|  |  |  |
| --- | --- | --- |
| Financial Results - Market Research Orders | | |
| Report | **Cost (in 000 $)** | **Order Status** |
| Awareness | 375 | Purchased |
| Brand Perceptions | 450 | Not Purchased |
| Retailer Perceptions | 450 | Not Purchased |
| Market Shares by Consumer Segment | 275 | Purchased |
| Sales by Consumer Segment | 275 | Not Purchased |
| Market Shares by Shopper Segment | 275 | Not Purchased |
| Sales by Shopper Segment | 275 | Not Purchased |
| B&M Retail Prices | 250 | Purchased |
| Promotion Intensity | 250 | Not Purchased |
| Supplier Intelligence | 500 | Not Purchased |
| Retailer Intelligence | 500 | Not Purchased |
| Forecasts | 250 | Purchased |

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

**I Financial Results**

Consolidated Profit & Loss Statement

Rural Profit & Loss Statement

Urban Profit & Loss Statement

Profitability by Supplier

Last Period Negotiations

**I Market Research Purchases**

Rural Situation Reports

Urban 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

This table summarizes the market research studies purchased in the previous period.