DAILY NEWS FOR ACTION (DNA)

Date

Region	Area	Territory	Town

MARKET INFO

Quality of Performance (Q-OP)

Number of Sections: 30

Deliver Group-wise Section Split:

HC + MiniShampoo	Fabric	Personal Care	Nutrition
10	12	5	3

Quality of Control (Q-OC)

LPC			SR			ECO		
Target	MTD	Tgt. Today	Target	MTD	Tgt. Today	Target	MTD	Tgt. Today

PERFORMANCE UPDATE

Town (Value):

	D Target	MTD Ach.	MTD Ach. %	RR
B&W				
Nutr.				
PC				
HC				
Total				

Town (Volume):

	D Target	MTD Ach.	MTD Ach. %	RR
B&W				
Nutr.				
PC				
HC				
Total				

Today's Section Achievement:

	et	MTD Ach.	MTD Ach. %	RR Today	Last Week Sales	Today's Target
B&W						
Nutr.						
PC						
HC						
Total						

DFF PERFORMANCE

Bottom-10 Salespeople:

Bottom-10 Salespeople							Today's Target			
Sl.	DFF Name	Month Target	Month Ach.	Month Ach. %	LPC	SR	Avg. Market Time Spent	Toady's Target	LPC	SR	Avg. Market Time Spent
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										

Today's Top-05 WS:

Outlet Name	Outlet Code	Monthly Target	Monthly Ach.	Target Gap	Q-Target	Q-Ach.	Q-Gap

Today's TOPGUN Top-05:

Name	Outlet Code	Top Target	Top Ach.	Gap	Today's Target RR

Hot SKU List:

ategory	SKU Name	CP/TPR	ETM
B&W	Dove 330ml	conditioner free	
HC	Rin 1 kg	mug CP	
Nutr.	Glaxose	summer loading	

Weekly No Order Top Outlets:

	Outlet Name	Outlet Code	Route Name
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Top-10 Volume Contributing Low Performing SKUs:

Rank	SKU Name	Monthly Target (Vol.)	Monthly Ach. (Vol.)
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

INCENTIVE

FF Name	Designation	Total Incentive Value	Probable Incentive Value

Unilever

Daily News for Action DNA

Sources and Masters

Output Name	Input File Name	Input Columns	Data Source	Source Type	Update Frequency	POC
Number of Sections	Monthly PJP File			Excel File	Monthly	RTM Manager
Region, Area, Territory, Town	Reorganization File			Excel File	Monthly	RTM Manager
Deliver Group-wise Section Split	Monthly PJP File			Excel File	Monthly	RTM Manager
LPC			DMS	Excel File	Daily	Analytics Manager
SR			DMS	Excel File	Daily	Analytics Manager
Town (Value)	1. Town-wise Sec. Tgt 2. HANA, HHT, B2B		Dump from HANA and Portals	Excel File	1. Monthly 2. Daily	1. Ratul bh. 2. Zia
Town (Volume)	1. Town-wise Sec. Tgt 2. HANA, HHT, B2B		Dump from HANA and Portals (Volume to be Converted)	Excel File	1. Monthly 2. Daily	1. Ratul bh. 2. Zia
Today's Section Achievement	1. Town-wise Sec. Tgt 2. HANA, HHT, B2B		Dump from HANA and Portals	Excel File	1. Monthly 2. Daily	1. Ratul bh. 2. Zia
Bottom-10 Salespeople	1. DFF Database 2. DFF Monthly Tgt 3. LPC Strike Rate Avg. Market Time Spent Report		DMS	Excel File	1. Monthly 2. Monthly 3. Daily	1. DFF Capability Manager 2. DFF Capability Manager 3. Analytics Manager
Today's Top-05 WS	1. WS Database 2. HANA, HHT, B2B		Dump from HANA and Portals	Excel File	1. Monthly 2. Daily	1. WS Channel Manager 2. Zia
Today's TOPGUN Top-05	1. TOPGUN Database 2. HANA, HHT, B2B		Dump from HANA and Portals	Excel File	Daily	1. TOPGUN Channel Manager 2. Zia
Hot SKU List	1. Trade Acivities File 2. Active SKU List		Dump from HANA and Portals	Excel File	Monthly	CSPM
Weekly No Order Top Outlets	1. Outlet Database with Impact Outlet List 2. HANA, HHT, B2B 3. Monthly PJP		Dump from HANA and Portals	Excel File	1. Monthly 2. Daily 3. Monthly	1. Analytics Manager 2. Zia 3. RTM Manager
Top-10 Volume Contributing Low Performing SKUs	1. Sales History File - Town, SKU - wise Top Vol. Contributing 2. HANA, HHT, B2B		Dump from HANA and Portals	Excel File	1. Monthly 2. Daily	1. Habib bh. 2. Zia
INCENTIVE	1. Monthly Incentive File 2. DFF Database 3. HANA, HHT, B2B			Excel File	1. Monthly 2. Monthly 3. Daily	1. DFF Capability Manager 2. DFF Capability Manager 3. Zia

Pilot Towns

Type	Town	2023 Growth
Dhaka Metro	Darussalam	-3%
Dhaka Metro	Tejgaon	-4%
RMG Belt	DEPZ	-5%
RMG Belt	Mawna	-3%
Rural	Bhola	-6%
Rural	Hatibandha	-11%
Rural	Shayestaganj	-5%
Urban	Feni	1%
Urban	Maijdee	-4%
Urban	Khulna Metro	1%