





bts ▼

Team Name

Team 2

Round 1

BTS Meny

- ▶ Export
- ▶ Import
- ▶ Exit
- ▶ Region

Hypermarkets > Channel

Channel


SKUs



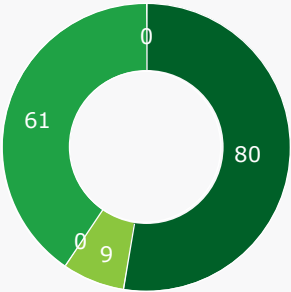
Corporate Decisions

Package Innovation

	MTUS Required	Expenche
Select Pack ▼	0	0
Select Pack ▼	0	0



MTUs Allocation



Pack Innovation

Promotions

Strategic Initiatives

Value Drivers

Trade Marketing

Unallocated

Strategic Initiatives

2: Project 2 ▼

1: Project 1 ▼

Select Project ▼

Initiatives Selected in Previous Years

Year 1	Number	Name
Initiative 1	0	
Initiative 2		
Initiative 3		

Year 2	Number	Name
Initiative 1	0	
Initiative 2		
Initiative 3		

Year 3	Number	Name
Initiative 1	0	
Initiative 2		
Initiative 3		



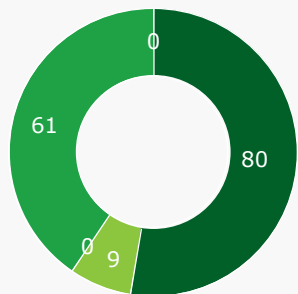
Corporate Decisions

Package Innovation

	MTUS Required	Expenche
Select Pack ▼	0	0
Select Pack ▼	0	0



MTUs Allocation



■ Pack Innovation
 ■ Promotions
 ■ Trade Marketing
 ■ Strategic Initiatives
 ■ Value Drivers
 ■ Unallocated

Strategic Initiatives

2: Project 2 ▼

1: Project 1 ▼

Select Project ▼

Initiatives Selected in Previous Years

Year 1	Number	Name
Initiative 1	0	
Initiative 2		
Initiative 3		

Year 2	Number	Name
Initiative 1	0	
Initiative 2		
Initiative 3		

Year 3	Number	Name
Initiative 1	0	
Initiative 2		
Initiative 3		

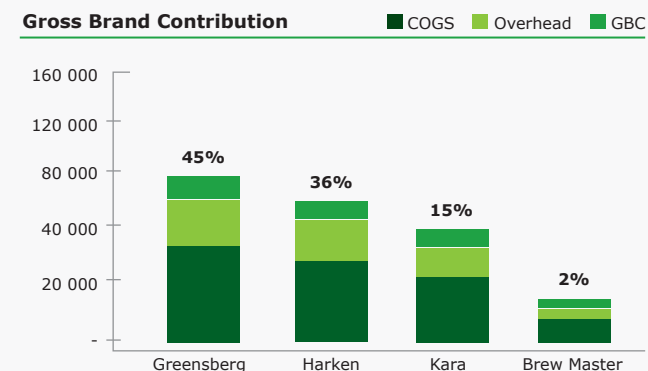


Hypermarkets – Forecasting & Trade Terms

Forecasting

	Mainstream		Premium	Speciality	Total
	Harken	Kara	Greensberg	Brew Master	
Market Demand (Vol)	1 507 308 000		287 120 120	0	1 794 500 120
Forecasted Share	10% ▾	10% ▾	22% ▾	0% ▾	
Volume Forecast	150 738 000	150 738 000	57 424 024	0	358 900 024
Net Sales	364 557 569	521 443 852	185 317 166	0	1 071 318 588
GPaL	118 802 541	269 835 065	98 736 290	0	487 373 896
Customer Profit	245 771 458	241 424 418	6 431 497	0	493 627 374

Gross Brand Contribution

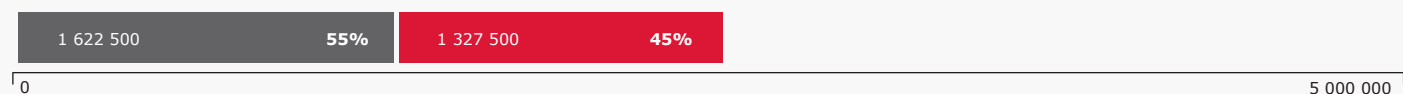


Value Drivers

	Distribution	Shelf Space	Floor Space	Cool Space	Visibility	Total	Conditionality
Investment Level	Level 1 ▾	Level 5 ▾	Level 4 ▾	Level 4 ▾	Level 2 ▾		Level 3 ▾
MTUs Required	0	10	6	6	1	26	3
Expense	150 000	1 000 000	750 000	750 000	300 000	3 450 000	500 000

Hypermarkets - Trade Terms Conditionality

■ Conditional Trade Inv. ■ Un-conditional Trade Inv.



Trade Marketing Plans



Select Plan

Plan 2 ▾

MTUs Required: 4

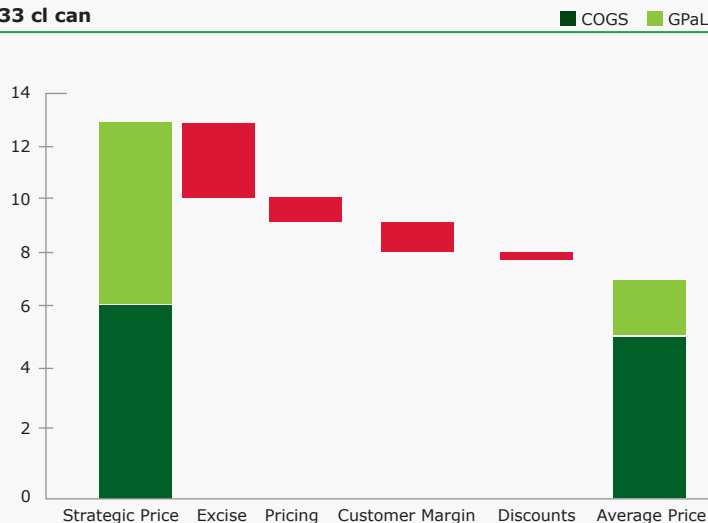
Expense: 2 000 000



Hypermarkets – SKU decisions

Greensberg

0,33 cl can



	Total		Per Liter
Turnover	348 024 388		6.06
Excise	140 688 859		2.45
Gross Sales	207 335 529		3.61
Discounts	62 772 048		1.09
Net Sales	144 563 481	100%	2.52
Total COGS	83 584 575	58%	1.46
Gross Profit	60 978 906	42%	1.06
Logistics	14 840 786	10 %	0.26
GPaL	46 138 120	32%	0.80
Volume Sold	57 424 024		
Units Sold	7 250 508		
Customer Profit	83 525 853		
Weighted Distribution	53%		

Reports



Assortment Analytics

Buy Report

Promotions Analytics

Buy Report

MTUs Required: 5

Expense: 1 000 000

Harken

	Sales Forecast	Pack	Customer Price	Customer Margin	Shelf Price	Promotion 1 Type	Number of Weeks	Expected Promotion Share	Promotion 2 Type	Number of Weeks	Expected Promotion Share	Average Promo Price	Average Selling Price
Slot 1	70%	33cl Can ▾	2.20	0.44	2.64	TPD 33% ▾	2	50%	TPD 33% ▾	2	50%	1.47	50%
Slot 2	30%	10 x 33cl Can ▾	22.00	4.4	26.40	No Promotion ▾	2	50%	No Promotion ▾	2	50%	14.74	50%
Slot 3	0%	Select Pack ▾	0.00	0	0.00	No Promotion ▾	2	50%	No Promotion ▾	2	50%	0.00	50%