

This table shows the technical design specifications of all SKUs in the market along with B&M List Prices from previous period.

Product Portfolio					
	Pack-Format	Technology Level	Design Level	Quality-of-Raw-Materials	B&M List Prices (\$)
Elecssories					
Supplier 1					
ELAND1	6	5	4	6	5.3
EHAYA1	6	4	5	6	2.5
Supplier 2					
EBETA2	6	5	4	6	4.3
EBETA2	6	4	5	6	5.7
EHEDE2	6	4	5	6	6.3
Supplier 3					
EJUNE3	6	5	4	6	5.2
EJOLY3	6	4	5	6	2.6
Retailer 1					
ELISA5	6	5	4	6	5.4
ELEEX5	6	4	5	6	2.8
Retailer 2					
ELOON6	6	5	4	6	4.4
ELOON6	6	4	5	6	5.8
ELAIN6	6	4	5	6	6.2
	Pack-Format	Technology Level	Active Agent	Smoothener Level	B&M List Prices (\$)
HealthBeauties					
Supplier 1					
HOLAY1	6	5	4	6	5.3
HEELY1	6	4	5	6	2.5
Supplier 2					
HOBBI2	6	5	4	6	5.2
HAVON2	6	4	5	6	2.6
Supplier 3					
HUCCI3	6	5	4	6	5.2
HINDU3	6	4	5	6	2.6
Retailer 1					
HICHY5	6	5	4	6	5.4
HARIS5	6	4	5	6	2.8
Retailer 2					
HOSIA6	6	5	4	6	4.4
HOVER6	6	4	5	6	5.8

- Performance Highlights
- Market Shares
- Sales
- Segment Leadership
- Cross-Segment Sales Volumes
- Product Portfolio
- eMall Prices and Promotion Intensity
- Financial Results
- Elecssories Situation Reports
- 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