Promotion example	Internal No	EAN	Product	Measure	Size	Brand	Customer	State	Promotion Name
	Start date	End Date	Baseline		Sell out	Billing Price	Inn price		cogs
			9	1.500	1.000	10,5	11	19	7,8
	Promotion Price	Fixed promotion cost	Unit subsidy	% Subsidy	Support type	Production cost	Handling	Fee	VAT

Baseline KPIs Our Baseline turnover (baseline sales * Billing price)	95
Our Baseline COGS (Baseline sales * Cost Price)	70
Our Baseline Gross Income (Baseline turnover – Baseline COGS)	24
Customer Baseline turnover (Baseline sales * Retail selling price)	137
Customer Baseline COGS (Baseline sales * Invoice Price)	99

Our Promotion turnover (Promotion sales * Billing price)	10.500
Our Promotion COGS (Promotion sales * Cost Price)	-7.800
Our Promotion Gross Income (Promotion turnover – Promotion COGS)	2.700
Our Promotion Costs (Subsidy + stockpiling + trade terms + support)	-24.100
Fixed cost	-20.000
Unit subsidy	-1.500 Sales in
Percentage subsidy	-1.575 Sales in
Stockpilling	-1.025
Support	
Our Gross Margin	-21.400
Our opportunity Cost	-24
Our Cost/Benefit (Promotion Gross income – Baseline Gross income)	-21.424
Our promotion gross income Pct. (Gross income / Turnover)	26%
Our gross margin Pct. (Gross Margin / Turnover)	-203,8%
Our ROI	-0,11
Volume lift	111
Customer Promotion turnover (Promotion sales * Promotion selling price)	8.000
Customer Promotion COGS (Promotion sales * Invoice Price)	-11.000
Customer Promotion Gross Income (Promotion turnover – Promotion COGS)	-3.000
Customer Promotion Subsidy (Subsidy + stockpiling + trade terms + sup.)	24.100
Customer Gross Margin	21.100
Customer opportunity Cost	-38
Customer Cost/Benefit (Promotion Gross income – Baseline Gross income)	21.062
Customer promotion gross income Pct. (Gross income / Turnover)	-37,50%
Customer gross margin Pct. (Gross Margin / Turnover)	263.75%

Promotion editor Photo General Promotion progress list Conflicting promotions 5	Support Products Reports Linked promotion	16				
Finance PSI. Customer reports Proposal Result			Print	Excel PowerPoint PDI		
	Cojaco, Di	Cojaco, Danmark		Chain		
	Daseline	Promotion	Daseline	Promotion		
∨ Turnover	95	10.500	137	8.00		
COGS	-70	-7.800	-99	-11.00		
	24	2.700	38	-3.00		
→ Premotion costs		-23.075		23.07		
→ Subsidy		-23.075				
→ Unit subsidy		-1.500				
Sales inn		-1.500				
Sales out		•				
Fixed subsidy		-20.000				
> Percent subsidy		-1.575				
Stockpiling		-1.025				
Trade terms		0				
Support		0				
∨ Gross margin		-20.375		20.0		
Operfunity cost		-24		4		
Cost benefit		-20.399		20.0		
Gross income pct.	25.71 %	25,71 %	27,63 %	-37,50		
Gross margin pct.		-321,90 %		418,75		
ROI		0.07				

Shared KPs
Baseline liters (Baseline sales *volume) 1 Total liters sold out (Promotion sales inn *volume) 1 Total liters sold out (Promotion sales out *volume) 1 Winther of promotions (count) 1