Promotion example

Internal No	EAN	Product	Measure	Size	Brand	Customer	State	Promotion Name
Start date	End Date	Baseline	Sell inn	Sell out	Billing Price	Inn price	Normal RSP	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
10		1	10%					25%

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
Customer Baseline Gross Income (Baseline turnover – Baseline COGS)	38

Promotion KPIs

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)	-2.050	
Fixed cost	-	
Unit subsidy	-1.000	Sales out
Percentage subsidy	-1.050	
Stockpiling	-	
Support	-	
Our Gross Margin	650	
Our opportunity Cost	-24	
Our Cost/Benefit (Promotion Gross income – Baseline Gross income)	626	
Our promotion gross income Pct. (Gross income / Turnover)	26%	
Our gross margin Pct. (Gross Margin / Turnover)	6,2%	
Our ROI	-1,31	
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.)	2.050	
Customer Gross Margin	-950	
Customer opportunity Cost	-38	
Customer Cost/Benefit (Promotion Gross income – Baseline Gross income)	-988	
Customer promotion gross income Pct. (Gross income / Turnover)	-37,50%	
Customer gross margin Pct. (Gross Margin / Turnover)	-11,88%	

Shared KPIs

Baseline liters (Baseline sales * volume)	-
Total liters sold inn (Promotion sales inn * volume)	-
Total liters sold out (Promotion sales out * volume)	-
Number of promotions (count)	1

Promotion editor   Photo   General   Promotion progress list   Conflicting promotions   Support   Products   Reports   Linked promotions

Finance   P&L   Customer reports   Proposal   Result   Print   Excel   PowerPoint   PDF

		Cojaco, Danmark		Chain	
		Baseline	Promotion	Baseline	Promotion
⌄ Turnover		95	10.500	137	8.000
COGS		-70	-7.800	-99	-11.000
⌄ Gross income		24	2.700	38	-3.000
⌄ Promotion costs			-2.050		2.050
⌄ Subsidy			-2.050		
⌄ Unit subsidy			-1.000		
Sales inn			0		
Sales out			-1.000		
Fixed subsidy			0		
⌄ Percent subsidy			-1.050		
Sales inn			0		
Sales out			-1.050		
⌄ Gross margin			650		-950
Oportunity cost			-24		-38
Cost benefit			626		-988
Gross income pct.		25,71 %	25,71 %	27,63 %	-37,50 %
Gross margin pct.			6,19 %		-11,88 %
ROI			1,31		
Volume lift			111,11		