**Subject:** **Fwd: Supplier Profitability by Channel**

Leah, here are the changes. We need to include the definition of "Trade Profit" in the imbedded box for this table as the term is not clear by itself. Please change and send me (and Dariusz) an updated version. Thanks, Wilfried  
  
Sent from my iPad

Begin forwarded message:

**From:** Wilfried <[wilfriedvanhonacker@gmail.com](mailto:wilfriedvanhonacker@gmail.com)>  
**Date:** March 10, 2014 at 5:26:35 PM GMT+2  
**To:** Dariusz Kępczyński <[dariusz.inc@sfr.fr](mailto:dariusz.inc@sfr.fr)>  
**Cc:** Wilfried Vanhonacker <[wilfriedvanhonacker@gmail.com](mailto:wilfriedvanhonacker@gmail.com)>  
**Subject:** **Re: Supplier Profitability by Channel**

Thanks, Dariusz.

Here are my suggestions:

1. Let us drop the Marketing Expenses and report only Trade Expenses in that line.

2. Value Sales is Gross Sales (before discounts/promotions)

3. Let us use the term "Trade Profit" which is the profit before marketing and general expenses.

Best, Wilfried

Sent from my iPad