|  |  |
| --- | --- |
| 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 |

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.

Negotiation Agreements

**I Marketing**

Private Label Portfolio Management

Store Management

Market Research Orders