

Elecssories Situation Report – Volume (Total)													
(units mln)	Initial Inventory			Production Volume	Available Inventory (including production +/- internal transfers)			Shipped to Retailers	Sold Online	Discontinued	Closing Inventory		Unit Production cost (\$)
	Offline	Online	Total		Offline	Online	Total				Offline	Online	
ELAND1_A													
ELAND1_B													
EGEND1_A													
EHAYA1_A													
ELAND1_A													

Elecssories Situation Report – Volume (by Retailer and Market)							
(units mln)	Order Volume				Delivered Volume		
	Retailer 1	Retailer 2	Retailer 3	Planned Online	Retailer 1	Retailer 2	Retailer 3
Urban							
ELAND1_A							
ELAND1_B							
EGEND1_A							
EHAYA1_A							
ELAND1_A							
Rural							
ELAND1_A							
ELAND1_B							
EGEND1_A							
EHAYA1_A							
ELAND1_A							

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMail Prices and Promotion Intensity

Financial Results

  Elecssories Situation Reports

    Market Shares by Consumer Segment

    Market Shares by Shopper Segment

    Volume

HealthBeauties Situation Reports

Key Performance Indicators

Awareness

Brand Perceptions

Retailer Perceptions

Market Shares by Consumer Segment

Sales by Consumer Segment

Market Shares by Shopper Segment

Sales by Shopper Segment

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

Forecasts