

05/05/2024 11:22:40 p.m.

Last Update

Distribuidor

All

ICAM

All

Fecha

01/04/2024

30/04/2024

raízen



2.089

Litros M3

585

Litros Premium m3

27,99 %

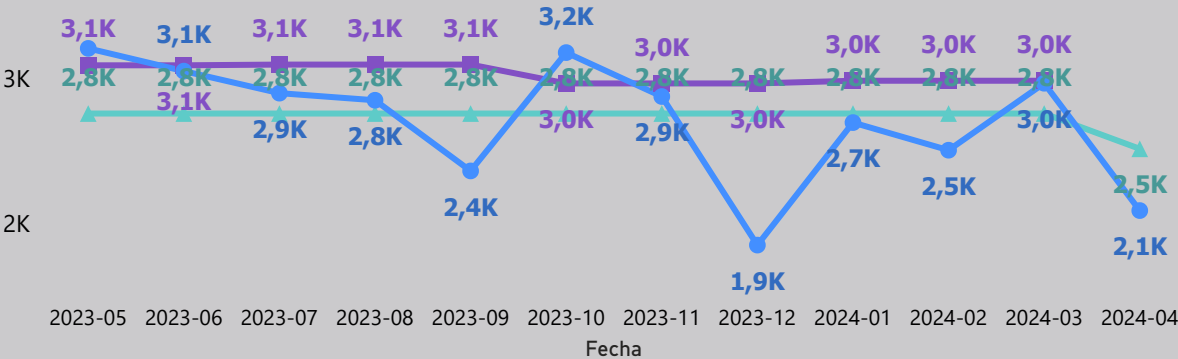
Premium Mix

\$1.369

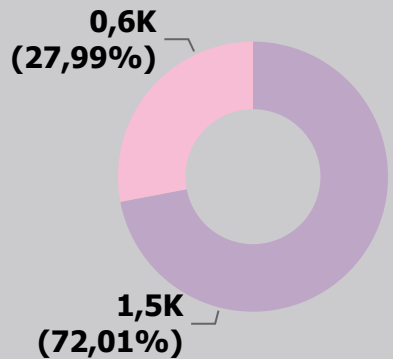
Margen M3 KUSD

Representante comercial	Litros m3	Objetivo ICAM	% vs. Obj. ICAM	Litros m3 Premium	Objetivo Icam Premium	% vs. Obj Icam prem	Margen M3 KUSD	Obj. Icam M3	% vs. M3	Meta black m3
LANZAROTTI	370	381	97,2 %	62	51	120,4 %	\$246	\$217	113,4 %	
ESPINDOLA	492	566	86,9 %	201	157	128,4 %	\$288	\$374	77,0 %	
MERCHANTE	516	611	84,4 %	88	141	62,0 %	\$353	\$372	95,1 %	
LEONE	512	667	76,7 %	160	140	114,5 %	\$373	\$397	94,0 %	
GIAMPAOLI	171	229	74,8 %	59	68	86,5 %	\$105	\$177	59,6 %	
POVIÑA	28	61	45,9 %	15	21	72,3 %	\$3	\$45	7,5 %	
Total	2.089	2.515	83,1 %	585	578	101,1 %	\$1.369	\$1.581	86,6 %	

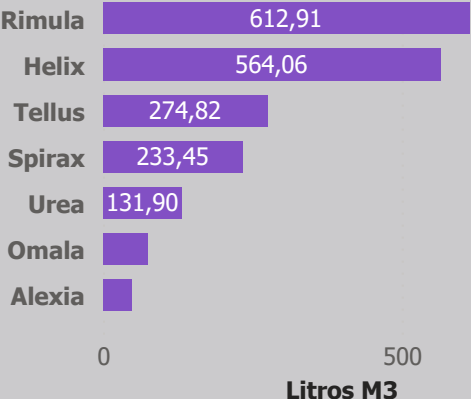
Meta black m3 Objetivo Icam m3 Litros M3



(Blank) Premium



Familia





ICAM

ESPINDOLA

Distribuidor

All

Mes

April

Volumen Vendido 24'25

492K

Mix Premium 24'25

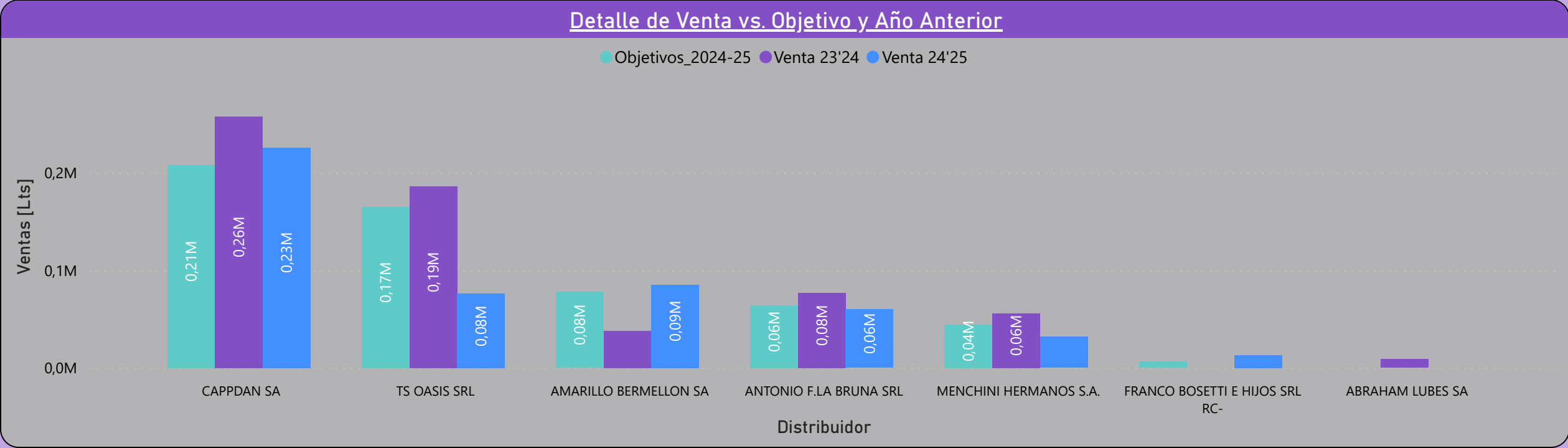
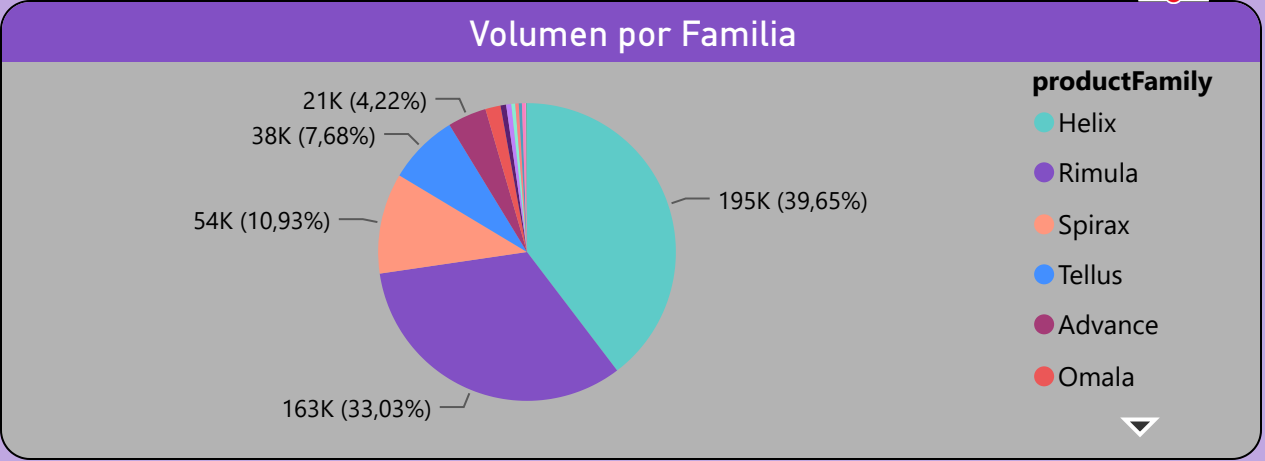
40,86 %

Cumplimiento de Meta

86,9 %

Volumen vs. AA

-21,1 %



SKU

FAMILIA

Distribuidor

ICAM

Mes



All

All

All

ESPINDOLA

April

Volumen Vendido 24'25

492K

Mix Premium 24'25

40,86 %

Mix Premium 23'24

29,80 %

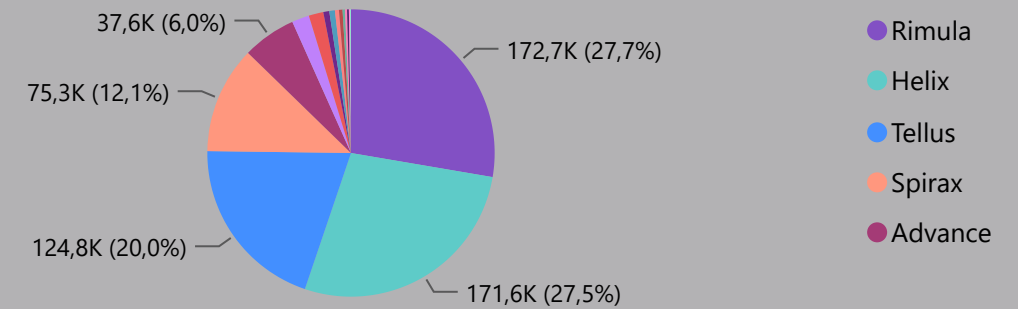
Volumen vs. AA

-21,1 %

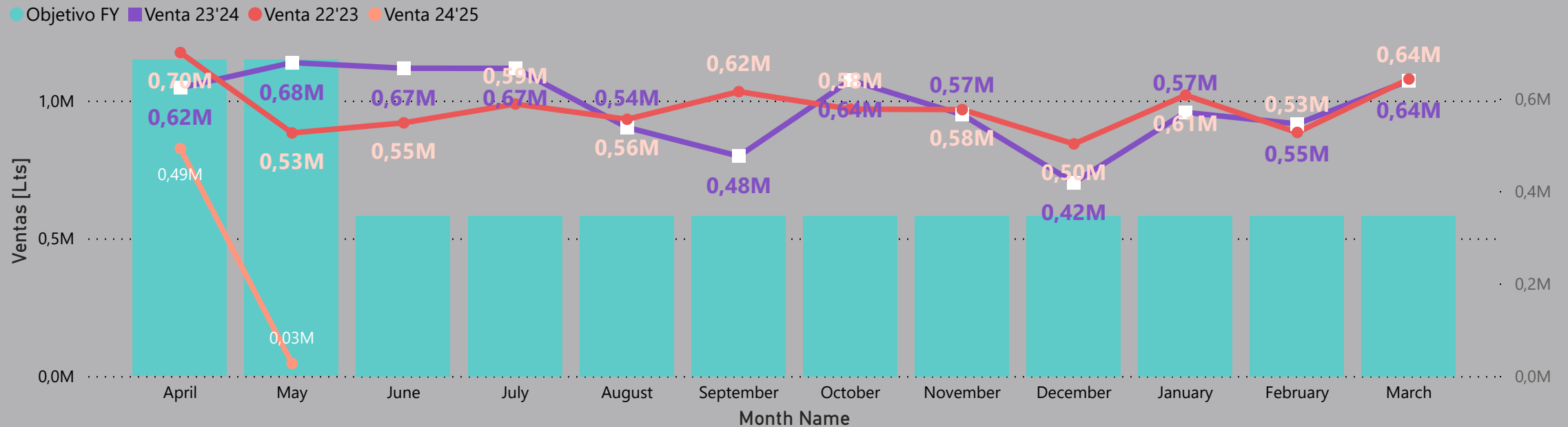
Cumplimiento de Meta

86,9 %

Ventas por Familia



Ventas vs. Objetivo y Año Anterior



SKU

All

ICAM

☐ ESPINDOLA

☐ GIAMPAOLI

☐ LANZAROTTI

☐ LEONE

Mes

All


Año Zafra

☐ 22-23

☒ 23-24

☐ 24-25

raízen



Categoría

☐ (Blank)

☐ Premium

Familia

☐ Select all

☒ Advance

☒ Air Tool

☒ Alexia

☒ Antifreeze

☒ Argina

☒ Caprinus

☒ Catenex

☒ Compuesto

☒ Corena

☒ DIALA

☒ Gadinia

☒ Gadus

☒ Heat Transfer

☒ Helix

☒ Immersion Cooling Fluid

Distribuidor	April	May	June	July	August	September	October	November	December	January	February
ABRAHAM LUBES SA	8.814	22.517	8.970	12.318	0						
ALBANO SAS	225.958	256.712	259.992	248.592	169.299	225.958	278.814	223.640	89.040	184.166	
AMARILLO BERMELLON SA	37.920	55.539	54.767	78.624	63.186	28.799	87.367	60.991	63.005	75.504	
ANDA S.A.	138.506	111.838	82.880	79.333	84.309	76.269	134.047	104.083	49.797	140.336	
ANTONIO F.LA BRUNA SRL	76.757	75.101	81.683	91.189	65.717	57.857	68.152	64.343	33.212	30.591	
BABAGUI SOC.ANON.COM.	73.985	56.121	83.051	70.278	56.085	51.139	68.031	65.907	22.901	53.183	
BATA SRL	146.756	150.769	137.608	148.942	148.772	84.454	133.001	132.247	97.488	84.365	
BERNER SA	229.342	267.436	307.109	352.107	360.430	235.168	285.940	256.581	126.911	325.640	
CAPPDAN SA	256.763	226.082	255.265	228.172	199.659	214.859	196.862	218.726	158.107	224.568	
CASA GAONA S.A.	53.098	78.044	56.245	52.799	54.129	53.447	86.926	26.446	48.384	27.720	
EJE S.A.	53.003	27.858	50.125	54.218	52.724	27.194	48.374	53.741	0	23.626	
ENERQUEN SA	16.240	15.244	26.524	13.884	25.656	11.162	17.299	33.432	12.455	39.312	
ESPERANZA COMBUSTIBLES S.A.	55.981	54.711	55.437	28.358	56.556	56.615	55.205	82.967	56.080	28.824	
FGC LUBES SA	123.501	174.848	143.811	134.431	123.765	124.245	148.327	148.352	58.853	126.339	
FGC LUBES SA - MINERA DON NICOLAS	0										
FGC LUBES SA - RC PLU	50.741	62.515	50.117	40.325	25.547	16.956	39.264	29.117	7.481	28.249	
FIBRAS SRL	30.030	95.513	29.456	57.388	64.410	32.445	60.484	26.244	27.672	31.008	
FRANCO BOSETTI E HIJOS SRL RC-	0	19.812	0	20.972	0		20.816	0	0	11.071	
GRUPO ASAP SRL	101.263	117.708	111.710	95.101	126.334	110.108	153.075	119.546	84.939	128.410	
INTERCAP S.R.L.	20.822	5.222	0	10.028	0	17.888	0	18.708	0	5.184	
Total	2.685.470	3.030.325	2.894.759	2.793.647	2.731.879	2.206.315	2.903.828	2.652.491	1.638.696	2.455.868	2.455.868

Categoría

- (Blank)
- Premium

ICAM

- ESPINDOLA
- GIAMPAOLI
- LANZAROTTI
- LEONE

Distribuidor

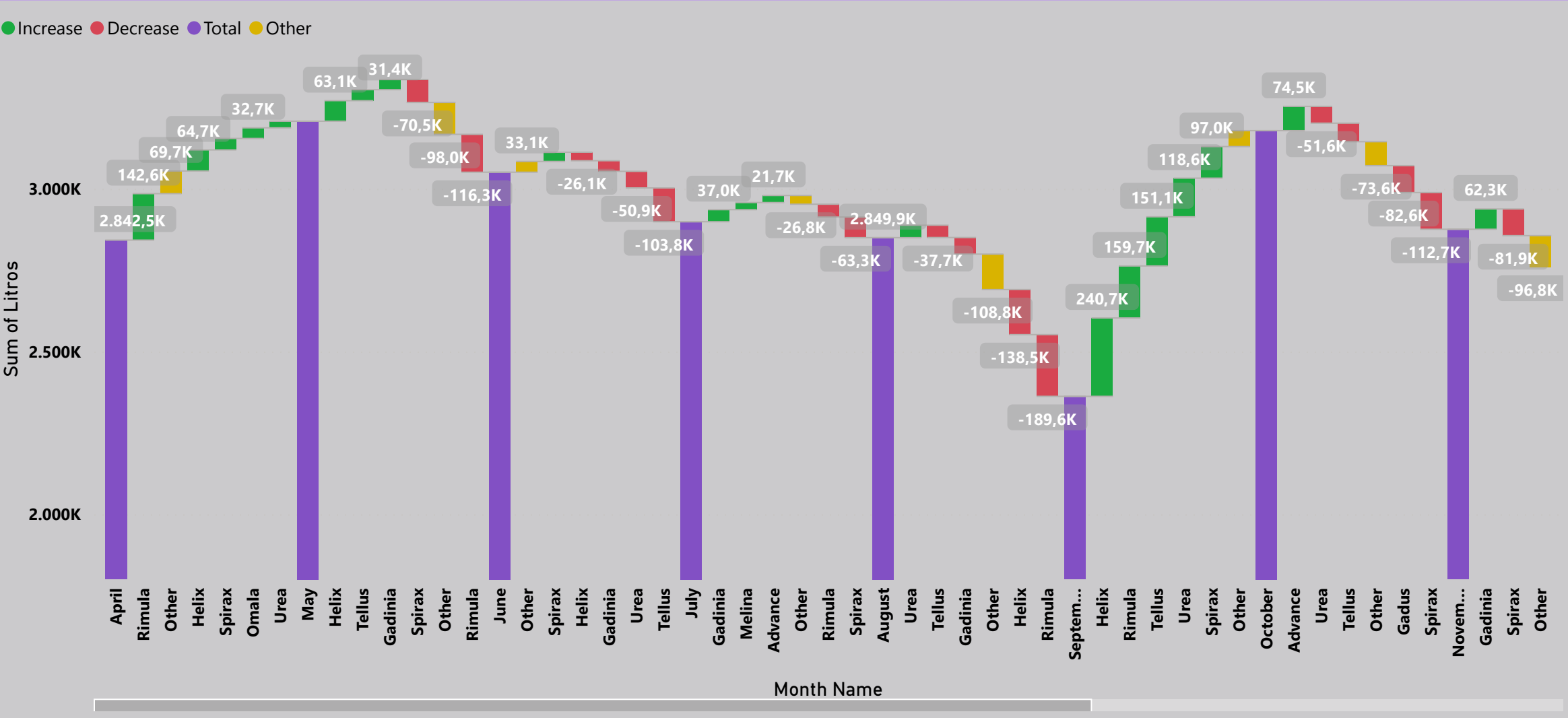
All

Mes

All

Año Zafra

- 22-23
- 23-24
- 24-25



Producto

All

ICAM

☐ ESPINDOLA  
☐ GIAMPAOLI  
☐ LANZAROTTI  
☐ LEONE

Familia

All


Año Zafra

☐ 22-23  
☐ 23-24  
☒ 24-25

Mes

All

raízen



Distribuidor	05/04/2024	08/04/2024	09/04/2024	10/04/2024	11/04/2024	12/04/2024	15/04/2024	16/04/2024	17/04/2024	18/04/2024	19/04/2024	22/04/2024	2
+ ALBANO SAS				0	27.756		25.719			27.728		0	
+ AMARILLO BERMELLON SA				0	27.208		0					0	
+ ANDA S.A.				0			0					0	
+ ANTONIO F.LA BRUNA SRL				0			0	22.385				0	
+ BABAGUI SOC.ANON.COM.				0	28.562								
+ BATA SRL	28.252			0	28.492	24.532				24.383			
+ BERNER SA	17.780			0	17.537	31.752	0	52.304			17.983		
+ CAPPDAN SA	28.570		27.365	0		28.966	0				28.192	27.744	
+ CASA GAONA S.A.				0									
+ EJE S.A.				0	32.880			0				0	
+ ENERQUEN SA				0			0					0	
+ ESPERANZA COMBUSTIBLES S.A.				0			0					0	
+ FGC LUBES SA		12.995		0		20.471		0			13.920		
+ FGC LUBES SA - MINERA DON NICOLAS		7.524		0		1.672						9.452	
+ FGC LUBES SA - RC PLU				0		2.152					1.672	5.434	
+ FIBRAS SRL				0			0					0	
+ FRANCO BOSETTI E HIJOS SRL RC-													
Total	130.162	20.519	54.419	28.244	162.435	164.974	47.511	74.689	27.412	103.069	154.679	64.630	

Categoría

☐ (Blank)  
☐ Premium

ICAM

☐ ESPINDOLA  
☐ GIAMPAOLI  
☐ LANZAROTTI  
☐ LEONE

Distribuidor

All


Mes

All

Año Zafra

☐ 22-23  
☒ 23-24  
☐ 24-25

raízen



+ Esta hoja no incluye RIMULA R4 X 15W-40|GRANEL, ni tampoco UREA 32| Granel

TOP 10 FAMILIA

Familia	Litros
Helix	9.133.152
Rimula	7.677.622
Tellus	4.866.796
Spirax	3.081.651
Omala	855.703
Advance	846.183
Gadus	631.808
Gadinia	593.978
Urea	339.940
Total	28.311.276

TOP 10 SKU'S

SKU	Litros
Rimula R4 X 15W-40 209L	3.276.075
Tellus S2 M 68 209L	2.309.868
Helix HX7 SN 10W-40 209L	2.297.119
Helix HX3 20W-50 SL/CF 209L	1.331.539
Helix HX3 15W-40 209L	1.208.856
HELIX HX7 SN 10W-40 4X4L	864.672
Rimula R4 X 15W-40 20L	839.860
Tellus S2 M 46 209L	796.290
Helix Ultra X 5W-30 SP A3/B4 + OEMs 209L	702.240
Total	14.300.335

TOP 10 FAMILIA



TOP 10 PRODUCTOS

