



Seasonal Scenario Planner

Scenario Name: Test\_new\_scenario2

PACK Detail

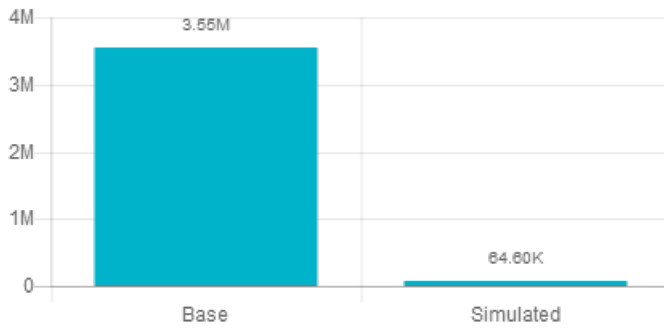
|                                 |   |                     |                     |
|---------------------------------|---|---------------------|---------------------|
| UPC: 4000056032                 | UPC Description: MARS VRTY PK ASSORTED CHOCOLATE FUN SIZE FC NS SUP<br>XL 31.18 OUNCE |                     |                     |
| Channel: FOOD                   | Year: 2021  | Category: CHOCOLATE | Brand: MARS VRTY PK |
| Pack Type: STAND UP POUCH       | Pack Count: 56  | Pack Size: FC XL    |                     |
| Usage Occassion: TRICK OR TREAT |   |                     |                     |
| Unit Sold: 1567070.00           | Sales (\$): 21709172.00   | AUP (\$): 6.14      |                     |
| TR(%): 0.12                     | Cost (\$): 5.91   |                     |                     |

DONOR MIX

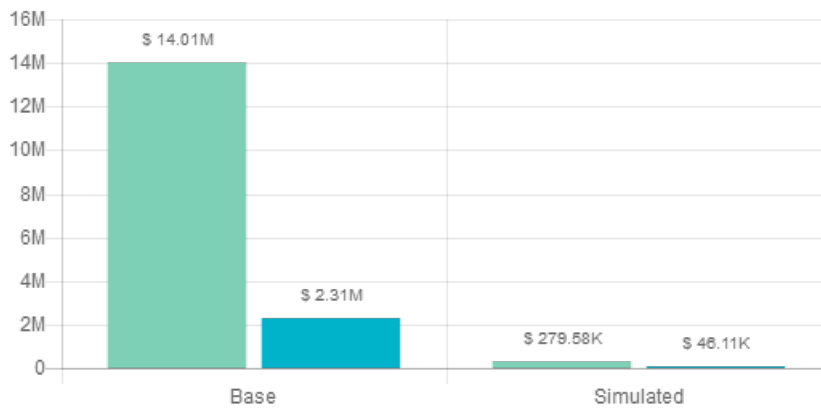
|        | ZREP     | Description                    | Brand    | Sub Brand      | Flavour        | Inclusion     | Pack Type | Pack Size | Count | Weight Cost (grams)(\$) |      |
|--------|----------|--------------------------------|----------|----------------|----------------|---------------|-----------|-----------|-------|-------------------------|------|
| Old Mx | 10126100 | M&MS MC FS PCH DW              | M&MS     | Not Applicable | CARAMEL        | NUT           | FUNSIZE   | BULK      | 14    | 0.01                    | 0.05 |
|        | 10010509 | TWIX CARAMEL FUNSIZE 20LB BULK | TWIX     | Not Applicable | MILK CHOCOLATE | CRUNCHY CRISP | FUNSIZE   | BULK      | 11    | 0.02                    | 0.06 |
|        | 10129370 | M&MS FN FS BULK TNA            | M&MS     | Not Applicable | PEANUT BUTTER  | NUT           | FUNSIZE   | BULK      | 9     | 0.02                    | 0.06 |
|        | 10145603 | SN FS 20LB BULK                | SNICKERS | Not Applicable | DARK CHOCOLATE | NUT & FRUIT   | FUNSIZE   | BULK      | 22    | 0.02                    | 0.05 |
| New Mx | 10126100 | M&MS MC FS PCH DW              | M&MS     | Not Applicable | CARAMEL        | NUT           | FUNSIZE   | BULK      | 14    | 0.01                    | 0.05 |
|        | 10010509 | TWIX CARAMEL FUNSIZE 20LB BULK | TWIX     | Not Applicable | MILK CHOCOLATE | CRUNCHY CRISP | FUNSIZE   | BULK      | 11    | 0.02                    | 0.06 |
|        | 10150485 | M&MS CRML FS BULK              | M&MS     | Not Applicable | DARK CHOCOLATE | NUT           | FUNSIZE   | BULK      | 10    | 0.02                    | 0.10 |
|        | 10145603 | SN FS 20LB BULK                | SNICKERS | Not Applicable | DARK CHOCOLATE | NUT & FRUIT   | FUNSIZE   | BULK      | 23    | 0.02                    | 0.05 |
|        | 10131258 | SN FS VLNT BULK                | SNICKERS | Not Applicable | MILK CHOCOLATE | NUT & FRUIT   | FUNSIZE   | BULK      | 10    | 0.02                    | 0.06 |
|        | 10150486 | Test                           | TWIX     | undefined      | PEANUT BUTTER  | undefined     | FUNSIZE   | BULK      | 17    | 1.00                    | 0.10 |

| Metric       | Base       | Simulated   |
|--------------|------------|-------------|
| GSV          | (\$)14.01M | (\$)279.58K |
| TE           | (\$)2.31M  | (\$)46.11K  |
| NSV          | (\$)11.70M | (\$)233.47K |
| COGS         | (\$)4.95M  | (\$)164.49K |
| MAC          | (\$)6.75M  | (\$)68.99K  |
| MAC %        | 57.72%     | 29.55 %     |
| Total Volume | 3.55M      | 64.60K      |

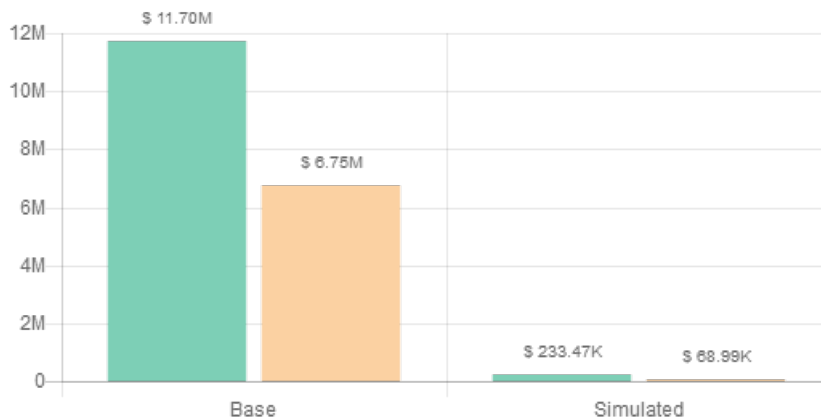
## Total Volume



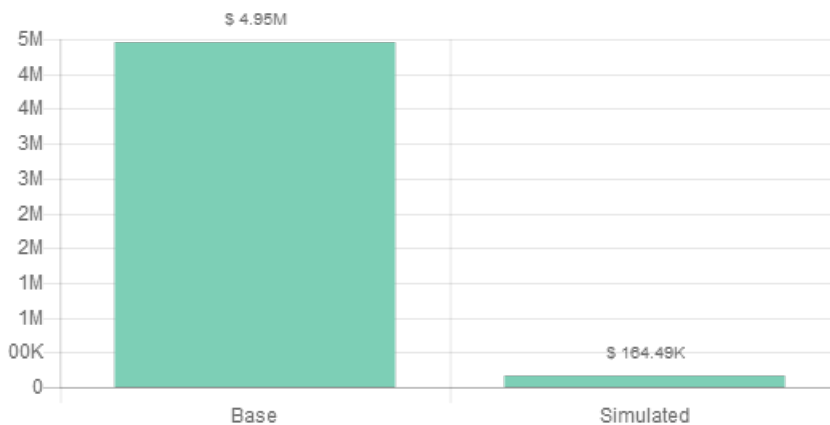
## GSV & TE



## NSV & MAC



## COGS



## COGS(%)

