**eTales Report Detail Level Summary**

**General Reports**

1. Performance Highlights
2. Market Shares
3. Sales
4. Segment Leadership (SKU Level)
5. Cross-Segment Sales Volumes
6. Product Portfolio (SKU Level)
7. eMall Prices and Promotion Intensity (SKU Level)

**Confidential Reports – Supplier**

1. Financial Results
   1. Consolidated Profit & Loss Statement
   2. B&M Business Profit & Loss Statement (Brand & SKU Level)
   3. Online Business Profit & Loss Statement (Brand & SKU Level)
   4. Profitability by Channel
   5. Last Period Negotiations (SKU Level)
2. Elecssories Situation Reports (SKU Level)
   1. Market Shares by Consumer Segment
   2. Market Shares by Shopper Segment
   3. Volume
3. HealthBeauties Situation Reports (SKU Level)
   1. Market Shares by Consumer Segment
   2. Market Shares by Shopper Segment
   3. Volume
4. Key Performance Indicators

**Confidential Reports – Retailer**

1. Financial Results
   1. Consolidated Profit & Loss Statement
   2. Urban Profit & Loss Statement (Brand & SKU Level)
   3. Rural Profit & Loss Statement (Brand & SKU Level)
   4. Profitability by Supplier
   5. Last Period Negotiations (SKU Level)
2. Rural Situation Reports (SKU Level)
   1. Market Shares by Consumer Segment
   2. Market Shares by Shopper Segment
   3. Volume
3. Urban Situation Reports (SKU Level)
   1. Market Shares by Consumer Segment
   2. Market Shares by Shopper Segment
   3. Volume
4. Key Performance Indicators

**Market Research**

1. Awareness (Brand Level)
   1. Elecssories
   2. HealthBeauties
2. Brand Perceptions (SKU Level)
   1. Elecssories – Urban
   2. Elecssories – Rural
   3. HealthBeauties – Urban
   4. HealthBeauties – Rural
3. Retailer Perceptions
4. Market Shares by Consumer Segment (Brand & SKU Level)
   1. Elecssories – Urban
   2. Elecssories – Rural
   3. HealthBeauties – Urban
   4. HealthBeauties – Rural
5. Sales by Consumer Segment (Brand & SKU Level)
   1. Elecssories – Urban
   2. Elecssories – Rural
   3. HealthBeauties – Urban
   4. HealthBeauties – Rural
6. Market Shares by Shopper Segment (Brand & SKU Level)
   1. Elecssories – Urban
   2. Elecssories – Rural
   3. HealthBeauties – Urban
   4. HealthBeauties – Rural
7. Sales by Shopper Segment (Brand & SKU Level)
   1. Elecssories – Urban
   2. Elecssories – Rural
   3. HealthBeauties – Urban
   4. HealthBeauties – Rural
8. Sales by Channel
   1. Elecssories – Urban
   2. Elecssories – Rural
   3. HealthBeauties – Urban
   4. HealthBeauties - Rural
9. B&M Retail Prices (SKU Level)
   1. Elecssories
   2. HealthBeauties
10. Promotion Intensity (SKU Level)
    1. Elecssories
    2. HealthBeauties
11. Supplier Intelligence
12. Retailer Intelligence
13. Forecasts
    1. Consumer Segment Size
    2. Shopper Segment Size
    3. Category Volume s by Market
    4. Internet Penetration Rates