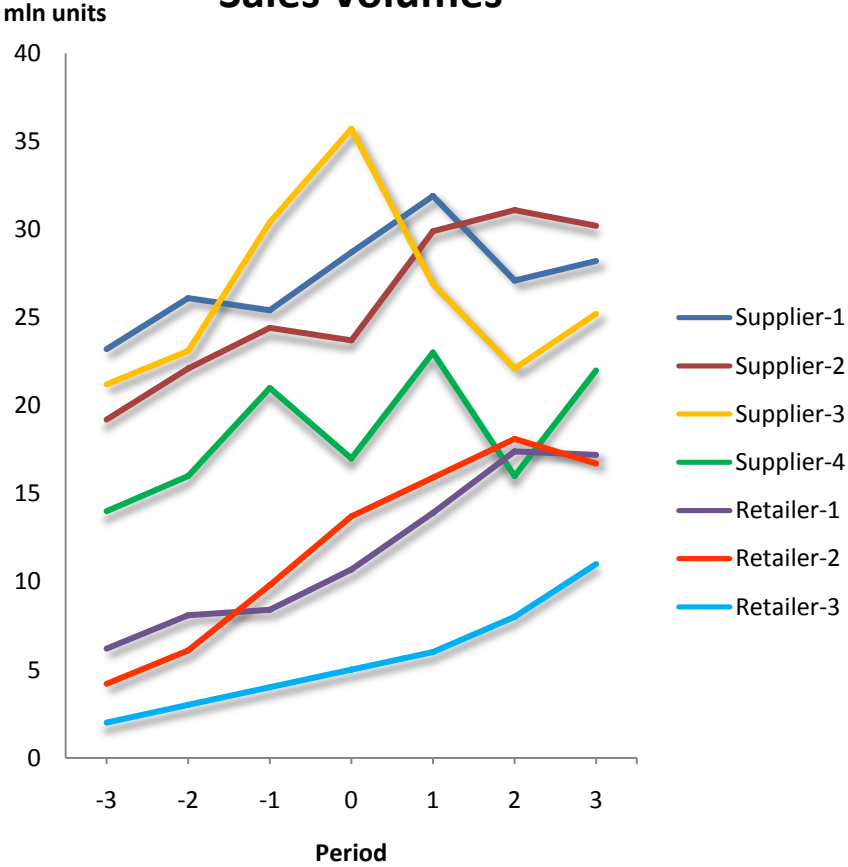
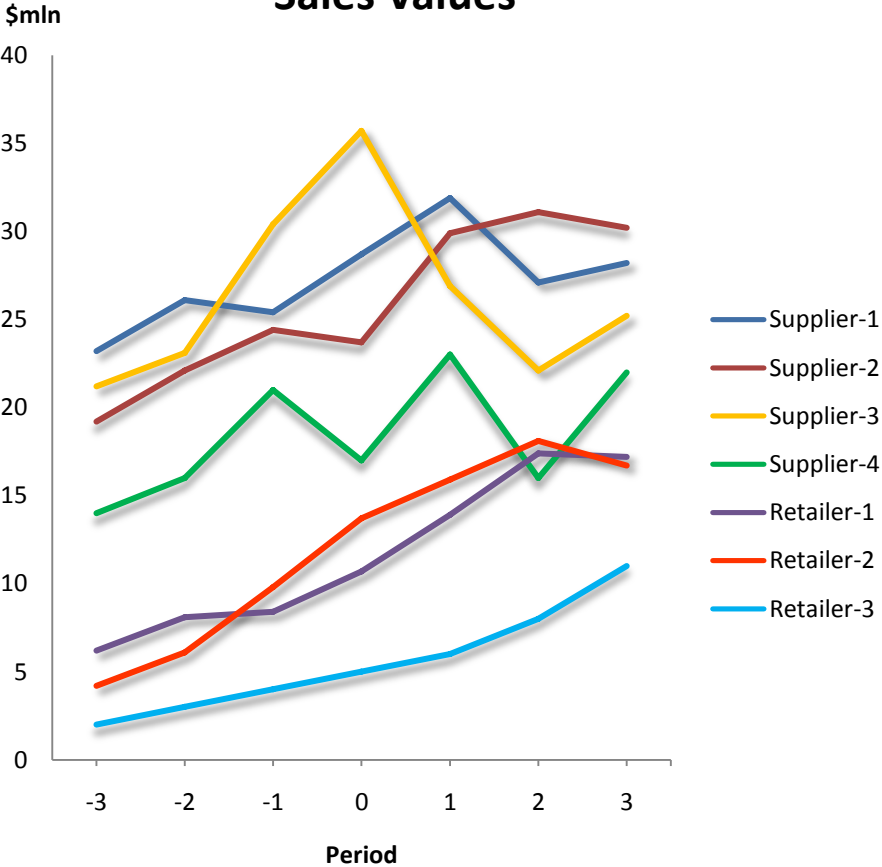


Sales – Elecssories

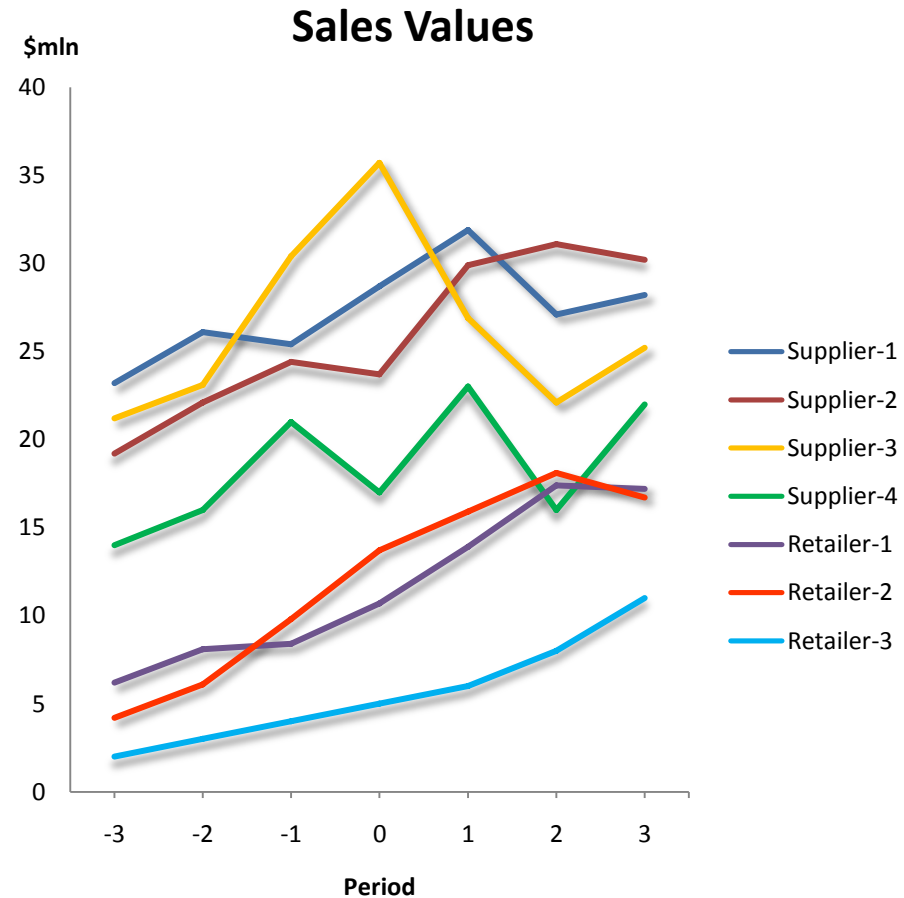
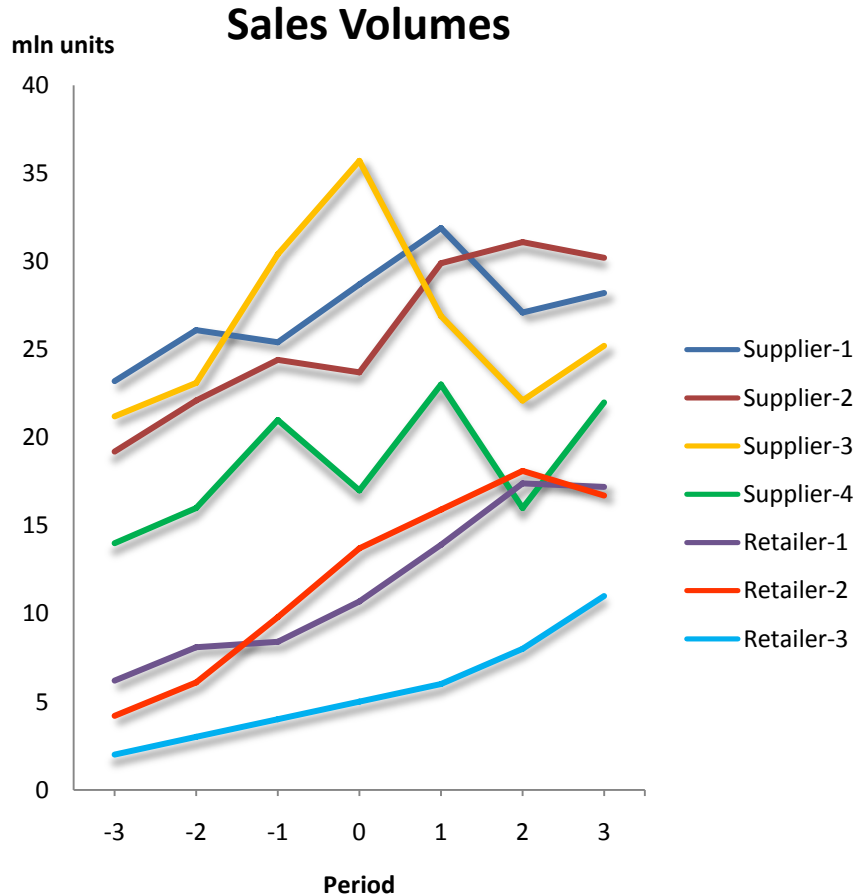
Sales Volumes



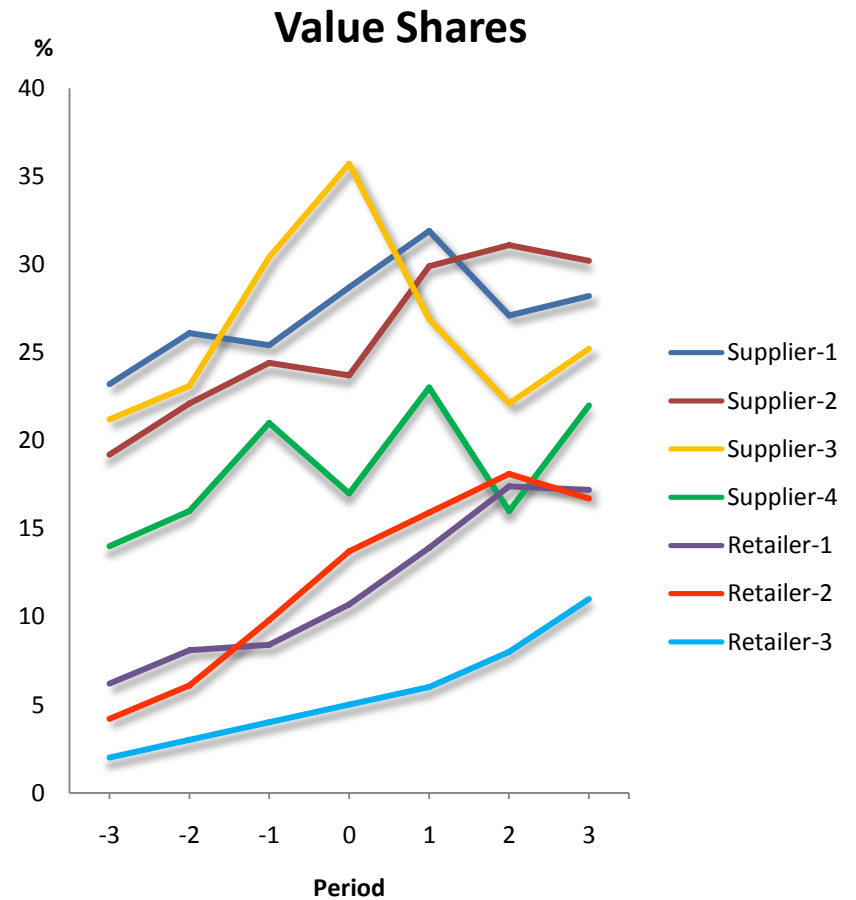
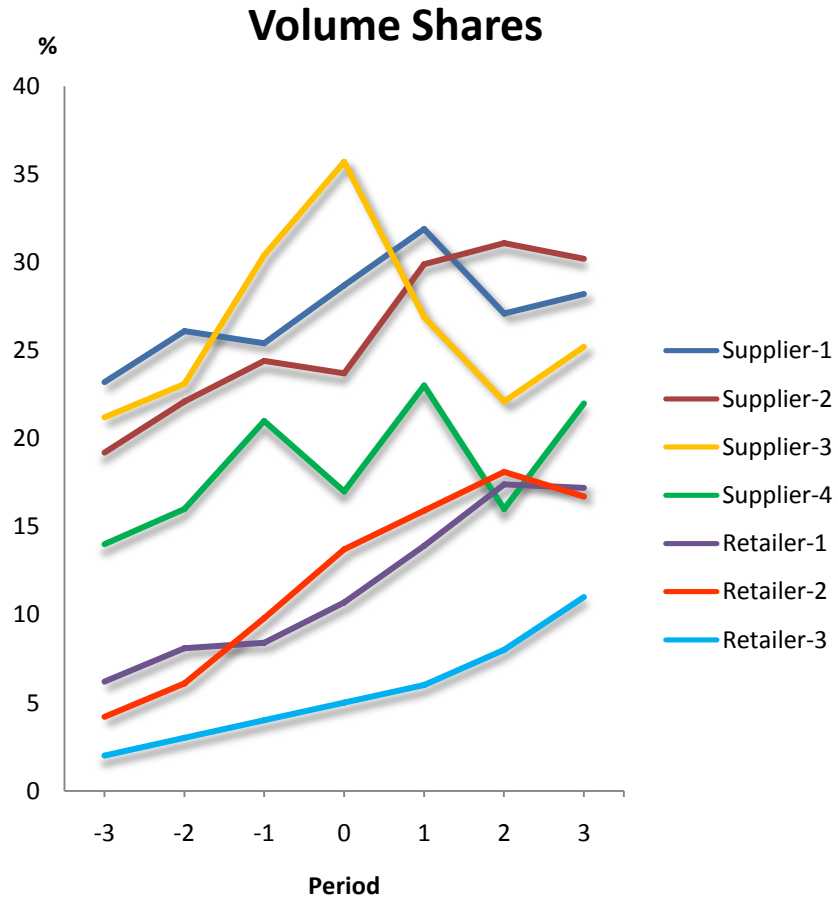
Sales Values



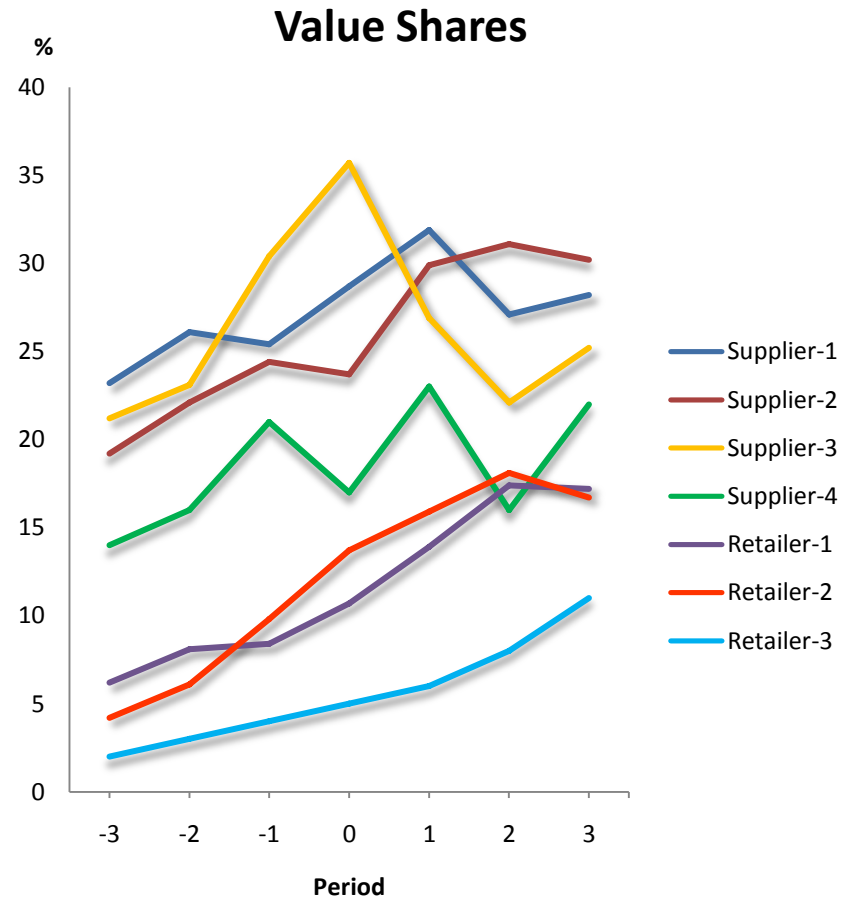
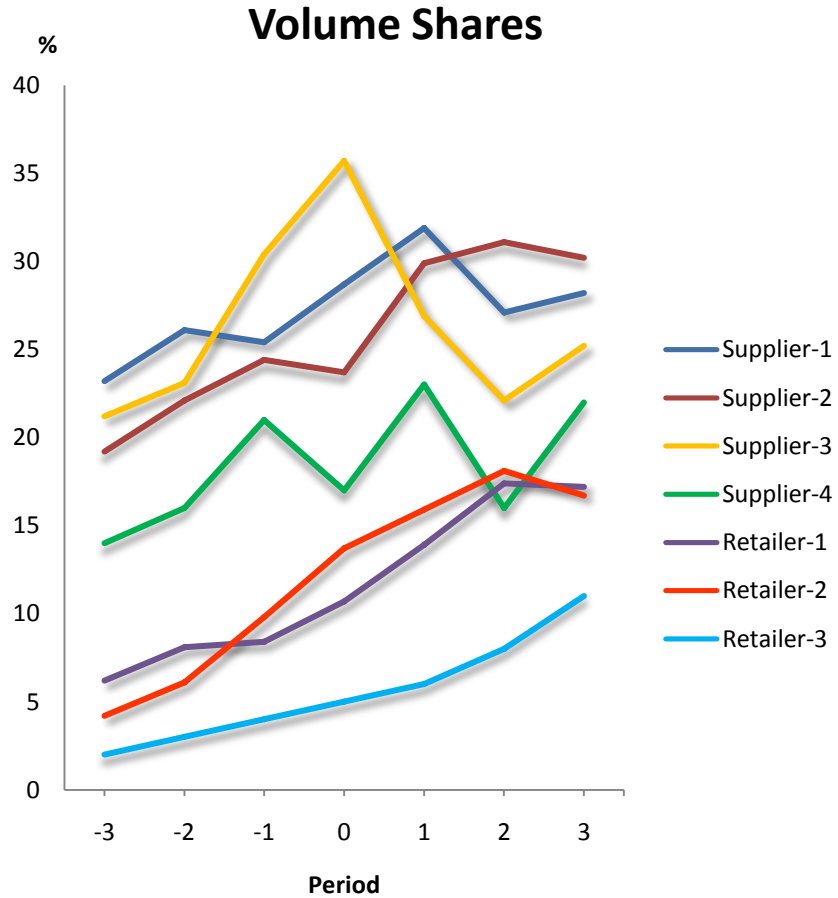
Sales – HealthBeauties



Market Shares- Eleccsories

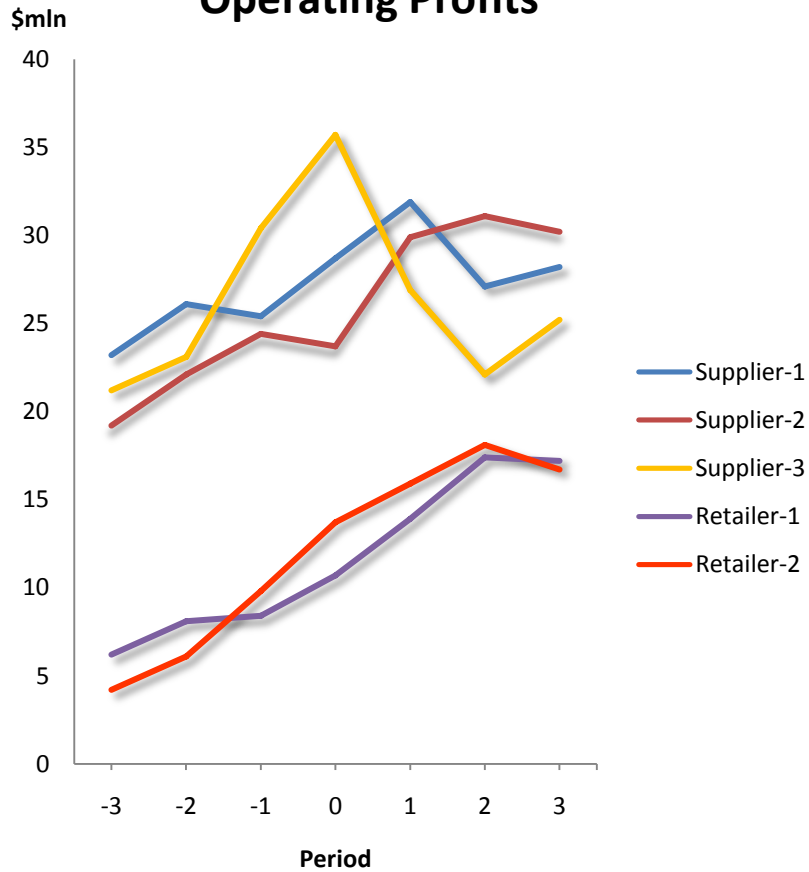


Market Shares- HealthBeauties

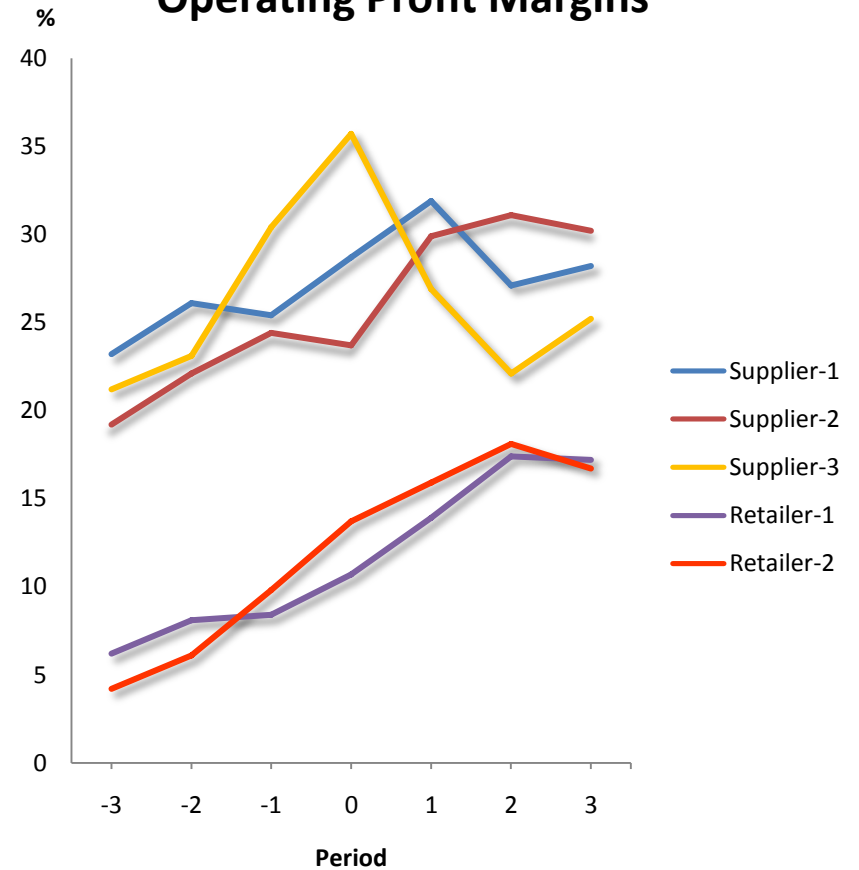


Profits

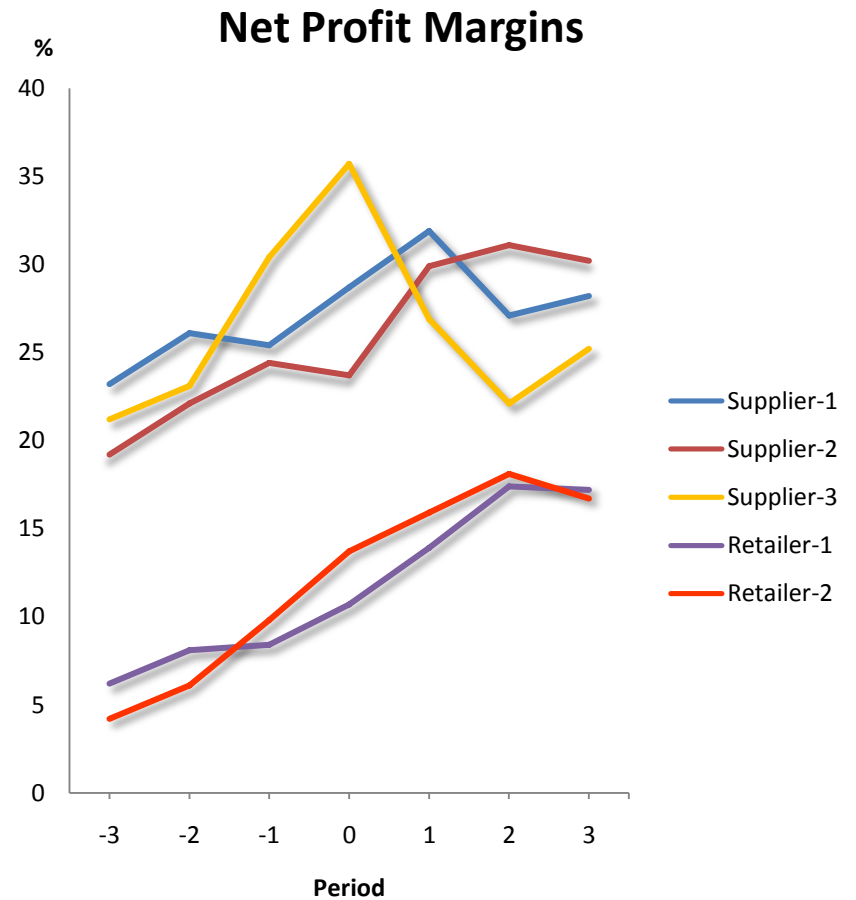
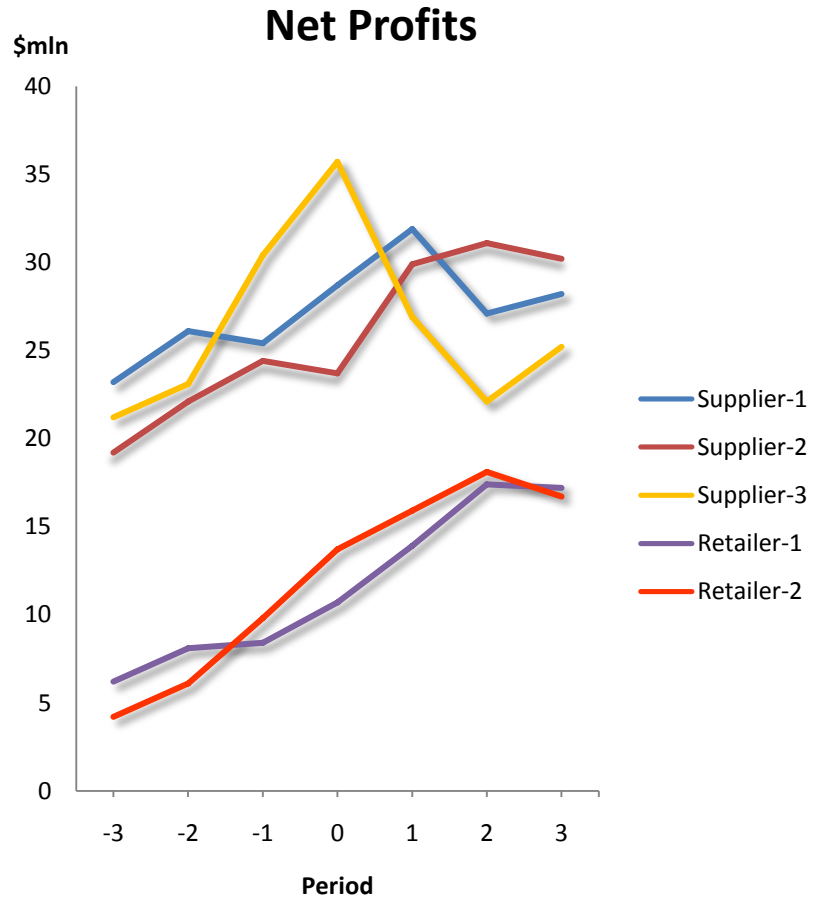
Operating Profits



Operating Profit Margins

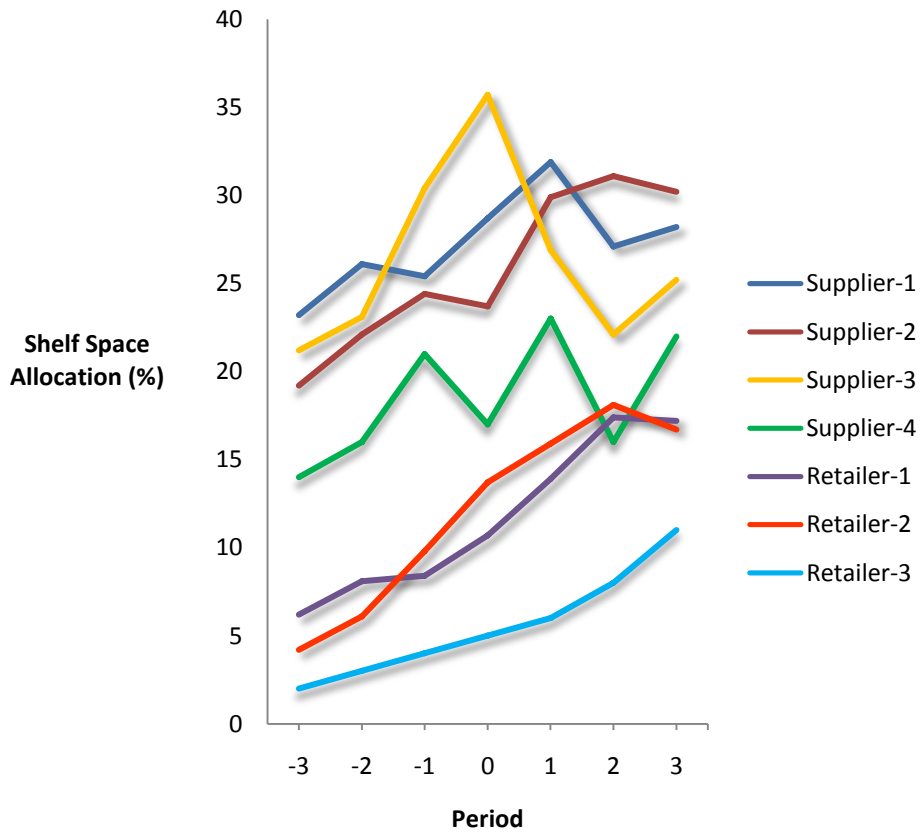


Profits

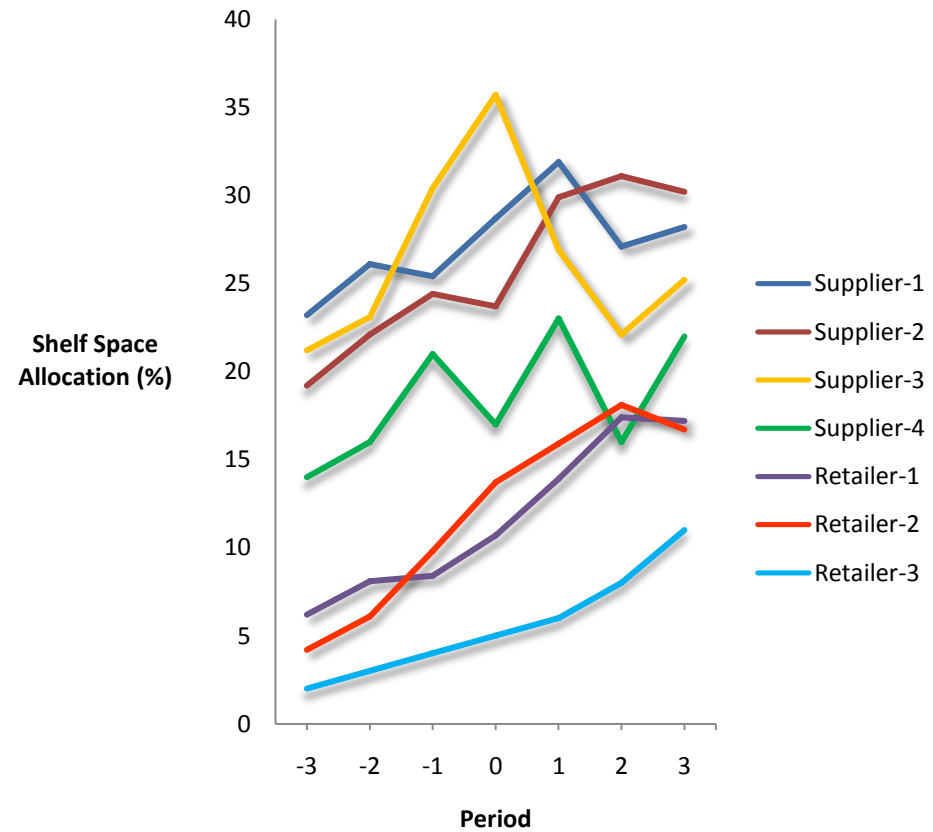


Shelf Space Allocation

Eleccsories

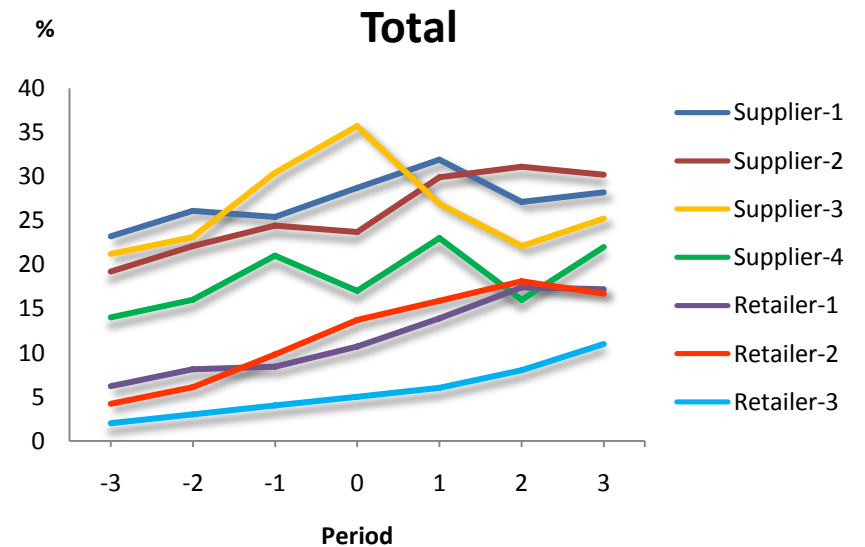
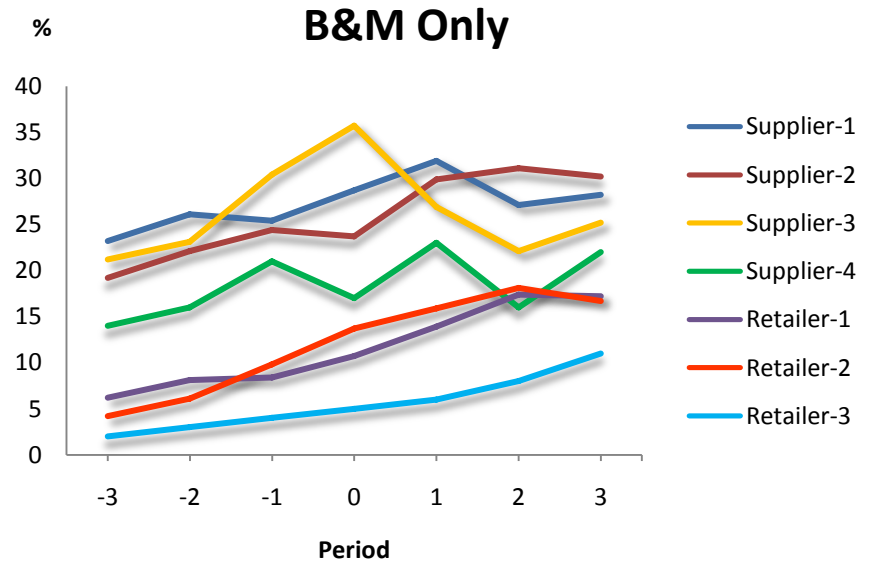
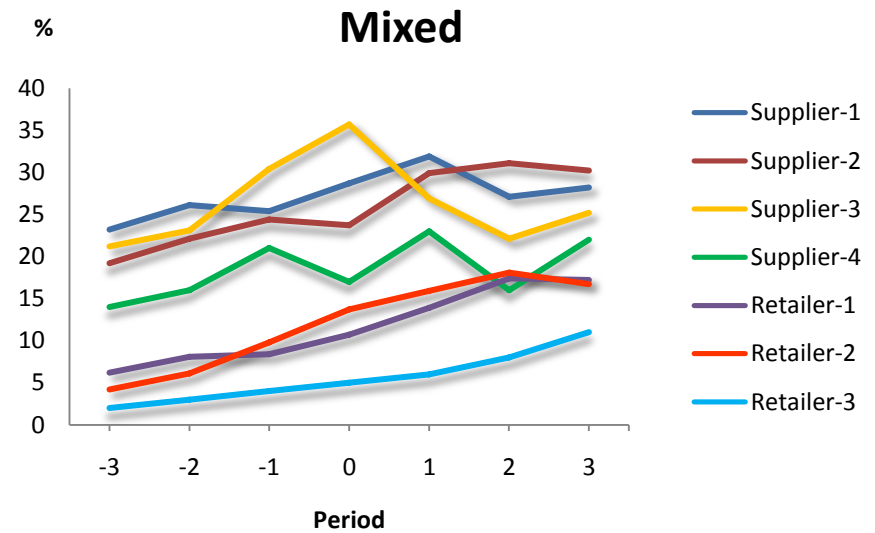
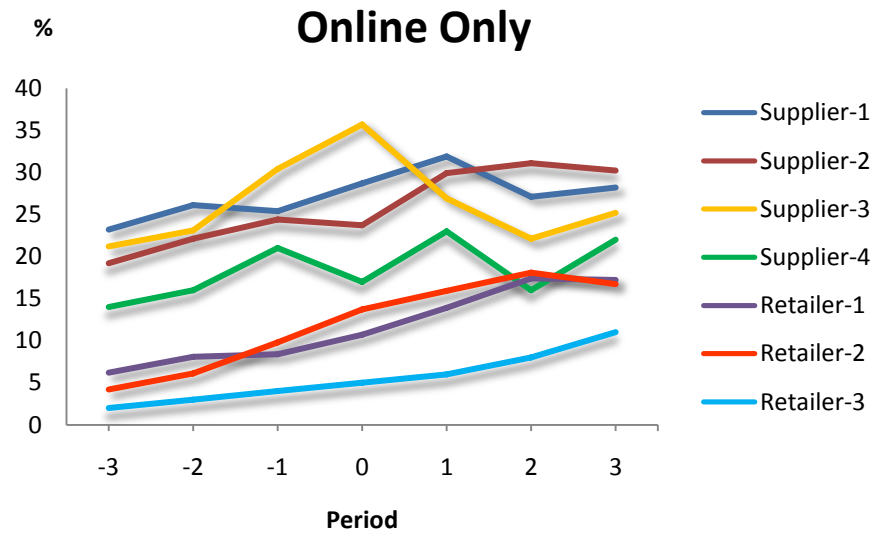


HealthBeauties



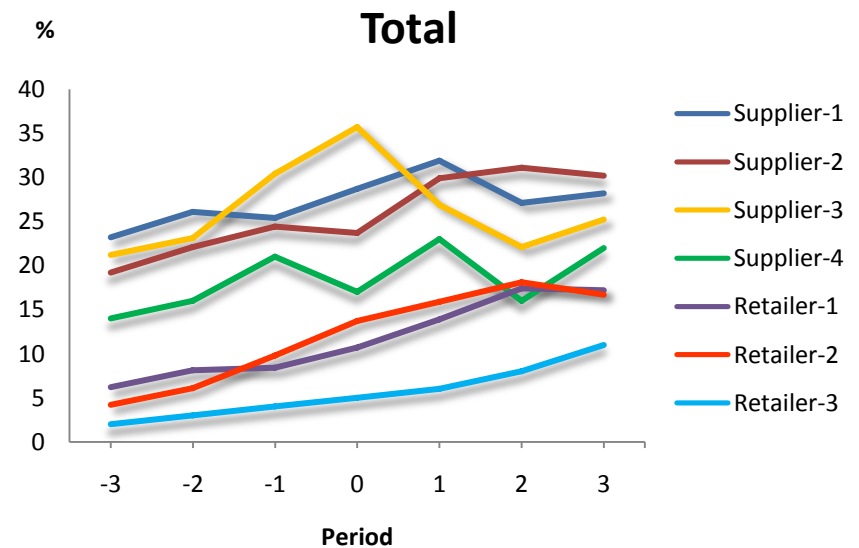
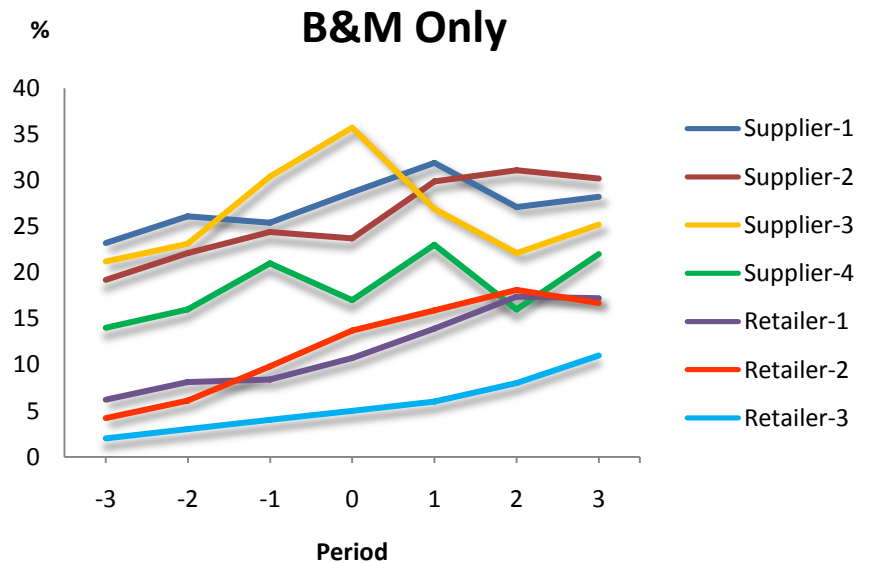
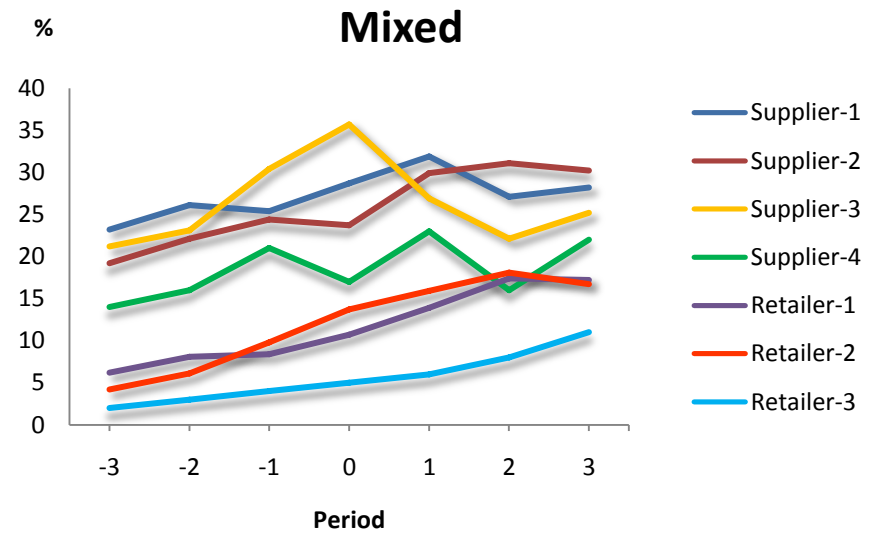
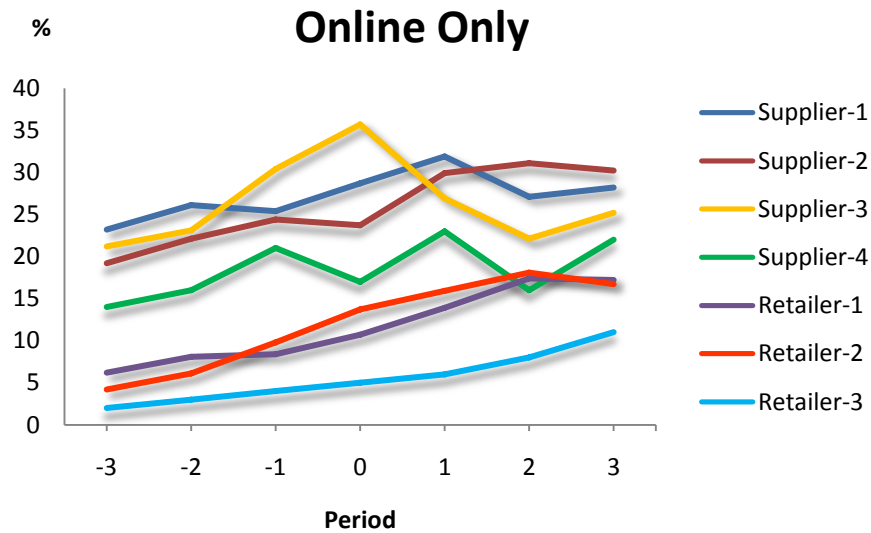
Share of Shoppers - Rural Market

Eleccsories



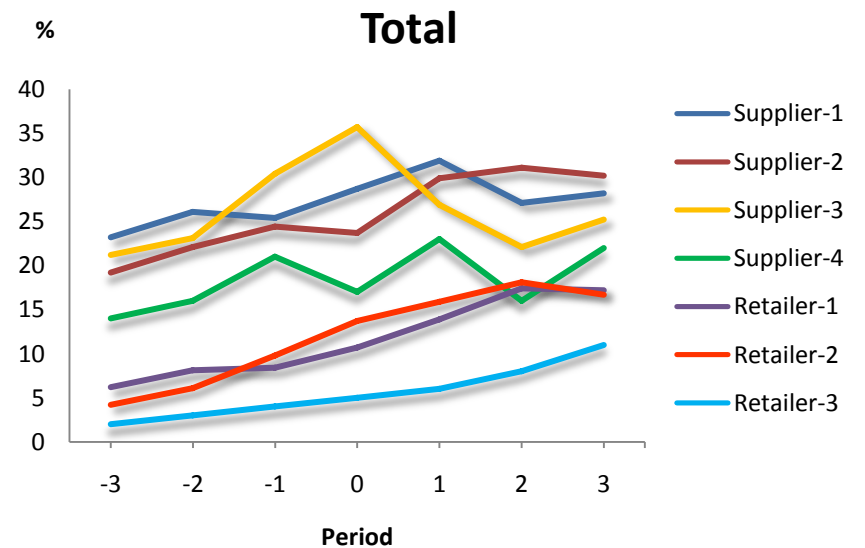
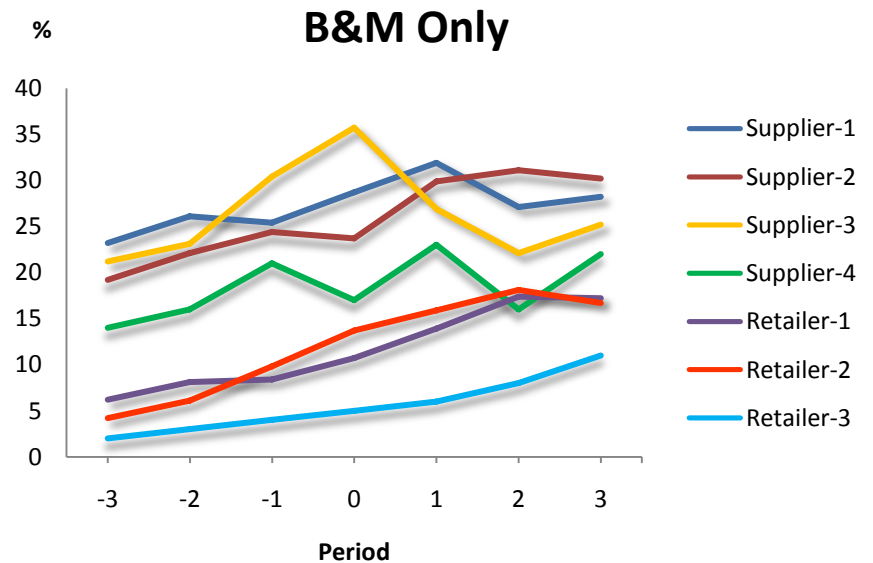
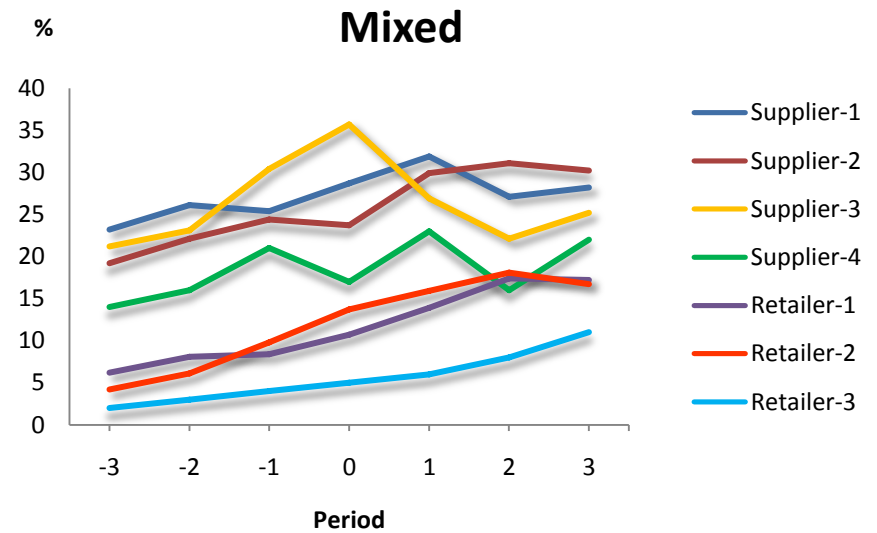
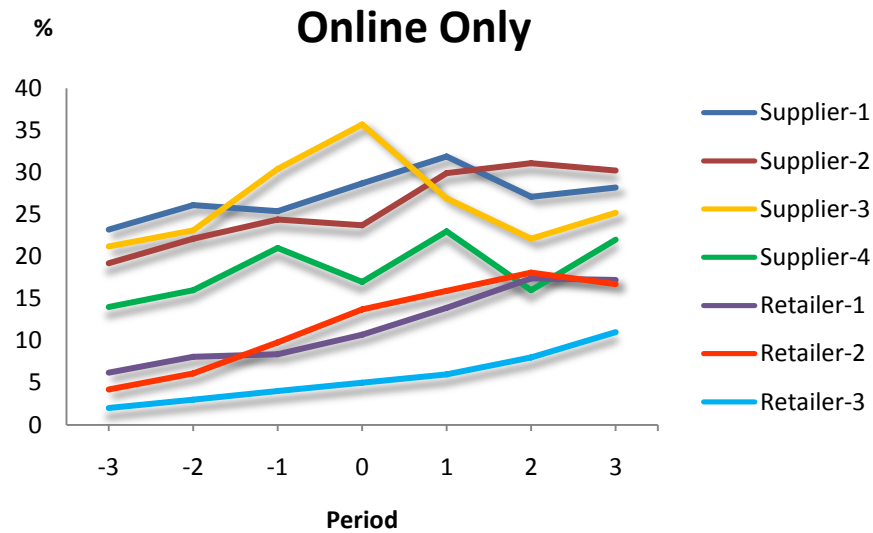
Share of Shoppers - Rural Market

HealthBeauties



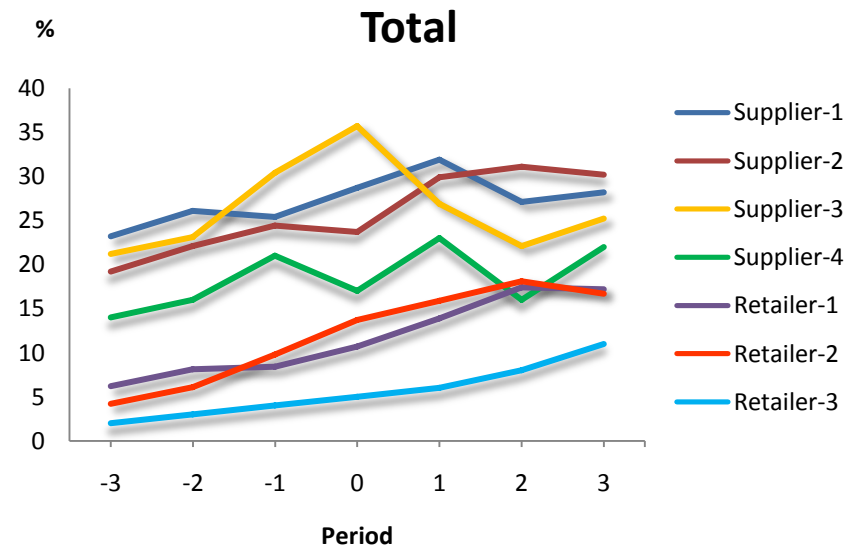
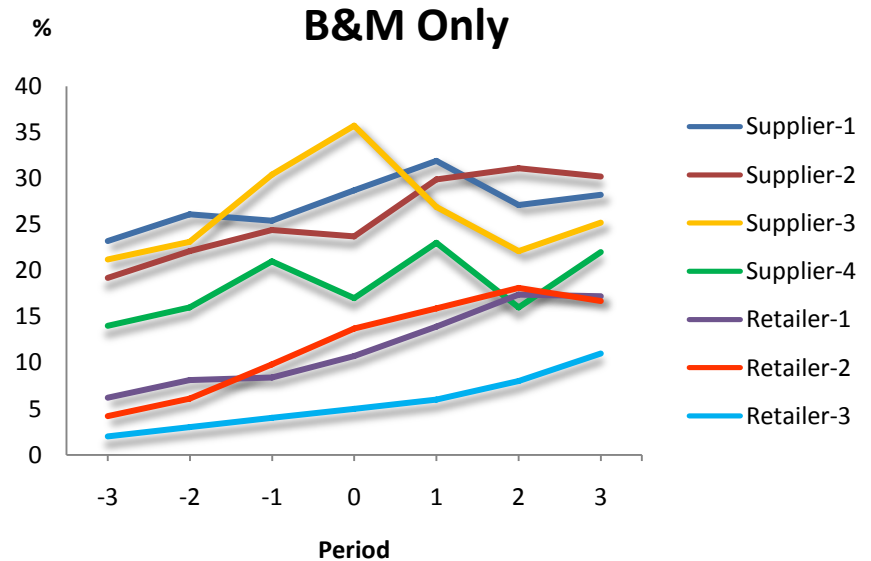
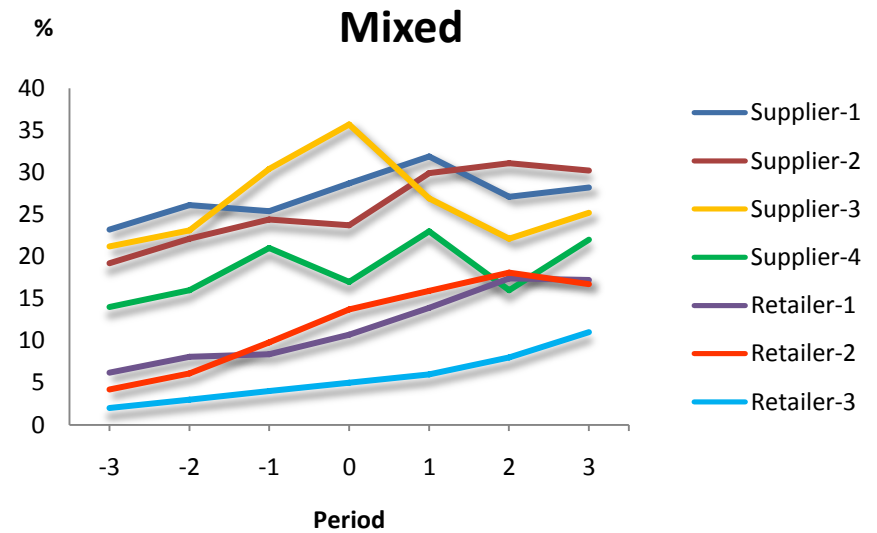
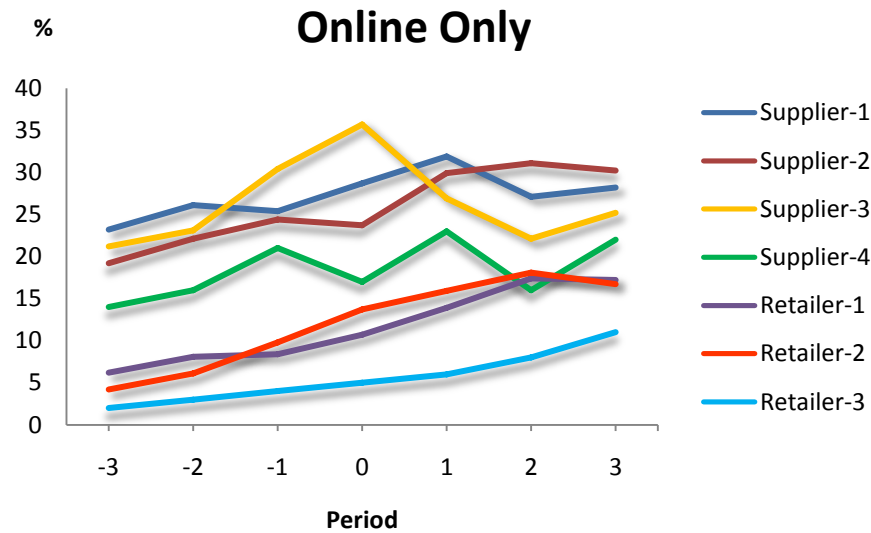
Share of Shoppers - Urban Market

Eleccsories



Share of Shoppers - Urban Market

HealthBeauties



Final Scores

Supplier Scores

	Incremental market Share (IMS)	Return on Operational Budget (ROOB)	Portfolio Strength (PS)	Channel Strength (CS)	Final Score
Weightage	35%	35%	15%	15%	
Supplier 1					
Supplier 2					
Supplier 3					

Retailer Scores

	Incremental market Share (IMS)	Return on Operational Budget (ROOB)	Relative Profitability (RP)	Shopper Base (Share of Pocket SOP)	Final Score
Weightage	35%	35%	15%	15%	
Retailer 1					
Retailer2					