3.1 Awareness

3.2 Perceptions

3.2.1 Brand Perceptions

3.2.2 Retailer Perceptions

3.3 Behavior

3.3.1 Market Shares by Consumer Segment

3.3.2, 3.3.3, and 3.3.4 are identical.

3.4 B&M Retail Prices and Promotion Intensity

3.4.1 Rural - Elecssories

3.4.2 Rural - HealthBeauties

3.4.3 Urban - Elecssories

3.4.4 Urban - HealthBeauties

3.4.5 Promotion Intensity

3.5 Supplier Intelligence

3.6 Retailer Intelligence

3.7 Forecasts

3.7.1 Consumer Segments

3.7.2 Shopper Segments

3.7.3 Category Volume by Market

3.7.4 Internet Penetration

Awareness

Perceptions

Brand Perceptions

Retailer Perceptions

Behavior

B&M Retail Prices and Promotion Intensity

Supplier Intelligence

Retailer Intelligence

Forecasts

Consumer Segments

Shopper Segments

Category Volume by Market

Internet Penetration

Leah, here are the notes for the Market Research Studies. I already sent three pictures in a separate file( for tables 3.5 and 3.6 and the forecasts). Finish the Confidential Reports first; Then you can work on these research reports. We can finish this by end next week. Thanks, Wilfried

3. Market Research Studies

3.1 Awareness

We should show these results by category, and I suggest we do it graphically as follows:

4 graphs, 2 for Elecssories (Rural and Urban) and 2 for HealthBeauties (Rural and Urban). The Rural and Urban graphs, we can show next to one another.

Hence, first Elecssories with 2 graphs next to one another, and then HealthBeauties with two graphs next to one another.

In each graph, we will show awareness levels with a horizontal line (starting from the left with zero and going to the right). Each line has two colors that are connected : black plus green (if awareness increased with the green section showing the increase) or black plus red (if awareness decreased with the red section showing the level of decrease).

Hence, if an SKU had an increased awareness, the black line will show the level reached in the previous period and then the attached green line shows the increase over that level achieved in the last period; black plus green is the level reached in the last period.

If the SKU had a decreased awareness, the black line shows the level from the previous period minus the decrease, and the red section attached to it shows the decrease in the last period. Hence, in this case black plus red is the level of awareness in the previous period (which was higher than in the last period).

I hope you understand; this would we a nice and an insightful presentation of the awareness data.

Design the four graphs accordingly. Hence, no numbers but just colored lines.

The numbers can be imbedded.

3.2 Perceptions

3.2.1 Brand Perceptions

-put the graphs underneath of one another, not side by side. First, Elecssories with the graphs for Rural and then Urban. Second, HealthBeauties with the same.

-the graphs should be properly aligned. Ie, the horizontal axis in the left graphs should be at exactly the same level as the bottom of the price appeal dimension. In the graphs you sent, they are off.

-do not repeat "Brand Perceptions" in each graphs. There should be a main title going on top to indicate what each section is.

-in the graphs, reduce the circles so it is clearer where the SKUs are. Do not put the SKU code in the graph but create a legend to the right of the graph which identifies what color is what brand. Can we do a feature where with the cursor an area can be marked that is magnified? Actual coordinates should be show by putting the cursor on the center of the circle ( imbedded ).

3.2.2 Retailer Perceptions

-No table, just graphs similar to the brand perceptions above. Show the retailer perceptions by market. Hence, first Rural (with two graphs, one for each category); second Urban (also two graphs, one for each category);

-the dimensions are : Convenience (horizontal axis) and Price Appeal (vertical axis);

- each graphs should have 6 small circles: two retailers, traditional trade, and three online stores. Again use color with a legend on the right and coordinates imbedded.

3.3 Behavior

Four sub-reports:

3.3.1 Market Shares by Consumer Segment

3.3.2 Sales by Consumer Segment

3.3.3 Market Shares by Shopper Segment

3.3.4 Sales by Shopper Segment

3.3.1 Market Shares by Consumer Segment

First, Elecssories and then HealthBeauties. In each, Rural then Urban. Hence, four tables. Each table should have exactly the same layout as the corresponding section in the Confidential Reports (where we only give the supplier's respective SKUs).

3.3.2, 3.3.3, and 3.3.4 are identical.

Since we are likely to have a lot of SKUs, I suggest we do one category (ie, two tables) per page.

3.4 B&M Retail Prices and Promotion Intensity

First four sections, one per page, we have:

3.4.1 Rural - Elecssories

3.4.2 Rural - HealthBeauties

3.4.3 Urban - Elecssories

3.4.4 Urban - HealthBeauties

In each section, the layout of the tables should be identical to the corresponding one for the eMall prices in the GR.

3.4.5 Promotion Intensity

This table should be identical in layout to the corresponding one in the GR.

3.5 Supplier Intelligence

We will create one table with all the suppliers intelligence. I will try to explain below on how but I will also send you a picture of my draft notes so you visually see what I have in mind.

As lines, we have all the intelligence info which I will list below. We have three columns referring to the three suppliers.

Four sections in the tables: Advertising, Trade Support, Online Investments, and Assets.

Advertising section:

-line 1: "Advertising", in the columns the corresponding totals -line 2, indented: "Elessories", in the columns the corresponding totals -line 3, further indented: "Offline", in the columns the corresponding totals -line 4, even further indented: "Offline - Rural", in the columns the corresponding numbers -line 5, same level as line 4: "Offline - Urban", in the columns the corresponding numbers -line 6, indented at line 3 level: "Online", in columns the corresponding numbers -line 7- 11, same as 2-6 but for "HeathBeauties" with respective indenting at same level.

Trade Support section

-line 12: blank

-line 13: "Trade Support", at same level as "Advertising" in line 1, with corresponding totals in columns

-line 14: indented: "Actual", with corresponding totals in each column

-line 15: further indented: "Retailer 1", with corresponding totals in each column

-line 16: even further indented: "Rural", with corresponding numbers in columns

-line 17: at same level as line 16: "Urban", with corresponding numbers in each column -lines 18-20, repeat of lines 15-17 for "Retailer 2"

-lines 21-23, repeat of lines 15-17 for "Traditional Trade"

-line 24, indented at same level as line 15: "Online", with corresponding numbers in columns.

-lines 25-31: same as lines 14-20 but for : "Negotiated" (this label at same level as "Actual" in line 14

Online Investments section

-line 32: blank

-line 33: "Online Investments", at same level with "Advertising" in line 1 and "Trade Support" in line 13; in columns the corresponding totals

-line 34, indented: "Visibility", with corresponding numbers in columns

-line 35, indented at line 34 level: "Other", with corresponding numbers in columns

Assets section

-line 36: blank

-line 37: "Assets" aligned with "Advertising" in line 1; nothing in columns

-line 38: "Technology Level", with levels achieved in columns

-line 39: "Design Level", with levels achieved in columns

-line 40: "Production", with nothing in columns

-next 4 lines indented at same level with (ie, subcategories under "Production") "Capacity", "Utilization Rate", "Flexibility (min)", "Flexibility (max)" respectively per line and the corresponding values in the columns.

This is basically the 3.5 Supplier Intelligence table. Hence, 44 lines and should go on one page.

3.6 Retailer Intelligence

We will do the same as in table 3.5 but this table will be longer since the Shelf Space Allocation section is by SKU which is many lines. We have two columns only: Retailer 1 and Retailer 2.

Three sections:

1. Advertising

2. In-Store Service

3. Shelf Space Allocation

You follow the same principle with indenting as in 3.5 but here are the lines

1. "Advertising", with total numbers in columns

2. Indented, "National", with totals in columns

3. Further indented, "Offline", with totals in columns

4-5. even further indented, "Convenience" and "Price", one line each at same indent level and corresponding numbers in columns

6-8, same as 3-5 but for "Online"

9. "Local" at National" level in line 2;corresponding totals in columns

10. Further indented, "Rural", corresponding totals in columns

11. Even further indented, "Convenience", with corresponding numbers in columns

12. "Price", at same level at "Convenience" in line 11

13-15. Same as 10-12 but for "Urban".

Next the In-Store Service section

16."In-Store Service", at same level as "Advertising" in line 1 ; columns blank

17. Indented, "Rural" with columns the corresponding level

18. Same as 17 but for "Urban".

Next the Shelf Space Allocation section

19. blank line

20. "Shelf Space Allocation" at indented level as "Advertising" as in line 1

21. Indented, "Rural"

22. Further indented, "Elecssories", with corresponding totals in columns

23-... Even further indented for all SKUs; list by supplier and identify supplier where in that line the columns show the total shelf space of that supplier(Rural/Elecssories), etc.

...-.... Repeat 23-...., for "HealthBeauties"

...-.... Repeat 21-..., for "Urban".

This 3.6 table will probably run over multiple pages given the large number of lines under Shelf Space Allocation.

3.7 Forecasts

We will have 4 graphs here:

3.7.1 Consumer Segments

3.7.2 Shopper Segments

3.7.3 Category Volume by Market

3.7.4 Internet Penetration

3.7.1 and 3.7.2 are similar. Each will have 4 graphs (Elecssories, Rural and Urban, and HealthBeauties, Rural and Urban). We can put the Rural and Urban ones next to one another. I will send a drawing of what I want each graph to look like; will try to explain below:

-On horizontal axis, we have 5 points: -3, -2, -1, +1, +2; each of these are equidistant from one another and -3 is not at the origin. This horizontal axis refers to periods (3 historical, 2 in future).

-On vertical axis, we have segment size (%). Parallel to vertical axis, we draw 5 lines, one at each of the 5 period points on horizontal axis.

In the 3.7.1 graphs, we have 4 color-coded lines, one for each consumer segment (with legend). For -3,-2,-1 (ie, history) we know the exact values and we connect the corresponding values with same color; for +1,+2, we have an area (optimistic value on top, pessimistic value on bottom). We show this by the color for each segment fanning out up to those points. Hence, for each consumer segment , we have a line connecting the -3,-2,-1 historical values and then a fanning out area for +1,+2 (getting bigger for latter as the forecasts get less accurate into the future). The pictures I will send will show this.

In the 3.7.2 graphs, we do exactly the same but here we have only three lines, one for each of the shopper segments.

3.7.3 is a similar graph (just one). Horizontal axis is the same. But the vertical axis is sales volume (units mln). Same design but with 4 lines: Elecssories/Rural, Elecssories/Urban, HealthBeauties/Rural, and HealthBeauties/ Urban.

Color-code each line and forecast fan same as above (points for history, then fanning out for future).

3.7.4 is similar graph but with % penetration levels on vertical axis. The graph has two lines, one for each market. Again, points connected for history and then fanning out for forecast. Color-code both lines.

And that is basically it for the Market Research Studies.

PS. I will send 3 pictures:

-idea for table 3.5

-idea for table 3.6

-graph sample for forecasts.