Dear Leah,

Here are the changes we need to make in the Retailer Intelligence report.

1. Columns

We will go from 2 to 4 columns and add the markets as a layer in the columns. Hence, as column labels, we first have Rural and Urban and underneath each, Retailer 1 and Retailer 2.

2. Rows

-For the Advertising section, we will only have 3 line : Online, Offline, and Local. We will not specify the perceptual dimensions here even though the decisions are made at that level. Hence, we show the aggregate spending here. Note that Online and Offline advertising are national expenditures (not broken down by market). I suggest we repeat the national number in the column of both markets in italics, and add to the imbedded box: "Online and Offline advertising are national expenditures (ie, not broken down my market) and we repeat the national figures under both markets." This sentence should be added to the box before the text where we talk about shelf space.

-the shelf space lines are not identified by market now and, hence, are not repeated as such.

So, drop half the lines and the market labels.

That's it. Please make the changes and let me have a look at them thanks.

Best, Wilfried

Sent from my iPad

Dear Leah,

Supplier Intelligence report/eTales

After my communications with Dariusz, we have to make changes to this table.

All the results should be reported by category, not just the advertising expenditures.

Hence, we need to change the table as follows:

1. Columns

We will go to 6 columns instead of 3, and have column labels at two levels: first the category (Elecssories/HealthBeauties) and then underneath each category label the 3 suppliers.

2. Rows

Since the categories are now in the columns, under "Advertising" we only have 4 lines and do not identify the category.

Please make the changes and have me look at the new table.

There will also be changes in the Retailer Intelligence table but I am still working on those with Dariusz; we need to align this table with the decision forms.

Best, Wilfried

Sent from my iPad