

LA MDO - Sales Fundamentals report (Mandatory measures)



Geography:
Customer:
Month:

PANAMA (2 CITIES)
UTT
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	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	98	100	100	100	19	12	12	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2.6	2.6	2.6	2.6
BABY CARE	pamp BASICO 1X SIZE MEDIANO 14	97	100	100	100	20	8	8	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2.6	2.6	2.6	2.6
BABY CARE	pamp BASICO 1X SIZE X GRANDE 11	91	97	100	100	35	32	37	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2.6	2.6	2.6	2.6
BABY CARE	pamp BASICO 3X SIZE GRANDE 35	87	93	80	100	25	23	69	55	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6.8	6.8	6.8	6.8
BABY CARE	pamp BASICO 3X SIZE MEDIANO 40	83	93	80	100	20	9	0	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6.8	6.7	6.8	6.8
BABY CARE	pamp BASICO 3X SIZE X GRANDE 31	77	87	100	100	41	48	45	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6.8	6.8	6.8	6.8
BABY CARE	pamp TOTAL PROTECT 1X SIZE GRANDE 12	78	92	100	100	44	41	33	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3.5	3.5	3.5	3.5
BABY CARE	pamp TOTAL PROTECT 1X SIZE MEDIANO 14	83	93	93	100	35	29	32	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3.6	3.5	3.5	3.5
BABY CARE	pamp TOTAL PROTECT 1X SIZE PEQUEÑO 15	79	93	93	100	33	27	17	21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3.5	3.5	3.5	3.5
BABY CARE	pamp TOTAL PROTECT 1X SIZE X GRANDE 11	70	93	97	100	42	35	30	23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3.5	3.5	3.5	3.5
BABY CARE	pamp TOTAL PROTECT 3X SIZE GRANDE 30	73	67	67	93	45	41	54	37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8.0	7.9	7.9	7.9
BABY CARE	pamp TOTAL PROTECT 3X SIZE MEDIANO 34	83	86	87	97	44	40	37	33	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8.0	8.0	8.0	7.8
BABY CARE	pamp TOTAL PROTECT 3X SIZE X GRANDE 26	77	74	67	87	50	48	49	37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8.0	7.9	8.0	7.9
BABY CARE	{Total} pamp	83	90	90	98	35	30	30	19	17	20	16	21	19	33	31	32	0	0	0	0	0	0	0	0	0	0	0	0	0.0	0.0	0.0	0.0
BABY CARE	Empresa	83	90	90	98	35	30	30	19	17	20	16	21	19	33	31	32	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	94	94	87	100	30	30	21	24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6.0	6.0	5.9	6.0
BABY CARE	HUG.ULTRACONFORT ACTIVE SEC MAXI PACK MED.24	100	100	100	97	24	24	27	19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6.0	6.0	5.9	6.0
BABY CARE	HUG.ULTRACONFORT ACTIVE SEC MAXI PACK PEQ.28	70	70	67	73	38	38	30	34	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5.9	5.9	5.9	5.9
BABY CARE	HUG.ULTRACONFORT ACTIVE SEC MAXI PACK XGDE.11	98	98	100	100	28	28	27	14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6.0	6.0	5.9	6.0
BABY CARE	HUG.ULTRACONFORT ACTIVE SEC MEGA PACK GDE.4	19	19	0	10	69	69	0	75	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.6	0.6	0.0	0.9
BABY CARE	HUG.ULTRACONFORT ACTIVE SEC MEGA PACK GDE.40	98	98	93	100	25	25	25	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11.7	11.7	11.7	11.7
BABY CARE	HUG.ULTRACONFORT ACTIVE SEC MEGA PACK MED.3	43	43	43	30	53	53	48	51	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.9	0.9	0.9	0.9
BABY CARE	HUG.ULTRACONFORT ACTIVE SEC MEGA PACK MED.40	100	100	100	100	15	15	14	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11.7	11.7	11.7	11.7
BABY CARE	HUG.ULTRACONFORT ACTIVE SEC MEGA PACK XGDE.11	99	99	100	100	28	28	25	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11.7	11.7	11.7	11.7
BABY CARE	hubbies CLASSIC MAXI PACK GRANDE 20	92	90	93	100	34	40	38	19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4.4	4.5	4.5	4.5
BABY CARE	hubbies CLASSIC MAXI PACK MEDIANO 24	98	99	100	100	19	18	24	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4.4	4.5	4.5	4.5
BABY CARE	hubbies CLASSIC MAXI PACK PEQUEÑO 28	98	98	100	100	17	9	11	17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4.4	4.5	4.5	4.5
BABY CARE	hubbies CLASSIC MAXI PACK X GRANDE 18	98	99	100	100	31	17	15	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4.4	4.5	4.5	4.5
BABY CARE	hubbies CLASSIC MEGA PACK GRANDE 40	54	96	93	97	32	27	26	23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7.2	8.7	8.7	8.7
BABY CARE	hubbies CLASSIC MEGA PACK MEDIANO 48	54	94	100	97	45	41	35	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7.2	8.7	8.7	8.7
BABY CARE	hubbies CLASSIC MEGA PACK X GRANDE 36	51	94	97	97	32	30	24	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8.5	8.7	8.7	8.7
BABY CARE	{Total} hubbies	74	87	86	88	29	28	25	18	22	29	29	35	71	57	38	50	0	0	0	0	0	0	0	0	0	0	0	0	0.0	0.0	0.0	0.0
BABY CARE	kim clar	74	87	86	88	29	28	25	18	22	29	29	35	71	57	38	50	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	91	93	100	97	32	25	18	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2.1	2.1	2.1	2.1
favRIC HOME CARE	arel REGULAR 1.5 KG	81	91	96	96	40	31	22	27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3.0	3.0	3.0	3.0
favRIC HOME CARE	arel REGULAR 3 KG	97	96	93	100	15	16	16	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6.2	6.2	6.2	6.2
favRIC HOME CARE	arel REGULAR 500 GRMS	75	77	80	100	42	42	40	27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1.0	1.0	1.0	1.0
favRIC HOME CARE	{Total} arel	86	89	92	98	31	28	23	19	6	4	4	5	20	11	11	19	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	97	100	97	18	15	6	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1.9	1.9	2.0	2.0
favRIC HOME CARE	ac REGULAR 1.5 KG	70	92	100	100	29	18	3	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2.8	2.8	2.7	2.8
favRIC HOME CARE	ac REGULAR 3 KG	91	87	83	97	30	28	26	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5.7	5.7	5.7	5.7
favRIC HOME CARE	ac REGULAR 500 GRMS	96	92	88	96	25	25	16	32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.9	0.9	0.9	0.9
favRIC HOME CARE	{Total} ac	88	92	93	97	25	21	12	17	4	3	3	3	2	2	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	37	NA	NA	NA	52	0	0	0																								

