

LA MDO - Sales Fundamentals report (Mandatory measures)

Geography: COSTA RICA  
 Customer: TOTAL HFS  
 Month: JUNIO 05



Search by Category		Num.Distribution				QOS				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
favRIC HOME CARE	arel 200 GRMS	66.75	67	66	64	13	15	16	22													247	247	250	255
favRIC HOME CARE	arel REGULAR 500 GRMS	83.82	84	83	82	9	11	10	15													525	522	523	529
favRIC HOME CARE	<b>{Total} arel</b>	<b>75.28</b>	<b>75</b>	<b>74</b>	<b>73</b>	<b>11</b>	<b>13</b>	<b>13</b>	<b>18</b>													<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
favRIC HOME CARE	ac REGULAR 220 GRMS	61.24	61	57	39	16	24	44	38													234	233	233	234
favRIC HOME CARE	ac REGULAR 500 GRMS	65.91	60	45	46	16	27	36	12													485	484	482	484
favRIC HOME CARE	<b>{Total} ac</b>	<b>63.58</b>	<b>61</b>	<b>51</b>	<b>42</b>	<b>16</b>	<b>26</b>	<b>40</b>	<b>24</b>													<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
favRIC HOME CARE	fav FLORAL 500 GRMS	76.17	77	79	75	14	15	13	20													443	443	441	440
favRIC HOME CARE	fav LIMON 220 GRMS	26.01	20	12	19	27	42	22	7													215	217	227	225
favRIC HOME CARE	fav LIMON 500 GRMS	54.15	56	57	59	25	24	24	18													439	440	437	439
favRIC HOME CARE	<b>{Total} fav</b>	<b>52.11</b>	<b>51</b>	<b>50</b>	<b>51</b>	<b>20</b>	<b>22</b>	<b>18</b>	<b>18</b>													<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
favRIC HOME CARE	<b>Empresa</b>	<b>62.01</b>	<b>61</b>	<b>57</b>	<b>55</b>	<b>16</b>	<b>20</b>	<b>22</b>	<b>19</b>													<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
favRIC HOME CARE	rins ALOE 500 GRMS	51.36	51	49	53	19	26	14	35													523	533	543	549
favRIC HOME CARE	rins REGULAR 220 GRMS (MULTIACTIVO)	62.93	63	61	58	19	20	29	21													284	289	290	292
favRIC HOME CARE	rins REGULAR 500 GRMS (MULTIACTIVO)	85.73	86	87	88	12	11	14	11													531	538	546	550
favRIC HOME CARE	<b>{Total} rins</b>	<b>66.72</b>	<b>66</b>	<b>66</b>	<b>66</b>	<b>16</b>	<b>18</b>	<b>18</b>	<b>20</b>													<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
favRIC HOME CARE	xed PLANCHA FACIL (EMP MORADO) 500 GRMS	51.52	57	57	59	19	22	15	17													493	505	513	517
favRIC HOME CARE	xed REGULAR 220 GRMS (EMPAQUE CELESTE)	61.02	60	57	57	21	27	21	22													264	270	275	277
favRIC HOME CARE	xed REGULAR 500 GRMS (EMPAQUE CELESTE)	77.52	78	81	81	17	17	19	22													495	506	516	519
favRIC HOME CARE	xed SOL (EMP AMARILLO) 500 GRMS	58.82	59	59	65	18	18	15	15													492	503	513	517
favRIC HOME CARE	<b>{Total} xed</b>	<b>62.26</b>	<b>64</b>	<b>64</b>	<b>65</b>	<b>19</b>	<b>21</b>	<b>18</b>	<b>19</b>													<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
favRIC HOME CARE	sur (EMP NARANJA/AZUL) 500 GRMS	46.27	48	49	54	21	23	9	23													417	426	435	442
favRIC HOME CARE	<b>{Total} sur</b>	<b>46.27</b>	<b>48</b>	<b>49</b>	<b>54</b>	<b>21</b>	<b>23</b>	<b>9</b>	<b>23</b>													<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
favRIC HOME CARE	<b>uni</b>	<b>61.94</b>	<b>63</b>	<b>63</b>	<b>64</b>	<b>18</b>	<b>20</b>	<b>17</b>	<b>20</b>													<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
favRIC HOME CARE	irx DETERG. REGULAR 220 GRMS	64.97	62	59	63	18	20	17	20													255	260	264	269
favRIC HOME CARE	<b>{Total} irx</b>	<b>64.97</b>	<b>62</b>	<b>59</b>	<b>63</b>	<b>18</b>	<b>20</b>	<b>17</b>	<b>20</b>													<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
favRIC HOME CARE	<b>irx DE COSTA RICA</b>	<b>64.97</b>	<b>62</b>	<b>59</b>	<b>63</b>	<b>18</b>	<b>20</b>	<b>17</b>	<b>20</b>													<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
favRIC HOME CARE	rendir DETERG. REGULAR 220 GRMS (EMP.CELESTE)	18.43	18	17	13	28	28	35	50													229	230	232	230
favRIC HOME CARE	rendir MANDARINA (EMP ANARANJADO) 500 GRMS	9.47	10	11	13	25	28	35	26													449	456	462	458
favRIC HOME CARE	<b>{Total} rendir</b>	<b>13.97</b>	<b>14</b>	<b>14</b>	<b>13</b>	<b>27</b>	<b>28</b>	<b>35</b>	<b>38</b>													<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
favRIC HOME CARE	<b>hen LA I</b>	<b>13.97</b>	<b>14</b>	<b>14</b>	<b>13</b>	<b>27</b>	<b>28</b>	<b>35</b>	<b>38</b>													<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
HAIR CARE	pant 2 EN 1 CUIDADO CLASICO 10 ML	92.81	93	95	95	7	6	3	9													61	61	61	61
HAIR CARE	pant ACOND. LISO Y SEDOSO 400 ML	29.98	33	33	33	25	26	27	12													2282	2274	2273	2318
HAIR CARE	pant ACOND. RIZOS DEFINIDOS 400 ML	19.56	19	18	21	27	26	30	6													2254	2276	2285	2297
HAIR CARE	pant SH. LISO Y SEDOSO 10 ML	81.12	81	82	77	16	12	19	8													61	61	61	61
HAIR CARE	pant SH. LISO Y SEDOSO 400 ML	31.87	37	40	41	20	19	14	8													2289	2275	2287	2305
HAIR CARE	pant SH. RIZOS DEFINIDOS 2 EN 1 10 ML (SACHE)	79.44	78	77	72	17	19	26	12													61	61	61	61
HAIR CARE	pant SH. RIZOS DEFINIDOS 400 ML	29.78	29	28	31	24	27	14	13													2279	2290	2302	2299
HAIR CARE	<b>{Total} pant</b>	<b>52.08</b>	<b>53</b>	<b>53</b>	<b>53</b>	<b>16</b>	<b>16</b>	<b>17</b>	<b>10</b>													<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
HAIR CARE	head 2 EN 1 SUAVE Y MANEJABLE 10 ML	92.92	94	93	94	10	8	7	6													61	61	61	61
HAIR CARE	head 2 EN 1 SUAVE Y MANEJABLE 400 ML	38.54	39	37	39	20	19	5	16													2516	2511	2506	2520
HAIR CARE	head ACOND. ACCIÓN HUMECTANTE 384 ML	5.94	8	9	11	30	20	0	44													2380	2483	2460	2512
HAIR CARE	head SH. ACCIÓN HUMECTANTE 400 ML	21.35	21	21	21	29	28	38	22													2439	2478	2458	2497
HAIR CARE	head SH. LIMPIEZA RENOVADORA 400 ML	17.89	16	14	21	29	31	29	9													2499	2499	2496	2529
HAIR CARE	head SH. SENSITIVE ALOE 10 ML	82.52	77	72	57	20	27	46	25													61	61	61	61
HAIR CARE	head SH. SENSITIVE ALOE 400 ML	25.74	24	23	23	26	31	37	11													2478	2473	2495	2523
HAIR CARE	<b>{Total} head</b>	<b>40.70</b>	<b>40</b>	<b>38</b>	<b>38</b>	<b>19</b>	<b>20</b>	<b>23</b>	<b>15</b>													<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
HAIR CARE	prt PLUS 2 EN 1 400 ML	17.84	20	21	23	14	11	9	38													1744	1752	1744	1722
HAIR CARE	prt PLUS ACOND. GINSENG 384 ML	1.58	NA	NA	NA	20	0	0	0													1150	0	0	0
HAIR CARE	prt PLUS ACOND. HIDRATANTE 384 ML	1.81	NA	NA	NA	33	0	0	0													1149	0	0	0
HAIR CARE	prt PLUS SH. GINSENG 400 ML	16.29	17	16	19	21	22	25	14													1725	1742	1722	1710
HAIR CARE	prt PLUS SH. HIDRATANTE 10 ML	64.84	66	61	67	26	25	16	22													63	61	61	61
HAIR CARE	prt PLUS SH. HIDRATANTE 400 ML	13.92	16	15	17	23	24	17	16													1741	1753	1721	1696
HAIR CARE	<b>{Total} prt PLUS</b>	<b>24.07</b>	<b>30</b>	<b>29</b>	<b>31</b>	<b>23</b>	<b>22</b>	<b>16</b>	<b>23</b>													<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
HAIR CARE	HERB e SH. SECO/MAL/TEÑ 355 ML	3.82	4	3	5	35	38	40	14													2079	2040	1983	2060
HAIR CARE	HERB e ACO. SECO/MAL/TEÑ 340 ML	2.70	2	3	3	25	20	0	60													2153	2146	2081	2037
HAIR CARE	HERB e FRUIT FUSSION ACO. S/M/T 340 ML	2.25	2	2	2	45	44	33	67													2077	2073	2015	2052
HAIR CARE	HERB e FRUIT FUSSION SH. S/M/T 355 ML	6.28	8	9	11	21	12	7	41													2025	2033	2003	2018
HAIR CARE	herb ESS. SH. FRUIT FUSSION SEC/MAL/TEN 10 ML	22.68	24																						