

This decision form allows supplier to order market reports for the next period. By hovering the cursor on each study title, an a pop-up will appear which 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"/>

Product Portfolio Management

B&M List Prices

Negotiation Agreements

Production Volumes

General Marketing

Online Store Management

Asset Investments

**Market Research Orders**