

LA MDO - Sales Fundamentals report (Mandatory measures)

Geography: **GUATEMALA (3 CITIES)**
 Customer: **UTT**
 Month: **JUNIO 05**



Search by Category	Description	Num.Distribution												OOS												Share Of Shelf												Share Of Display												Share Of Feature												Net Price											
		PSM				PSM				LM				CM				PSM				PSM				LM				CM				PSM				PSM				LM				CM				PSM				PSM				LM				CM											
		PSM	PSM	LM	CM	PSM	PSM	LM	CM	PSM	PSM	LM	CM	PSM	PSM	LM	CM	PSM	PSM	LM	CM	PSM	PSM	LM	CM	PSM	PSM	LM	CM	PSM	PSM	LM	CM	PSM	PSM	LM	CM	PSM	PSM	LM	CM	PSM	PSM	LM	CM	PSM	PSM	LM	CM																								
BABY CARE	pamp TOTAL PROTECT 3X SIZE GRANDE 30	100	100	100	100	4	3	4	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	64.5	63.8	66.0	65.9																				
BABY CARE	pamp TOTAL PROTECT 3X SIZE MEDIANO 34	100	100	100	100	2	0	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	64.5	63.7	65.9	66.0																								
BABY CARE	pamp TOTAL PROTECT 3X SIZE X GRANDE 26	100	100	100	100	3	3	2	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	64.6	63.8	65.9	66.0																								
BABY CARE	{Total} pamp	100	100	100	100	3	2	2	2	14	14	14	14	29	32	37	32	42	50	42	100	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																				
BABY CARE	Empresa	100	100	100	100	3	2	2	2	14	14	14	14	29	32	37	32	42	50	42	100	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																								
BABY CARE	HUG.ULTRACONFORT ACTIVE SEC MAXI PACK GDE.20	100	100	100	100	6	4	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	45.1	46.3	45.9	47.0																												
BABY CARE	HUG.ULTRACONFORT ACTIVE SEC MAXI PACK MED.24	100	100	100	100	5	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	45.1	46.3	46.0	46.9																																
BABY CARE	HUG.ULTRACONFORT ACTIVE SEC MAXI PACK PEQ.28	100	100	100	100	3	1	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	45.1	46.4	46.0	46.9																																
BABY CARE	HUG.ULTRACONFORT ACTIVE SEC MAXI PACK XGDE.18	100	100	100	100	7	7	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	45.2	46.5	46.1	47.0																																
BABY CARE	HUG.ULTRACONFORT ACTIVE SEC MEGA PACK GDE.40	67	67	67	67	7	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	85.1	87.1	88.3	88.8																																
BABY CARE	HUG.ULTRACONFORT ACTIVE SEC MEGA PACK MED.48	67	67	67	67	5	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	85.0	86.8	88.3	88.8																																
BABY CARE	HUG.ULTRACONFORT ACTIVE SEC MEGA PACK XGDE.36	67	67	67	67	5	4	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	85.2	87.2	88.3	88.8																																
BABY CARE	hubbies CLASSIC MAXI PACK GRANDE 20	100	100	100	100	9	6	3	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	34.2	35.1	35.1	35.2																																
BABY CARE	hubbies CLASSIC MAXI PACK MEDIANO 24	100	99	100	100	14	15	3	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	34.3	35.3	35.1	35.2																																
BABY CARE	hubbies CLASSIC MAXI PACK PEQUEÑO 28	100	100	100	100	8	4	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	34.2	35.1	35.1	35.1																																
BABY CARE	hubbies CLASSIC MAXI PACK X GRANDE 18	100	100	100	100	8	5	2	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	34.1	35.1	35.1	35.2																																
BABY CARE	hubbies CLASSIC MEGA PACK GRANDE 40	67	67	67	67	9	6	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	64.5	65.9	66.1	66.3																																
BABY CARE	hubbies CLASSIC MEGA PACK MEDIANO 48	67	67	67	67	7	4	1	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	64.4	65.9	66.1	66.4																																
BABY CARE	hubbies CLASSIC MEGA PACK X GRANDE 36	67	66	67	67	6	4	3	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	64.4	65.9	66.1	66.3																																
BABY CARE	{Total} hubbies	86	86	86	86	7	5	2	2	40	41	42	41	56	62	57	65	47	47	53	33	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																																
BABY CARE	kim clar	86	86	86	86	7	5	2	2	40	41	42	41	56	62	57	65	47	47	53	33	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																																
favRIC HOME CARE	arel 1 KG	100	100	100	100	2	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	14.7	14.6	14.6	14.6																																
favRIC HOME CARE	arel REGULAR 1.5 KG	100	100	100	100	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	28.2	28.5	30.0	29.5																																
favRIC HOME CARE	arel REGULAR 3 KG	94	89	86	90	11	9	10	26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	55.1	56.7	58.2	58.9																																
favRIC HOME CARE	arel REGULAR 6 KG	60	63	38	50	36	32	33	56	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	94.5	93.1	86.7	93.6																																
favRIC HOME CARE	{Total} arel	93	92	88	91	8	6	5	12	8	9	9	23	25	22	18	21	23	26	32	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																																				
favRIC HOME CARE	ac REGULAR 1 KG	98	96	100	100	15	27	8	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13.2	13.1	13.0	13.1																																				
favRIC HOME CARE	ac REGULAR 1.5 KG	100	100	100	100	6	11	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	27.1	27.2	27.7	26.9																																				
favRIC HOME CARE	ac REGULAR 2 KG	10	NA	NA	NA	75	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	41.3	0.0	0.0	0.0																																				
favRIC HOME CARE	{Total} ac	88	98	100	100	11	17	3	3	6	6	7	2	3	6	6	4	5	0	0	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																																				
favRIC HOME CARE	fav FLORAL 1 KG	99	98	100	100	4	2	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11.7	11.7	11.6	28.9																																				
favRIC HOME CARE	fav FLORAL 1.5 KG	99	100	100	100	5	3	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	24.9	25.1	25.5	26.1																																				
favRIC HOME CARE	fav LIMON 1.5 KG	99	100	100	100	5	4	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	24.9	25.1	25.5	26.1																																				
favRIC HOME CARE	fav MANZANA 1.5 KG	99	100	100	100	8	3	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	24.9	25.1	25.5	26.1																																				
favRIC HOME CARE	{Total} fav	99	100	100	100	6	3	1	1	10	11	11	11	11	9	8	5	10	9	21	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																																				
favRIC HOME CARE	Empresa	94	97	96	97	7	7	3	5	25	26	27	26	36	37	36	30	35	36	47	37	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																																				
favRIC HOME CARE	rins ALOE 1 KG	17	13	25	0	70	69	67	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	24.7	20.9	31.3	30.0																																				
favRIC HOME CARE	rins ALOE 1.5 KG	100	100	100	100	4	3	6	0	0	0	0																																																													

HEALTH	{Total} pep BISMOL	67	89	100	98	9	6	9	8	9	11	10	13	26	26	10	0	0	17	33	0	0	0.0	0.0	0.0	0.0	0.0
HEALTH	Empresa	70	91	99	99	11	9	12	8	13	18	20	26	70	77	100	100	100	17	33	0	0	0.0	0.0	0.0	0.0	0.0
COLORO	cloro blanca LIMON 1 GALON	100	100	100	100	27	2	1	5	0	0	0	0	0	0	0	0	0	0	0	0	0	23.2	23.3	23.3	23.2	
COLORO	cloro blanca LIMON 1 LITRO	100	100	100	100	26	1	1	4	0	0	0	0	0	0	0	0	0	0	0	0	0	9.4	9.4	9.4	9.4	
COLORO	cloro blanca REGULAR 1 GALON	99	99	100	100	27	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	18.0	18.2	18.2	18.3	
COLORO	cloro blanca REGULAR 1 LITRO	99	98	100	100	28	3	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	7.0	7.0	7.0	7.0	
COLORO	cloro blanca REGULAR 210 ML	100	99	100	100	17	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	8.1	8.1	8.1	8.1	
COLORO	{Total} cloro blanca	100	99	100	100	25	2	1	2	52	52	52	52	71	87	90	100	31	24	0	100	0.0	0.0	0.0	0.0	0.0	
COLORO	Empresa	100	99	100	100	25	2	1	2	52	52	52	52	71	87	90	100	31	24	0	100	0.0	0.0	0.0	0.0	0.0	