66 139 202

223 240 216

217 237 247

252 248 227

242 222 222

**Report List**

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A few comments on the GR in attached:

-the information is fine but the formats need a lot of work; more below; -I suggest we color-code each of the categories so there is a quick visual marker for what product we are looking at; -I do not think we should use landscape anywhere; -when using graphs, label the axes; -in tables and graphs, clearly indicate units used; -use subtitles in tables/graphs; -each table/ graph should be self explanatory.

1. **General Report**

* 1. **Financial Performance Highlights**

For each supplier and retailer, we report here:

-total sales, in volume and value

-total operating profit

-total cumulative investments

-by category, total value market share

1.7 for the lines referring to categories, put category name first in line. Structure table with titles and subtitles in the columns: first, Suppliers and Retailers, then, which ones etc. Also, I suggest we put this table first in the GR.

**Financial Performance Highlights**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Financial Performance Highlights | | | | | |
| This table highlights the key performance indicators of both categories. | | | | | |
|  | Suppliers | | | Retailers | |
| Elecssories | Supplier 1 | Supplier 2 | Supplier 3 | Retailer 1 | Retailer 2 |
| Total Sales in Volume (unit mln) | 302 | 230 | 283 | 150 | 170 |
| Total Sales in Value ($ mln) | 158 | 283 | 29 | 233 | 287 |
| Total Operating Profit ($ mln) | 82 | 78 | 23 | 92 | 83 |
| Total Cumulative Investments ($ mln) | 132 | 287 | 283 | 281 | 193 |
| Total Value Market Share (%) | 23 | 21 | 36 | 25 | 34 |
| HealthBeauty | Supplier 1 | Supplier 2 | Supplier 3 | Retailer 1 | Retailer 2 |
| Total Sales in Volume (unit mln) | 302 | 230 | 283 | 150 | 170 |
| Total Sales in Value ($ mln) | 158 | 283 | 29 | 233 | 287 |
| Total Operating Profit ($ mln) | 82 | 78 | 23 | 92 | 83 |
| Total Cumulative Investments ($ mln) | 132 | 287 | 283 | 281 | 193 |
| Total Value Market Share (%) | 23 | 21 | 36 | 25 | 34 |

* 1. **Market Shares**

Here we show the market shares aggregated to supplier/retailer level; hence, we have 4 suppliers (1,2,3 and 4) and 2 retailers (for private label; 1 and 2). I suggest we visualize these using colored bar charts: the height of the bar is 100% (whole market) and different colors in the bar show the shares for each of the 6 "aggregates"; next to each color segment, we show the increase/decrease from the previous period.

We have 3 sections:

-first section shows the overall shares with two bars, one for each category;

-the second section is for Elecssories: first two bars for the markets, then four bars for the consumer segments, and finally three bars for the shoppers segments;

-the third section is the same as the second but for HealthBeauties.

1.1 show the results by category: first all the results for Elecssories, then HealthBeauties; no tables in this section, only bar charts with numbers as requested originally.

**Market Value Share by category (3 graphs to be designed)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Market Value Share  Elecssories | | Market Value Share  HealthBeauty | |
|  | Current Period | Change over last period | Current Period | Change over last period |
| Supplier 1 |  |  |  |  |
| Supplier 2 |  |  |  |  |
| Supplier 3 |  |  |  |  |
| Supplier 4 |  |  |  |  |
| Retailer 1 |  |  |  |  |
| Retailer 2 |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Elecssories | Market Value Share  Rural | | Market Value Share  Urban | | Market Value Share  Price Sensitive | | Market Value Share  Value for Money | | Market Value Share  Fashion | | Market Value Share  Freaks | | Market Value Share  b&m only | | Market Value Share  online only | | Market Value Share  mixed | |
|  | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period |
| Supplier 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Retailer 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Retailer 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| HealthBeauty | Market Value Share  Rural | | Market Value Share  Urban | | Market Value Share  Price Sensitive | | Market Value Share  Value for Money | | Market Value Share  Health Conscious | | Market Value Share  Impatient | | Market Value Share  b&m only | | Market Value Share  online only | | Market Value Share  mixed | |
|  | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period |
| Supplier 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Retailer 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Retailer 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**Market Volume Share by category (3 graphs to be designed)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Market Volume Share  Elecssories | | Market Volume Share  HealthBeauty | |
|  | Current Period | Change over last period | Current Period | Change over last period |
| Supplier 1 |  |  |  |  |
| Supplier 2 |  |  |  |  |
| Supplier 3 |  |  |  |  |
| Supplier 4 |  |  |  |  |
| Retailer 1 |  |  |  |  |
| Retailer 2 |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Elecssories | Market Volume Share  Rural | | Market Volume Share  Urban | | Market Volume Share  Price Sensitive | | Market Volume Share  Value for Money | | Market Volume Share  Fashion | | Market Volume Share  Freaks | | Market Volume Share  b&m only | | Market Volume Share  online only | | Market Volume Share  mixed | |
|  | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period |
| Supplier 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Retailer 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Retailer 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| HealthBeauty | Market Volume Share  Rural | | Market Volume Share  Urban | | Market Volume Share  Price Sensitive | | Market Volume Share  Value for Money | | Market Volume Share  Health Conscious | | Market Volume Share  Impatient | | Market Volume Share  b&m only | | Market Volume Share  online only | | Market Volume Share  mixed | |
|  | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period |
| Supplier 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Retailer 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Retailer 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

* 1. **Sales**

Same as in the Market Shares section above (1 .1) but showing the volume sales and value sales

1.2 again, show results by category: first, all Elecssories results, then HealthBeauties. Here, show the numbers in table format as bar charts would not work easily.

**Value Sales by category (3 graphs to be designed)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Value Sales  Elecssories | | Value Sales  HealthBeauty | |
|  | Current Period | Change over last period | Current Period | Change over last period |
| Supplier 1 |  |  |  |  |
| Supplier 2 |  |  |  |  |
| Supplier 3 |  |  |  |  |
| Supplier 4 |  |  |  |  |
| Retailer 1 |  |  |  |  |
| Retailer 2 |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Elecssories | Value Sales  Rural | | Value Sales  Urban | | Value Sales  Price Sensitive | | Value Sales  Value for Money | | Value Sales  Fashion | | Value Sales  Freaks | | Value Sales  b&m only | | Value Sales  online only | | Value Sales  mixed | |
|  | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period |
| Supplier 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Retailer 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Retailer 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| HealthBeauty | Value Sales  Rural | | Value Sales  Urban | | Value Sales  Price Sensitive | | Value Sales  Value for Money | | Value Sales  Health Conscious | | Value Sales  Impatient | | Value Sales  b&m only | | Value Sales  online only | | Value Sales  mixed | |
|  | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period |
| Supplier 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Retailer 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Retailer 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**Volume Sales by category (3 graphs to be designed)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Volume Sales  Elecssories | | Volume Sales  HealthBeauty | |
|  | Current Period | Change over last period | Current Period | Change over last period |
| Supplier 1 |  |  |  |  |
| Supplier 2 |  |  |  |  |
| Supplier 3 |  |  |  |  |
| Supplier 4 |  |  |  |  |
| Retailer 1 |  |  |  |  |
| Retailer 2 |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Elecssories | Volume Sales  Rural | | Volume Sales  Urban | | Volume Sales  Price Sensitive | | Volume Sales  Value for Money | | Volume Sales  Fashion | | Volume Sales  Freaks | | Volume Sales  b&m only | | Volume Sales  online only | | Volume Sales  mixed | |
|  | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period |
| Supplier 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Retailer 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Retailer 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| HealthBeauty | Volume Sales  Rural | | Volume Sales  Urban | | Volume Sales  Price Sensitive | | Volume Sales  Value for Money | | Volume Sales  Health Conscious | | Volume Sales  Impatient | | Volume Sales  b&m only | | Volume Sales  online only | | Volume Sales  mixed | |
|  | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period | Current Period | Change over last period |
| Supplier 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplier 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Retailer 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Retailer 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

* 1. **Segment Leadership**

This is 1 table showing the top two share leaders (ie, the SKUs with the largest shares) by category, consumer segment, and shopper segment. The table is structured as follows:

a. Rows (14 lines):

-first section is for Elecssories, with first the consumer segments (4 lines for the 4 consumer segments in Elecssories) and then the shopper segments (3 lines for b&m, online, and mixed);

- second section is the same 7 lines but for HealthBeauties.

b. Columns (8 columns):

- first column lists the SKU name of the volume share leader

- second column gives the volume share of the leader

- third column lists the SKU name in second position in terms of volume share

-fourth column gives the volume share of the second

- fifth column lists the SKU name of the value share leader

-sixth column gives the value share of the leader

- seventh column lists the SKU name in second position in terms of vale share

-eight column gives the value share of the second.

1.3 break down the table in sections with clear titles for each section.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Segment Leadership Report | | | | | | | | |
| This table shows the top two share leaders by category, consumer segment, and shopper segment. | | | | | | | | |
|  | Volume Share Leader | | | | Value Share Leader | | | |
|  | TOP 1 | | TOP 2 | | TOP 1 | | TOP 2 | |
| Elecssories | SKU name | Volume Share (%) | SKU name | Volume Share (%) | SKU name | Value Share (%) | SKU name | Value Share (%) |
| Consumer Segment | | | | | | | | |
| Price Sensitive | **ELAND1** | 27 | **ELAND1** | 27 | **ELAND1** | 27 | **ELAND1** | 27 |
| Value for Money | **ELAND1** | 27 | **ELAND1** | 27 | **ELAND1** | 27 | **ELAND1** | 27 |
| Fashion | **ELAND1** | 27 | **ELAND1** | 27 | **ELAND1** | 27 | **ELAND1** | 27 |
| Freaks | **ELAND1** | 27 | **ELAND1** | 27 | **ELAND1** | 27 | **ELAND1** | 27 |
| Shopper Segment | | | | | | | | |
| B&M Only | **ELAND1** | 27 | **ELAND1** | 27 | **ELAND1** | 27 | **ELAND1** | 27 |
| Online Only | **ELAND1** | 27 | **ELAND1** | 27 | **ELAND1** | 27 | **ELAND1** | 27 |
| Mixed | **ELAND1** | 27 | **ELAND1** | 27 | **ELAND1** | 27 | **ELAND1** | 27 |
| HealthBeauty | SKU name | Volume Share (%) | SKU name | Volume Share (%) | SKU name | Value Share (%) | SKU name | Value Share (%) |
| Consumer Segment | | | | | | | | |
| Price Sensitive |  |  |  |  |  |  |  |  |
| Value for Money |  |  |  |  |  |  |  |  |
| Health Conscious |  |  |  |  |  |  |  |  |
| Impatient |  |  |  |  |  |  |  |  |
| Shopper Segment | | | | | | | | |
| B&M Only |  |  |  |  |  |  |  |  |
| Online Only |  |  |  |  |  |  |  |  |
| Mixed |  |  |  |  |  |  |  |  |

* 1. **Cross-Segment Sales Volumes**

This consists of 4 graphs which should be put on one page. The 4 graphs are for :

1. Elecssories/Urban

2. Elecssories/Rural

3. HealthBeauties/Urban

4. HealthBeauties/Rural

Each graph has as vertical axis sales volume and as horizontal axis the respective consumer segments (ie, 4 points on the horizontal axis). For each of the points on the horizontal axis, we have 3 bars referring to the 3 shopper segments (ie, b&m, online, mixed). The height of the bars indicate the volume bought by each shopper segment in that respective consumer segment. Hence, each of the 4 graphs will have in it 4 sets of bar charts with each of the latter having 3 bars.

1.4 no tables, only 4 graphs. Have overall title and then subtitles, specific to each graph(ie, do not repeat what each graph is). Make sure bars are readable in b&w (they are not now); as I said before, pick colors that can always be discriminated on b&w copy, just to be safe.

**Cross-Segment Sales Volumes by Category & Market (4 graphs)**

Rural / Urban (2 tables)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| HealthBeauty/Rural | Sales Volume  Price Sensitive | Sales Volume  Value for Money | Sales Volume  Health Conscious | Sales Volume  Impatient |
| b&m only |  |  |  |  |
| online only |  |  |  |  |
| mixed |  |  |  |  |

Rural / Urban (2 tables)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Elecssories/Rural | Sales Volume  Price Sensitive | Sales Volume  Value for Money | Sales Volume  Fashion | Sales Volume  Freak |
| b&m only |  |  |  |  |
| online only |  |  |  |  |
| mixed |  |  |  |  |



****

* 1. **Product Portfolio**

This consists of 2 tables, one for Elecssories and one for HealthBeauties. Each table lists the respective SKUs by supplier and retailer (for private label) as rows and the columns show the exact technical design specs of each SKU.

1.5 put titles above the tables. Structure SKUs by supplier/manufacturer (ie, clear sections).

**Product Portfolio Report by Category (2 tables)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product Portfolio Report | | | | |
| This table lists the respective SKUs by supplier and retailer to show the exact technical design specs of each SKU. | | | | |
| Elecssories | Pack-Format | Technology Level | Active Agent | Smoothener Level |
| Supplier 1 | | | | |
| ELAND1 | 6 | 5 | 4 | 6 |
| ELAND1 | 6 | 4 | 5 | 6 |
| EHAYA1 | 6 | 4 | 5 | 6 |
| Supplier 2 | | | | |
| EBETA2 | 6 | 5 | 4 | 6 |
| EBETA2 | 6 | 4 | 5 | 6 |
| EHEDE2 | 6 | 4 | 5 | 6 |
| Supplier 3 | | | | |
| EJUNE3 | 6 | 5 | 4 | 6 |
| EJOLY3 | 6 | 4 | 5 | 6 |
| Retailer 1 | | | | |
| ELISA5 | 6 | 5 | 4 | 6 |
| ELISA5 | 6 | 4 | 5 | 6 |
| ELEEX5 | 6 | 4 | 5 | 6 |
| Retailer 2 | | | | |
| ELOON6 | 6 | 5 | 4 | 6 |
| ELOON6 | 6 | 4 | 5 | 6 |
| ELAIN6 | 6 | 4 | 5 | 6 |
| HealthBeauty | Pack-Format | Technology Level | Active Agent | Smoothener Level |
| Supplier 1 | | | | |
| HOLAY1 | 6 | 5 | 4 | 6 |
| HEELY1 | 6 | 4 | 5 | 6 |
| Supplier 2 | | | | |
| HOBBI2 | 6 | 5 | 4 | 6 |
| HOBBI2 | 6 | 4 | 5 | 6 |
| HAVON2 | 6 | 4 | 5 | 6 |
| Supplier 3 | | | | |
| HUCCI3 | 6 | 5 | 4 | 6 |
| HINDU3 | 6 | 4 | 5 | 6 |
| Retailer 1 | | | | |
| HICHY5 | 6 | 5 | 4 | 6 |
| HARIS5 | 6 | 4 | 5 | 6 |
| Retailer 2 | | | | |
| HOSIA6 | 6 | 5 | 4 | 6 |
| HOVER6 | 6 | 4 | 5 | 6 |

* 1. **eMall Prices and Promotion Intensity**

This report gives an overview of the net retail prices and the promotion intensity in the eMall stores of the three suppliers. The info is given at the SKU level. There are two sections:

-first, we have the net retail prices and the change for the SKUs the suppliers sold online. There are two tables, one for each category, with each table listing the SKUs sold on line by supplier. We have two columns: one for the net price and one for the change in that price from the previous period. If the SKU was newly listed in the last period, the "change" column indicates "new".

-second, we report on the online promotion intensity. Again two tables by category, and in each we list the SKUs sold online by supplier; there are two columns: one for the length and one for the depth of promotion.

1.6 show results by category: first all results for Elecssories, then for HealthBeauties; and label sections clearly with subtitles.

|  |  |  |
| --- | --- | --- |
| **eMall Promotion Intensity Report** | | |
| This table gives an overview of the promotion intensity in the eMall stores of the three suppliers at SKU level for Elecssories and HealthBeauty respectively. | | |
| Elecssories | Length of Promotion | Depth of Promotion |
| **Supplier 1** | | |
| ELAND1 |  |  |
| ELAND1 |  |  |
| EHAYA1 |  |  |
| **Supplier 2** | | |
| EBETA2 |  |  |
| EBETA2 |  |  |
| EHEDE2 |  |  |
| **Supplier 3** | | |
| EJUNE3 |  |  |
| EJOLY3 |  |  |
| HealthBeauty | Length of Promotion | Depth of Promotion |
| **Supplier 1** | | |
| HOLAY1 |  |  |
| HEELY1 |  |  |
| **Supplier 2** | | |
| HOBBI2 |  |  |
| HOBBI2 |  |  |
| HAVON2 |  |  |
| **Supplier 3** | | |
| HUCCI3 |  |  |
| HINDU3 |  |  |

**Online Promotion Intensity by Category (2 tables)**

|  |  |  |
| --- | --- | --- |
| Elecssories | length of online promotion | depth of online promotion |
| SKU 1 |  |  |
| SKU 2 |  |  |
| … |  |  |

|  |  |  |
| --- | --- | --- |
| HealthBeauty | length of online promotion | depth of online promotion |
| SKU 1 |  |  |
| SKU 2 |  |  |
| … |  |  |

|  |  |  |
| --- | --- | --- |
| **eMall Prices Report** | | |
| This table gives an overview of the net retail prices in the eMall stores of the three suppliers at SKU level for Elecssories and HealthBeauty respectively. | | |
| Elecssories | Net Online Retail Price | (+/- %) Change over the Previous Period |
| **Supplier 1** | | |
| ELAND1 | 18.8 | + 5% |
| ELAND1 | 23.6 | - 3% |
| EHAYA1 | 32.3 | NEW |
| **Supplier 2** | | |
| EBETA2 | 18.8 | + 5% |
| EBETA2 | 23.6 | - 3% |
| EHEDE2 | 32.3 | NEW |
| **Supplier 3** | | |
| EJUNE3 |  |  |
| EJOLY3 |  |  |
| HealthBeauty | Net Online Retail Price | (+/- %) Change over the Previous Period |
| **Supplier 1** | | |
| HOLAY1 |  |  |
| HEELY1 |  |  |
| **Supplier 2** | | |
| HOBBI2 | 18.8 | + 5% |
| HOBBI2 | 23.6 | - 3% |
| HAVON2 | 32.3 | NEW |
| **Supplier 3** | | |
| HUCCI3 |  |  |
| HINDU3 |  |  |