under an existing brand, click on the brand name in the table, and enter the variant name with specifications. The new variant is highlighted in red.
- IV. To modify a variant’s specification, enter the desired spec value. However, the Pack-Format cannot be changed. The changes are highlighted in red.

Once the changes are made, click on “Validate Portfolio” button to confirm the product portfolio decision. If the portfolio (either of the categories or both) is not validated by the end of deadline (illustrated by the time-bar), the portfolio from previous period will be used by default.

Private Label Portfolio Management					
Elecssories		Pack-Format	Technology Level	Design Level	Quality-of-Raw-Materials
Brand					
ELAND5	ELAND5_A	ECONOMY	5	5	6
	ELAND5_B	ECONOMY	5	4	5
EHAYA5	EHAYA5_A	STANDARD	6	5	5
	EHAYA5_B	PREMIUM	7	7	6
ELABO5	ELABO5_A	STANDARD	6	6	5
ETRAC5	ETRAC5_A	PREMIUM	7	6	6
HealthBeauties		Pack-Format	Technology Level	Active Agent	Smoothener Level
Brand					
HOLAY5	HOLAY5_A	ECONOMY	5	5	6
	HOLAY5_B	ECONOMY	5	4	5
HEELY5	HEELY5_A	STANDARD	6	5	5
	HEELY5_B	PREMIUM	7	7	6
HALUC5	HALUC5_A	STANDARD	6	6	5
HTREC5	HTREC5_A	PREMIUM	7	6	6

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Discontinue Variants

New Brands/Variants

New Variants of Existing Brands

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- II. To add a new brand/variant click on “Brand” button and enter the brand/variant name with specifications. The new brand/variant is highlighted in red.
- III. To add a new variant under an existing brand, click on the brand name in the table, and enter the variant name with specifications. The new variant is highlighted in red.
- IV. To modify a variant’s specification, enter the desired spec value. However, the Pack-Format cannot be changed. The changes are highlighted in red.

Once the changes are made, click on “Validate Portfolio” button to confirm the product portfolio decision. If the portfolio (either of the categories or both) is not validated by the end of deadline (illustrated by the time-bar), the portfolio from previous period will be used by default.

Private Label Portfolio Management					
Elecssories		Pack-Format	Technology Level	Design Level	Quality-of-Raw-Materials
Brand					
ELAND5	ELAND5_A	ECONOMY	5	5	6
	ELAND5_B	ECONOMY	5	4	5
	ELAND1_C	STANDARD	6	6	6
EHAYA5	EHAYA5_A	STANDARD	6	5	5
	EHAYA5_B	PREMIUM	7	7	6
ELABO5	ELABO5_A	STANDARD	6	6	5
HealthBeauties		Pack-Format	Technology Level	Active Agent	Smoothener Level
Brand					
HOLAY5	HOLAY5_A	ECONOMY	5	5	6
	HOLAY5_B	ECONOMY	5	4	5
	HOLAY5_C	STANDARD	6	6	6
HEELY5	HEELY5_A	STANDARD	6	5	5
	HEELY5_B	PREMIUM	7	7	6
HALUC5	HALUC5_A	STANDARD	6	6	5

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This decision form allows retailers to manage their private label product portfolio. More specifically, retailer can decide to discontinue specific SKUs, add new brands/variants, add new variants under existing brands and modify the specifications of variants in retailer’s private label portfolio. The product portfolio from the last period appears by default.

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- II. To add a new brand/variant click on “Brand” button and enter the brand/variant name with specifications. The new brand/variant is highlighted in red.
- III. To add a new variant under an existing brand, click on the brand name in the table, and enter the variant name with specifications. The new variant is highlighted in red.
- IV. To modify a variant’s specification, enter the desired spec value. However, the Pack-Format cannot be changed. The changes are highlighted in red.

Once the changes are made, click on “Validate Portfolio” button to confirm the product portfolio decision. If the portfolio (either of the categories or both) is not validated by the end of deadline (illustrated by the time-bar), the portfolio from previous period will be used by default.

Private Label Portfolio Management					
Elecssories		Pack-Format	Technology Level	Design Level	Quality-of-Raw-Materials
Brand					
ELAND5	ELAND5_A	ECONOMY	5	5	6
	ELAND5_B	ECONOMY	5	4	5
EHAYA5	EHAYA5_A	STANDARD	6	5	5
	EHAYA5_B	PREMIUM	7	7	6
ELABO5	ELABO5_A	STANDARD	6	6	5
HealthBeauties		Pack-Format	Technology Level	Active Agent	Smoothener Level
Brand					
HOLAY5	HOLAY5_A	ECONOMY	5	5	6
	HOLAY5_B	ECONOMY	5	4	5
HEELY5	HEELY5_A	STANDARD	6	5	5
	HEELY5_B	PREMIUM	7	7	6
HALUC5	HALUC5_A	STANDARD	6	6	5

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Discontinue Variants

New Brands/Variants

New Variants of Existing Brands

Modify Variant Specifications

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This decision form allows retailer to manage the online store planning for each SKU in the retailer's Elecssories portfolio for rural market. The values from previous period are shown by default and the retailer 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.

Store Management – Rural – Elecssories						
				Promotions		
Brands		Order Volumes (units mln)	Shelf Space Allocation (%)	Retail Prices (\$)	Frequency (Days)	Depth (%)
ELAND1						
	ELAND1_A	0.5	25	11.0	5	0.6
	ELAND1_B	0.4	20	10.5	4	0.5
EHAYA2						
	EHAYA2_A	0.5	27	9.5	5	0.5
	EHAYA2_B	0.7	16	11.5	7	0.6
ELABO3						
	ELABO3_A	0.6	40	8.5	6	0.5

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This decision form allows retailer to manage the online store planning for each SKU in the retailer’s HealthBeauties portfolio for rural market. The values from previous period are shown by default and the retailer 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.

Store Management – Rural – HealthBeauties						
				Promotions		
Brands		Order Volumes (units mln)	Shelf Space Allocation (%)	Retail Prices (\$)	Frequency (Days)	Depth (%)
HOLAY1						
	HOLAY1_A	0.5	25	11.0	5	0.6
	HOLAY1_B	0.4	20	10.5	4	0.5
HEELY2						
	HEELY2_A	0.5	27	9.5	5	0.5
	HEELY2_B	0.7	16	11.5	7	0.6
HALUC1						
	HALUC2_A	0.6	40	8.5	6	0.5

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This decision form allows retailer to manage the online store planning for each SKU in the retailer’s Elecssories portfolio for urban market. The values from previous period are shown by default and the retailer 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.

Store Management – Urban – Elecssories						
				Promotions		
Brands		Order Volumes (units mln)	Shelf Space Allocation (%)	Retail Prices (\$)	Frequency (Days)	Depth (%)
ELAND1						
	ELAND1_A	0.5	25	11.0	5	0.6
	ELAND1_B	0.4	20	10.5	4	0.5
EHAYA2						
	EHAYA2_A	0.5	27	9.5	5	0.5
	EHAYA2_B	0.7	16	11.5	7	0.6
ELABO3						
	ELABO3_A	0.6	40	8.5	6	0.5

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This decision form allows retailer to manage the online store planning for each SKU in the retailer’s HealthBeauties portfolio for urban market. The values from previous period are shown by default and the retailer 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.

Store Management – Urban – HealthBeauties						
				Promotions		
Brands		Order Volumes (units mln)	Shelf Space Allocation (%)	Retail Prices (\$)	Frequency (Days)	Depth (%)
HOLAY1						
	HOLAY1_A	0.5	25	11.0	5	0.6
	HOLAY1_B	0.4	20	10.5	4	0.5
HEELY2						
	HEELY2_A	0.5	27	9.5	5	0.5
	HEELY2_B	0.7	16	11.5	7	0.6
HALUC1						
	HALUC2_A	0.6	40	8.5	6	0.5

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This decision form allows retailer to order market reports for the next period. By hovering the cursor on each study title, an a pop-up will appear explaining the contents of that study

Market Research Orders		
Report	Cost (\$mln)	Buy
Awareness	0.375	<input checked="" type="checkbox"/>
Brand Perceptions	0.450	<input type="checkbox"/>
Retailer Perceptions	0.450	<input type="checkbox"/>
Market Shares by Consumer Segment	0.275	<input checked="" type="checkbox"/>
Sales by Consumer Segment	0.275	<input type="checkbox"/>
Market Shares by Shopper Segment	0.275	<input type="checkbox"/>
Sales by Shopper Segment	0.275	<input type="checkbox"/>
B&M Retail Prices	0.250	<input checked="" type="checkbox"/>
Promotion Intensity	0.250	<input type="checkbox"/>
Supplier Intelligence	0.500	<input type="checkbox"/>
Retailer Intelligence	0.500	<input type="checkbox"/>
Forecasts	0.250	<input checked="" type="checkbox"/>

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