LA MDO - Sales Fundamentals report (Mandatory measures)

Geography: GUATEMALA
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 MEDIANO UNIDAD	60	80	80	68	33	29	43	35													2.8	2.9	3.0	2.9
BABY CARE	pamp BASICO, GANDE UNIDAD	62	79	67	68	35	34	56	19													2.8	2.9	3.0	2.8
BABY CARE	pamp BASICO, XGRANDE UNIDAD	64	85	75	46	35	32	55	41													2.8	2.9	3.0	2.8
BABY CARE	**{Total} pamp**	**62**	**82**	**74**	**60**	**34**	**32**	**51**	**31**													**0**	**0.0**	**0.0**	**0.0**
BABY CARE	**Empresa**	**62**	**82**	**74**	**60**	**34**	**32**	**51**	**31**													**0**	**0.0**	**0.0**	**0.0**
BABY CARE	hubbies CLASSIC GRANDE UNIDAD	95	93	88	78	18	23	42	26													2.2	2.2	2.2	2.1
BABY CARE	hubbies CLASSIC MEDIANO UNIDAD	96	95	94	88	17	20	30	25													2.2	2.2	2.2	2.1
BABY CARE	hubbies CLASSIC PEQUEÑO UNIDAD	80	80	86	83	13	13	25	43													2.3	2.3	2.2	2.1
BABY CARE	hubbies CLASSIC X GRANDE UNIDAD	94	94	89	72	20	26	37	43													2.3	2.2	2.2	2.1
BABY CARE	**{Total} hubbies**	**94**	**92**	**89**	**80**	**18**	**21**	**34**	**34**													**0**	**0.0**	**0.0**	**0.0**
BABY CARE	**kim clar**	**94**	**92**	**89**	**80**	**18**	**21**	**34**	**34**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	arel 200 GRMS	97	99	99	98	11	9	12	9													3.3	3.4	3.5	3.5
favRIC HOME CARE	**{Total} arel**	**97**	**99**	**99**	**98**	**11**	**9**	**12**	**9**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	ac REGULAR 220 GRMS	98	99	99	98	10	8	9	5													3.1	3.3	3.3	3.3
favRIC HOME CARE	ac REGULAR 400 G	NA	NA	NA	0	0	0	0	0													0	0.0	0.0	0.0
favRIC HOME CARE	**{Total} ac**	**98**	**99**	**99**	**49**	**10**	**8**	**9**	**5**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	fav FLORAL 200 GRAMS	97	96	93	98	15	16	19	20													3.2	3.1	3.2	3.1
favRIC HOME CARE	fav LIMON 220 GRMS	96	97	95	91	15	18	24	17													3	3.1	3.2	3.1
favRIC HOME CARE	fav LIMON 40 GRMS	50	46	67	84	41	28	16	19													0.9	0.9	0.9	0.9
favRIC HOME CARE	fav PODER ACTI-FRESH ACCION LIMON (AZUL) 400 GR	NA	NA	NA	0	0	0	0	0													0	0.0	0.0	0.0
favRIC HOME CARE	fav PODER ACTI-FRESH PARAISO FLORAL(CELESTE)400G	NA	NA	NA	0	0	0	0	0													0	0.0	0.0	0.0
favRIC HOME CARE	**{Total} fav**	**81**	**80**	**85**	**54**	**20**	**19**	**20**	**19**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	**Empresa**	**88**	**88**	**91**	**58**	**16**	**14**	**16**	**14**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	rins ALOE 220 GRMS	57	81	94	93	25	18	22	10													3.2	3.3	3.3	3.1
favRIC HOME CARE	rins REGULAR 220 GRMS (MULTIACTIVO)	98	98	95	76	15	22	43	31													3.1	3.2	3.3	3.1
favRIC HOME CARE	**{Total} rins**	**78**	**90**	**95**	**84**	**19**	**20**	**33**	**20**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	xed PLANCHA FACIL (EMP MORADO) 220 GRMS	26	48	47	66	37	37	34	20													2.7	3.2	3.2	3.0
favRIC HOME CARE	xed REGULAR 220 GRMS (EMPAQUE CELESTE)	99	98	98	95	11	12	15	20													3.1	3.3	3.3	3.1
favRIC HOME CARE	xed SOL (EMP AMARILLO) 220 GRMS	47	81	87	64	27	26	48	45													3.1	3.3	3.4	3.1
favRIC HOME CARE	**{Total} xed**	**57**	**76**	**78**	**75**	**19**	**22**	**31**	**27**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	sur (EMP NARANJA/AZUL) 220 GRMS	7.9	10	15	11	41	48	40	82													2.1	2.3	3.4	3.4
favRIC HOME CARE	**{Total} sur**	**7.9**	**10**	**15**	**11**	**41**	**48**	**40**	**82**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	**uni**	**56**	**69**	**73**	**67**	**19**	**22**	**32**	**25**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	rendir DETERG. REGULAR 220 GRMS (EMP.CELESTE)	96	98	97	89	14	13	14	49													3.1	3.2	3.3	3.1
favRIC HOME CARE	rendir MANDARINA (EMP ANARANJADO) 220 GRMS	37	62	66	40	35	34	62	51													3.1	3.3	3.3	3.2
favRIC HOME CARE	**{Total} rendir**	**67**	**80**	**81**	**65**	**20**	**21**	**33**	**50**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	GALLO DETERG. 40 GRMS	13	6	3	4	54	69	80	13													0.9	0.8	0.6	0.6
favRIC HOME CARE	**{Total} GALLO**	**13**	**6**	**3**	**4**	**54**	**69**	**80**	**13**													**0**	**0.0**	**0.0**	**0.0**
favRIC HOME CARE	**hen LA I**	**49**	**55**	**55**	**44**	**23**	**23**	**34**	**49**													**0**	**0.0**	**0.0**	**0.0**
HAIR CARE	pant 2 EN 1 CUIDADO CLASICO 10 ML	97	96	95	99	12	13	9	22													1.1	1.1	1.0	1.1
HAIR CARE	pant SH. LISO Y SEDOSO 10 ML	82	83	81	71	29	32	51	24													1.1	1.1	1.1	1.1
HAIR CARE	pant SH. RIZOS DEFINIDOS 2 EN 1 10 ML (SACHE	28	50	74	89	23	23	18	24													0.9	1.1	1.1	1.1
HAIR CARE	**{Total} pant**	**69**	**76**	**84**	**86**	**20**	**22**	**25**	**23**													**0**	**0.0**	**0.0**	**0.0**
HAIR CARE	head 2 EN 1 SUAVE Y MANEJABLE 10 ML	99	99	99	100	10	10	11	13													1.1	1.1	1.1	1.1
HAIR CARE	head SH. SENSITIVE ALOE 10 ML	49	72	81	87	30	27	26	23													1.1	1.1	1.0	1.1
HAIR CARE	**{Total} head**	**74**	**86**	**90**	**93**	**16**	**17**	**17**	**18**													**0**	**0.0**	**0.0**	**0.0**
HAIR CARE	prt PLUS SH. HIDRATANTE 10 ML	93	95	97	96	20	12	13	26													1.1	1.0	1.0	1.1
HAIR CARE	**{Total} prt PLUS**	**93**	**95**	**97**	**96**	**20**	**12**	**13**	**26**													**0**	**0.0**	**0.0**	**0.0**
HAIR CARE	herb ESS. SH. FRUIT FUSSION SEC/MAL/TEN 10 ML	80	93	94	87	24	23	26	35													1.1	1.0	1.0	1.1
HAIR CARE	**{Total} herb ESSENCE**	**80**	**93**	**94**	**87**	**24**	**23**	**26**	**35**													**0**	**0.0**	**0.0**	**0.0**
HAIR CARE	**Empresa**	**75**	**84**	**89**	**89**	**20**	**19**	**21**	**24**													**0**	**0.0**	**0.0**	**0.0**
HAIR CARE	sed SACHET ANTI - SPONGE 10 ML	50	59	70	83	31	28	21	27													1.1	1.1	1.1	1.1
HAIR CARE	sed SH. CERAMIDAS 10 ML	96	97	96	95	16	18	18	35													1.1	1.0	1.0	1.1
HAIR CARE	**{Total} sed**	**73**	**78**	**83**	**89**	**21**	**22**	**19**	**31**													**0**	**0.0**	**0.0**	**0.0**
HAIR CARE	**uni**	**73**	**78**	**83**	**89**	**21**	**22**	**19**	**31**													**0**	**0.0**	**0.0**	**0.0**
HAIR CARE	palm NATURALS 250 ML	8.3	8	7	8	41	59	27	69													4	4.9	8.0	8.0
HAIR CARE	palm OPTIMS 10 ML	99	100	100	100	5	3	1	1													1	1.0	1.0	1.0
HAIR CARE	**{Total} palm**	**69**	**54**	**54**	**54**	**7**	**7**	**3**	**6**													**0**	**0.0**	**0.0**	**0.0**
HAIR CARE	**COLGATE palm**	**69**	**54**	**54**	**54**	**7**	**7**	**3**	**6**													**0**	**0.0**	**0.0**	**0.0**
HEALTH	PASTILLAS vick EN SOBRE (MENTOL)	98	100	99	99	11	9	11	3													1.9	1.9	1.9	2.0
HEALTH	VAPORUB 12 GRMS (LATA)	98	98	96	96	11	11	15	21													4.5	4.7	4.9	4.8
HEALTH	**{Total} vick**	**98**	**99**	**98**	**97**	**11**	**10**	**13**	**12**													**0**	**0.0**	**0.0**	**0.0**
HEALTH	pep BISMOL 16 OZ.	0	NA	NA	NA	0	0	0	0													0	0.0	0.0	0.0
HEALTH	pep BISMOL 4 OZ.	6.2	0	0	0	51	100	0	0													3.2	0.0	0.0	0.0
HEALTH	pep BISMOL 8 OZ.	0	NA	NA	NA	0	0	0	0													0	0.0	0.0	0.0
HEALTH	TABLETAS pep BISMOL EN SOBRE	0.5	NA	NA	NA	0	0	0	0													0	0.0	0.0	0.0
HEALTH	**{Total} pep BISMOL**	**1.9**	**0**	**0**	**0**	**51**	**100**	**0**	**0**													**0**	**0.0**	**0.0**	**0.0**
HEALTH	VITAPYRENA EN SOBRE	97	98	97	96	13	13	16	9													2	1.9	2.0	1.9
HEALTH	**{Total} VITAPYRENA**	**97**	**98**	**97**	**96**	**13**	**13**	**16**	**9**													**0**	**0.0**	**0.0**	**0.0**
HEALTH	**Empresa**	**61**	**74**	**73**	**72**	**13**	**11**	**14**	**11**													**0**	**0.0**	**0.0**	**0.0**
CLORO	cloro blanca REGULAR 210 ML	100	100	100	100	17	3	4	3													2	1.5	1.5	1.5
CLORO	{Total} cloro blanca	100	100	100	100	17	3	4	3													0	0	0	0
CLORO	**Empresa**	100	**100**	**100**	**100**	**17**	**3**	**4**	**3**													0	**0.0**	**0.0**	**0.0**
CLORO	cloro sol REGULAR 210 ML	43	33	43	47	50	28	11	33													1.1	1.2	1.2	1.2
CLORO	{Total} cloro sol	43	33.12	42.93	47	50	28.43	10.6	33													0	0	0	0
CLORO	OTROS	43	33.12	42.93	47	50	28.43	10.6	33													0	0	0	0