

**LA MDO - Sales Fundamentals report (Mandatory measures)**

Geography:  
Customer:  
Month:

**COSTA RICA (GAM)**  
**TOTAL CADENAS**  
**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
favRIC HOME CARE	arel 1 KG	77	53	53	53	4	3	1	5	0	0	0	0	0	0	0	0	0	0	0	985	995	1000	994	
favRIC HOME CARE	arel REGULAR 1.5 KG	99	100	100	97	7	6	4	14	0	0	0	0	0	0	0	0	0	0	0	1374	1376	1397	1418	
favRIC HOME CARE	arel REGULAR 3 KG	94	91	97	87	13	11	9	7	0	0	0	0	0	0	0	0	0	0	0	2659	2709	2786	2779	
favRIC HOME CARE	arel REGULAR 500 GRMS	100	100	100	100	2	2	0	3	0	0	0	0	0	0	0	0	0	0	0	480	483	491	493	
favRIC HOME CARE	arel REGULAR 6 KG	93	94	100	100	13	15	10	6	0	0	0	0	0	0	0	0	0	0	0	5428	5554	5801	5542	
favRIC HOME CARE	<b>(Total) arel</b>	<b>91</b>	<b>84</b>	<b>86</b>	<b>84</b>	<b>7</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>11</b>	<b>19</b>	<b>6</b>	<b>3</b>	<b>6</b>	<b>11</b>	<b>38</b>	<b>0</b>	<b>0</b>	<b>0</b>	
favRIC HOME CARE	ac REGULAR 1 KG	100	NA	NA	NA	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	905	0	0	0	
favRIC HOME CARE	ac REGULAR 1.5 KG	64	29	67	73	27	55	59	8	0	0	0	0	0	0	0	0	0	0	0	1321	1367	1505	1489	
favRIC HOME CARE	ac REGULAR 3 KG	50	5	0	0	12	58	0	0	0	0	0	0	0	0	0	0	0	0	0	1889	955	0	0	
favRIC HOME CARE	ac REGULAR 500 GRMS	52	4	0	0	9	67	0	0	0	0	0	0	0	0	0	0	0	0	0	304	151	0	0	
favRIC HOME CARE	ac REGULAR 900 GRMS	78	62	0	0	6	14	0	0	0	0	0	0	0	0	0	0	0	0	0	724	579	0	0	
favRIC HOME CARE	<b>(Total) ac</b>	<b>63</b>	<b>28</b>	<b>19</b>	<b>21</b>	<b>12</b>	<b>30</b>	<b>59</b>	<b>8</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>0</b>		
favRIC HOME CARE	fav FLORAL 1 KG	74	67	100	94	35	32	11	25	0	0	0	0	0	0	0	0	0	0	0	847	834	860	859	
favRIC HOME CARE	fav FLORAL 1.5 KG	55	39	44	56	51	68	72	45	0	0	0	0	0	0	0	0	0	0	0	1019	824	1256	1176	
favRIC HOME CARE	fav FLORAL 500 GRMS	81	78	83	67	23	27	25	44	0	0	0	0	0	0	0	0	0	0	0	413	413	413	413	
favRIC HOME CARE	fav LIMON 1 KG	94	88	94	94	18	30	8	29	0	0	0	0	0	0	0	0	0	0	0	823	824	825	824	
favRIC HOME CARE	fav LIMON 1.5 KG	75	50	30	30	46	67	58	0	0	0	0	0	0	0	0	0	0	0	0	1171	1171	1202	1193	
favRIC HOME CARE	fav LIMON 500 GRMS	62	45	45	64	21	23	0	43	0	0	0	0	0	0	0	0	0	0	0	408	412	413	412	
favRIC HOME CARE	fav MANZANA 1 KG	95	92	100	97	19	23	13	46	0	0	0	0	0	0	0	0	0	0	0	851	853	852	846	
favRIC HOME CARE	fav MANZANA 1.2 KILOS	0	0	0	86	0	0	66	0	0	0	0	0	0	0	0	0	0	0	0	0	0	983		
favRIC HOME CARE	fav MANZANA 1.5 KG	80	68	78	65	25	35	24	40	0	0	0	0	0	0	0	0	0	0	0	1285	1303	1313	1295	
favRIC HOME CARE	<b>(Total) fav</b>	<b>75</b>	<b>60</b>	<b>69</b>	<b>80</b>	<b>25</b>	<b>32</b>	<b>18</b>	<b>41</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>0</b>		
favRIC HOME CARE	<b>Empresa</b>	<b>79</b>	<b>63</b>	<b>66</b>	<b>69</b>	<b>14</b>	<b>18</b>	<b>13</b>	<b>22</b>	<b>15</b>	<b>14</b>	<b>13</b>	<b>13</b>	<b>12</b>	<b>12</b>	<b>20</b>	<b>9</b>	<b>5</b>	<b>10</b>	<b>11</b>	<b>54</b>	<b>0</b>	<b>0</b>	<b>0</b>	
favRIC HOME CARE	rins ALOE 1 KG	100	100	100	100	2	2	1	0	0	0	0	0	0	0	0	0	0	0	0	960	984	987	988	
favRIC HOME CARE	rins ALOE 1.5 KG	77	100	100	100	5	8	1	0	0	0	0	0	0	0	0	0	0	0	0	1572	1712	1748	1761	
favRIC HOME CARE	rins REGULAR 1 KG (MULTIACTIVO)	54	53	53	57	1	0	0	5	0	0	0	0	0	0	0	0	0	0	0	987	1005	1006	1005	
favRIC HOME CARE	rins REGULAR 1.5 KG (MULTIACTIVO)	100	99	98	100	5	5	11	1	0	0	0	0	0	0	0	0	0	0	0	1390	1426	1461	1430	
favRIC HOME CARE	rins REGULAR 500 GRMS (MULTIACTIVO)	100	100	100	100	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	489	500	504	506	
favRIC HOME CARE	<b>(Total) rins</b>	<b>86</b>	<b>90</b>	<b>89</b>	<b>90</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>18</b>	<b>18</b>	<b>19</b>	<b>19</b>	<b>34</b>	<b>34</b>	<b>28</b>	<b>34</b>	<b>42</b>	<b>47</b>	<b>23</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>0</b>	
favRIC HOME CARE	xed PLANCHA FACIL (EMP MORADO) 1 KG	29	30	27	25	12	14	3	2	0	0	0	0	0	0	0	0	0	0	0	920	952	959	955	
favRIC HOME CARE	xed PLANCHA FACIL (EMP MORADO) 1.5 KG	98	99	100	100	17	16	12	21	0	0	0	0	0	0	0	0	0	0	0	1293	1317	1323	1330	
favRIC HOME CARE	xed REGULAR 1 KG (EMPAQUE CELESTE)	47	52	55	55	17	11	19	9	0	0	0	0	0	0	0	0	0	0	0	1018	1106	1103	1107	
favRIC HOME CARE	xed REGULAR 1.5 KG (EMPAQUE CELESTE)	99	100	100	100	15	3	6	3	0	0	0	0	0	0	0	0	0	0	0	1288	1333	1335	1335	
favRIC HOME CARE	xed REGULAR 500 GRMS (EMPAQUE CELESTE)	100	100	100	100	14	4	3	2	0	0	0	0	0	0	0	0	0	0	0	460	472	474	476	
favRIC HOME CARE	xed SOL (EMP AMARILLO) 1 KG	79	61	53	53	5	9	2	2	0	0	0	0	0	0	0	0	0	0	0	949	975	978	980	
favRIC HOME CARE	xed SOL (EMP AMARILLO) 1.5 KG	90	83	100	100	8	13	8	0	0	0	0	0	0	0	0	0	0	0	0	1357	1375	1373	1371	
favRIC HOME CARE	<b>(Total) xed</b>	<b>77</b>	<b>75</b>	<b>76</b>	<b>76</b>	<b>13</b>	<b>9</b>	<b>8</b>	<b>6</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>23</b>	<b>20</b>	<b>12</b>	<b>17</b>	<b>7</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		
favRIC HOME CARE	sur (EMP NARANJA/AZUL) 1 KG	16	NA	NA	NA	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	757	0	0	0	
favRIC HOME CARE	sur (EMP NARANJA/AZUL) 1.5 KG	17	NA	NA	NA	14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1093	0	0	0	
favRIC HOME CARE	sur (EMPAQUE CELESTE AZUL) 1 KG	17	17	17	17	16	16	13	18	0	0	0	0	0	0	0	0	0	0	0	809	809	820	861	
favRIC HOME CARE	<b>(Total) sur</b>	<b>16</b>	<b>17</b>	<b>17</b>	<b>17</b>	<b>12</b>	<b>16</b>	<b>13</b>	<b>18</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
favRIC HOME CARE	uni	74	76	76	77	8	7	6	4	33	33	34	34	61	57	42	54	48	51	23	8	0	0	0	
favRIC HOME CARE	irx DETERG. REGULAR 1 KG	53	53	53	53	2	1	0	2	0	0	0	0	0	0	0	0	0	0	0	903	922	932	922	
favRIC HOME CARE	irx DETERG. REGULAR 1.5 KG	53	53	53	53	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1283	1311	1321	1299	
favRIC HOME CARE	<b>(Total) irx</b>	<b>53</b>	<b>53</b>	<b>53</b>	<b>53</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>18</b>	<b>15</b>	<b>19</b>	<b>21</b>	<b>8</b>	<b>27</b>	<b>12</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>0</b>		
favRIC HOME CARE	<b>IRX DE COSTA RICA</b>	<b>53</b>	<b>53</b>	<b>53</b>	<b>53</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>18</b>	<b>15</b>	<b>19</b>	<b>21</b>	<b>8</b>	<b>27</b>	<b>12</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>0</b>		
favRIC HOME CARE	rendir DETERG. REGULAR 1 KG. (EMPAQUE CELES	99	98	98	98	4	4	2	3	0	0	0	0	0	0	0	0	0	0	0	808	820	817	821	
favRIC HOME CARE	rendir DETERG. REGULAR 1.5 KG. (EMPAQUE CELE	99	98	98	98	4	3	1	3	0	0	0	0	0	0	0	0	0	0	0	1165	1153	1159	1186	
favRIC HOME CARE	rendir MANDARINA (EMP ANARANJADO) 1 KG	51	52	52	52	7	2	3	5	0	0	0	0	0	0	0	0	0	0	0	904	962	963	968	
favRIC HOME CARE	rendir MANDARINA (EMP ANARANJADO) 1.5 KG	52	52	52	52	6	4	0	5	0	0	0	0	0	0	0	0	0	0	0	1318	1349	1335	1358	
favRIC HOME CARE	<b>(Total) rendir</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>12</b>	<b>12</b>	<b>17</b>	<b>23</b>	<b>16</b>	<b>21</b>	<b>54</b>	<b>25</b>	<b>0</b>	<b>0</b>		
favRIC HOME CARE	<b>hen LA I</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>12</b>	<b>12</b>	<b>17</b>	<b>23</b>	<b>16</b>	<b>21</b>	<b>54</b>	<b>25</b>	<b>0</b>	<b>0</b>		
HAIR CARE	pant 2 EN 1 LISO Y SEDOSO 400 ML	99	100	100	100	7	3	5	6	0	0	0	0	0	0	0	0	0	0	0	2224	2221	2222	2223	
HAIR CARE	pant ACOND. COLOR RADIANTE 400 ML	99	100	100	100	11	1	1	2	0	0	0	0	0	0	0	0	0	0	0	2206	2205	2214	2215	
HAIR CARE	pant ACOND. EXTRA LISO 400 ML (LISO EXTREMO)	100	100	100	100	7	4	2	2	0	0	0	0	0	0	0	0	0	0	0	2132	2114	2102	2119	
HAIR CARE	pant ACOND. HIDRATACION REVITA 400 ML	86	88	94	94	4	3	6	11	0	0	0	0	0	0	0	0	0	0	0	2218	2218	2224	2226	
HAIR CARE	pant ACOND. LISO Y SEDOSO 400 ML	98	100	100	100	11	5	5	18	0	0	0	0	0	0	0	0	0	0	0	2123	2128	2155	2175	
HAIR CARE	pant ACOND. RIZOS DEFINIDOS 400 ML	96	99	100	100	16	4	6	8	0	0	0	0	0	0	0	0	0	0	0	2088	2095	2083	2116	
HAIR CARE	pant SH. COLOR RADIANTE 400 ML	100	100	100	100	8	2	1	2	0	0	0	0	0	0	0	0	0	0	0	2225	2225	2233	2234	
HAIR CARE																									

