LA MDO - Sales Fundamentals report (Mandatory measures)

Geography: PANAMA
Customer: HFS
Month: Junio 05

Search by Category		Num.Distribution				OOS				Share of Shelf				Share Of Display				Share of Feature				Net Price			
		P6M	P3M	LM	CM	P6M	P3M	LM	CM	P6M	P3M	LM	CM	P6M	P3M	LM	CM	P6M	P3M	LM	CM	P6M	P3M	LM	CM
BABY CARE	pamp BASICO 1X SIZE GRANDE 12	0	0	NA	NA	50	0	0	0													0.5	0.0	0.0	0.0
BABY CARE	pamp BASICO 1X SIZE MEDIANO 14	0	0	NA	NA	50	0	0	0													0.5	0.0	0.0	0.0
BABY CARE	pamp BASICO 1X SIZE X GRANDE 11	0	0	NA	NA	100	0	0	0													0	0.0	0.0	0.0
BABY CARE	pamp BASICO 3X SIZE GRANDE 35	0	0	NA	NA	100	0	0	0													0	0.0	0.0	0.0
BABY CARE	pamp BASICO 3X SIZE MEDIANO 40	11	0	NA	NA	69	0	0	0													2.1	0.0	0.0	0.0
BABY CARE	pamp BASICO 3X SIZE X GRANDE 31	0	0	NA	NA	0	0	0	0													0	0.0	0.0	0.0
BABY CARE	pamp BASICO MEDIANO UNIDAD	9	9	18	23	0	0	0	14													0.3	0.3	0.5	0.5
BABY CARE	pamp BASICO, GANDE UNIDAD	6	6	11	14	0	0	0	0													0.3	0.3	0.6	0.5
BABY CARE	pamp BASICO, XGRANDE UNIDAD	36	36	40	22	40	40	69	8													0.5	0.5	0.5	0.5
BABY CARE	pamp TOTAL PROTEC ANATOMICO 1X SIXE GRANDE 3	89	NA	NA	NA	12	0	0	0													1	0.0	0.0	0.0
BABY CARE	pamp TOTAL PROTEC ANATOMICO 1X SIXE MEDIANO	87	NA	NA	NA	17	0	0	0													1	0.0	0.0	0.0
BABY CARE	**{Total} pamp**	**17**	**9**	**23**	**20**	**22**	**28**	**40**	**8**													**0**	**0.0**	**0.0**	**0.0**
BABY CARE	**Empresa**	**17**	**9**	**23**	**20**	**22**	**28**	**40**	**8**													**0**	**0.0**	**0.0**	**0.0**
BABY CARE	HUG.ULTRACONFORT ACTIVE SEC MEGA PACK GDE.4	92	93	NA	NA	14	0	0	0													1	1.0	0.0	0.0
BABY CARE	HUG.ULTRACONFORT ACTIVE SEC MEGA PACK MED.3	95	91	NA	NA	7	0	0	0													1.3	1.0	0.0	0.0
BABY CARE	hubbies CLASSIC GRANDE UNIDAD	4	4	7	23	0	0	0	0													0.3	0.3	0.6	0.4
BABY CARE	hubbies CLASSIC MAXI PACK GRANDE 20	9	0	NA	NA	57	0	0	0													1	0.0	0.0	0.0
BABY CARE	hubbies CLASSIC MAXI PACK MEDIANO 24	23	0	NA	NA	53	0	0	0													2	0.0	0.0	0.0
BABY CARE	hubbies CLASSIC MAXI PACK PEQUEÑO 28	30	6	NA	NA	49	100	0	0													2.8	0.0	0.0	0.0
BABY CARE	hubbies CLASSIC MAXI PACK X GRANDE 18	0	0	NA	NA	0	0	0	0													0	0.0	0.0	0.0
BABY CARE	hubbies CLASSIC MEDIANO UNIDAD	14	14	29	59	0	0	0	0													0.3	0.3	0.6	0.5
BABY CARE	hubbies CLASSIC MEGA PACK GRANDE 40	0	0	NA	NA	0	0	0	0													0	0.0	0.0	0.0
BABY CARE	hubbies CLASSIC MEGA PACK MEDIANO 48	0	0	NA	NA	0	0	0	0													0	0.0	0.0	0.0
BABY CARE	hubbies CLASSIC MEGA PACK X GRANDE 36	0	0	NA	NA	0	0	0	0													0	0.0	0.0	0.0
BABY CARE	hubbies CLASSIC PEQUEÑO UNIDAD	58	58	66	41	26	26	47	0													0.5	0.5	0.5	0.5
BABY CARE	hubbies CLASSIC X GRANDE UNIDAD	2	2	3	35	0	0	0	0													0.3	0.3	0.5	0.4
BABY CARE	hubbies ULTRACONFORT ACTIVE SEC GRANDE (UNIDAD)	54	54	84	95	3	3	2	0													0.6	0.6	0.6	0.5
BABY CARE	hubbies ULTRACONFORT ACTIVE SEC MEDIANO (UNIDAD)	53	53	88	95	2	2	2	0													0.5	0.5	0.6	0.5
BABY CARE	**{Total} hubbies**	**43**	**29**	**46**	**58**	**19**	**7**	**13**	**0**													**0**	**0.0**	**0.0**	**0.0**
BABY CARE	**kim clar**	**43**	**29**	**46**	**58**	**19**	**7**	**13**	**0**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	arel 200 GRMS	96	94	90	85	17	18	26	20													0.7	0.7	0.7	0.7
favRIC HOME CARE	arel REGULAR 500 GRMS	91	84	74	62	23	38	50	35													1.4	1.3	1.3	1.3
favRIC HOME CARE	**{Total} arel**	**93**	**89**	**82**	**74**	**20**	**28**	**37**	**26**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	ac REGULAR 220 GRMS	99	99	96	96	8	13	27	7													0.8	0.7	0.7	0.7
favRIC HOME CARE	ac REGULAR 500 GRMS	83	68	63	76	25	41	26	25													1.4	1.4	1.4	1.3
favRIC HOME CARE	**{Total} ac**	**91**	**83**	**80**	**86**	**16**	**25**	**26**	**15**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	fav FLORAL 200 GRAMS	89	89	88	79	27	25	38	23													0.7	0.6	0.6	0.7
favRIC HOME CARE	fav FLORAL 500 GRMS	84	76	72	72	25	32	19	40													1.3	1.2	1.2	1.2
favRIC HOME CARE	fav LIMON 220 GRMS	88	91	86	57	27	28	53	50													0.7	0.6	0.6	0.7
favRIC HOME CARE	fav LIMON 500 GRMS	80	72	63	77	34	37	48	16													1.3	1.2	1.2	1.3
favRIC HOME CARE	**{Total} fav**	**85**	**82**	**77**	**71**	**28**	**30**	**40**	**30**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	bigo FLORAL CAJA	14	14	43	55	0	0	0	61													0.1	0.1	0.3	0.7
favRIC HOME CARE	bigo FLORAL SC 100 GRMS	97	NA	NA	NA	6	0	0	0													0.1	0.0	0.0	0.0
favRIC HOME CARE	bigo LabaNDER CAJA	14	14	43	55	0	0	0	58													0.1	0.1	0.3	0.8
favRIC HOME CARE	bigo LabaNDER SC 100 GRMS	92	NA	NA	NA	9	0	0	0													0.1	0.0	0.0	0.0
favRIC HOME CARE	**{Total} bigo**	**46**	**14**	**43**	**55**	**5**	**0**	**0**	**59**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	**Empresa**	**82**	**70**	**72**	**71**	**22**	**27**	**31**	**30**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	rins ALOE 500 GRMS	32	32	64	67	18	18	25	52													1.2	1.2	1.2	1.2
favRIC HOME CARE	rins REGULAR 220 GRMS (MULTIACTIVO)	79	72	68	74	32	39	31	28													0.7	0.8	0.7	0.7
favRIC HOME CARE	rins REGULAR 500 GRMS (MULTIACTIVO)	83	83	72	47	30	36	61	47													1.4	1.3	1.2	1.3
favRIC HOME CARE	**{Total} rins**	**73**	**62**	**68**	**63**	**30**	**34**	**40**	**41**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	xed PLANCHA FACIL (EMP MORADO) 500 GRMS	44	44	79	68	30	30	48	33													0.8	0.8	1.2	1.3
favRIC HOME CARE	xed REGULAR 220 GRMS (EMPAQUE CELESTE)	84	87	79	68	29	31	49	26													0.9	0.9	0.7	0.7
favRIC HOME CARE	xed REGULAR 500 GRMS (EMPAQUE CELESTE)	76	74	73	74	30	33	24	44													1.8	1.3	1.3	1.3
favRIC HOME CARE	xed SOL (EMP AMARILLO) 500 GRMS	29	29	52	51	30	30	49	36													0.8	0.8	1.2	1.2
favRIC HOME CARE	**{Total} xed**	**69**	**59**	**71**	**65**	**30**	**31**	**42**	**35**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	aba REGULAR 500 GRMS	95	95	94	90	19	22	32	35													1	1.0	1.0	1.0
favRIC HOME CARE	**{Total} aba**	**95**	**95**	**94**	**90**	**19**	**22**	**32**	**35**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	sur (EMP NARANJA/AZUL) 500 GRMS	28	28	47	23	38	38	70	61													0.8	0.8	1.2	1.3
favRIC HOME CARE	**{Total} sur**	**28**	**28**	**47**	**23**	**38**	**38**	**70**	**61**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	**uni**	**73**	**60**	**70**	**62**	**28**	**31**	**42**	**38**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	rendir DETERG. REGULAR 220 GRMS (EMP.CELESTE)	82	77	66	58	29	34	44	43													0.7	0.6	0.6	0.6
favRIC HOME CARE	rendir MANDARINA (EMP ANARANJADO) 500 GRMS	41	41	76	62	23	23	38	48													0.7	0.7	1.1	1.3
favRIC HOME CARE	**{Total} rendir**	**74**	**59**	**71**	**60**	**28**	**30**	**41**	**45**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	**hen LA l**	**74**	**59**	**71**	**60**	**28**	**30**	**41**	**45**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	ESE REGULAR 500 GRMS	90	83	88	87	23	32	22	40													1	1.0	1.0	1.0
favRIC HOME CARE	**{Total} ESE**	**90**	**83**	**88**	**87**	**23**	**32**	**22**	**40**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	**PANAMA BOSTON**	**90**	**83**	**88**	**87**	**23**	**32**	**22**	**40**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	SIP ORIGINAL 100 GRMS	50	25	50	58	21	18	16	55													0.8	1.3	0.7	0.7
favRIC HOME CARE	{Total} SIP	50	25	50	58	21	18	16	55													0	0.0	**0.0**	**0.0**
favRIC HOME CARE	**BARRAZA Y C¡A**	**50**	**25.1**	**50**	**58**	**21**	**18**	**16**	**55**													**0**	**0**	**0**	**0**
HAIR CARE	pant SH. LISO Y SEDOSO 10 ML	92	95.6	93.9	85.9	14	19	23	7.4													0.3	0.34	0.33	0.32
HAIR CARE	pant SH. LISO Y SEDOSO 400 ML	52	59	38	30	39	46	78	0													4.9	5.0	5.1	4.9
HAIR CARE	pant SH. RIZOS DEFINIDOS 400 ML	32	38	32	22	41	46	74	0													4.9	4.9	4.9	4.9
HAIR CARE	**{Total} pant**	**59**	**64**	**54.4**	**46.1**	**27**	**32**	**46**	**4.4**													**0**	**0**	**0**	**0**
HAIR CARE	head 2 EN 1 SUAVE Y MANEJABLE 10 ML	94	98	98	89	15	19	39	3													0.3	0.3	0.3	0.3
HAIR CARE	{Total} head	94	98	98	89	15	19	39	3													0	0.0	**0.0**	**0.0**
HAIR CARE	Empresa	68	72	65	57	22	28	43	4													0	0.0	**0.0**	**0.0**
HAIR CARE	palm NATURALS 900 ML	0	0	0	NA	0	0	0	0													0	0	0	0
HAIR CARE	{Total} palm	0	0	0	NA	0	0	0	0													0	0.0	**0.0**	**0.0**
HAIR CARE	**COLGATE palm**	**0**	**0**	**0**	**NA**	**0**	**0**	**0**	**0**													**0**	**0**	**0**	**0**
HEALTH	PASTILLAS vick EN SOBRE (MENTOL)	32	63.5	78.6	28.6	33	33	71	22													0.1	0.25	0.25	0.27
HEALTH	VAPORUB 12 GRMS (LATA)	17	33.5	3.06	41.4	49	49	33	0													0.2	0.46	0.28	0.27
HEALTH	**{Total} vick**	**24**	**48.5**	**40.8**	**35**	**38**	**38**	**70**	**4.2**													**0**	**0**	**0**	**0**
HEALTH	pep BISMOL 16 OZ.	4.7	9.48	21.4	33.7	19	19	25	0													1.8	3.51	5.5	4.89
HEALTH	pep BISMOL 4 OZ.	32	63.6	74.5	82	26	26	42	1.3													0.8	1.64	1.67	1.65
HEALTH	pep BISMOL 8 OZ.	22	44	50	52.5	30	30	33	3.2													1.3	2.63	2.69	2.7
HEALTH	**{Total} pep BISMOL**	**20**	**39**	**48.6**	**56.2**	**27**	**27**	**36**	**1.6**													**0**	**0**	**0**	**0**
HEALTH	VITAPYRENA EN SOBRE	35	70.7	87.8	73	27	27	57	0													0.2	0.34	0.33	0.3
HEALTH	**{Total} VITAPYRENA**	**35**	**70.7**	**87.8**	**73**	**27**	**27**	**57**	**0**													**0**	**0**	**0**	**0**
HEALTH	**Empresa**	**24**	**47.5**	**52.6**	**52**	**31**	**31**	**51**	**1.7**													**0**	**0**	**0**	**0**