



KPI report

Chain: COOP; Category: 0,2 L, 0,33 L; Value: Cost Benefit (amount); Period: 01/01/2015 to 03/31/2016; Level 1: Chain; Exclude: Wholesaler

DagligBrugsen

Product Group	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Coconut water, Afmeldte produkter, Mineral water +, Coconut water	Buy 1.00 for Amount 10.00	1	-22,105.04	-22,105.04	-41,395.20	-41,395.20
Coconut water, Coconut water	Buy 1.00 for Amount 12.00	1	81,726.10	81,726.10	-57,866.20	-57,866.20
Coconut water, Energy drink	Buy 1.00 for Amount 4.00	1	-250.00	-250.00	-81,350.00	-81,350.00
Energy drink, Coconut water	Buy 30.00 for Amount 100.00	1	-12,164.10	-12,164.10	-291,813.00	-291,813.00
Total (DagligBrugsen)		4	47,206.96	11,801.74	-472,424.40	-118,106.10

Fakta

Product Group	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Afmeldte produkter, Coconut water, Coconut water, Mineral water +	Buy 2.00 for Amount 28.00	1	-41,373.37	-41,373.37	322,395.80	322,395.80
Afmeldte produkter, Mineral water +, Coconut water	Buy 1.00 for Amount 9.95	1	-46,833.53	-46,833.53	-32,541.80	-32,541.80
Afmeldte produkter, Mineral water +, Coconut water, Coconut water	Buy 1.00 for Amount 1.00	1	-22,777.46	-22,777.46	-471,046.00	-471,046.00
Coconut water	Buy 6.00 for Amount 50.00	1	-32,600.00	-32,600.00	5,292.96	5,292.96
Coconut water, Afmeldte produkter, Mineral water +	Buy 1.00 for Amount 9.95	1	-1,700.90	-1,700.90	-32,541.80	-32,541.80
Coconut water, Afmeldte produkter, Mineral water +, Coconut water	Buy 1.00 for Amount 10.00	2	99,300.06	49,650.03	-245,123.20	-122,561.60
Coconut water, Coconut water, Afmeldte produkter, Mineral water +	Buy 2.00 for Amount 28.00	1	-41,373.37	-41,373.37	322,395.80	322,395.80
Coconut water, Coconut water, Mineral water +, Afmeldte produkter	Buy 2.00 for Amount 13.00	1	-121,142.37	-121,142.37	-144,231.83	-144,231.83
Coconut water, Energy drink	Buy 30.00 for Amount 100.00	1	7,855.00	7,855.00	-715,673.00	-715,673.00
Coconut water, Mineral water +, Afmeldte produkter, Coconut water	Buy 1.00 for Amount 1.00	2	-106,055.62	-53,027.81	-659,390.50	-329,695.25
Coconut water, Mineral water +, Coconut water	Buy 2.00 for Amount 25.00	1	-18,144.54	-18,144.54	812.00	812.00
Energy drink, Coconut water	Buy 6.00 for Amount 28.00	1	-13,320.00	-13,320.00	-49,400.64	-49,400.64
Mineral water +, Afmeldte produkter, Coconut water	Buy 1.00 for Amount 9.95	1	-44,834.90	-44,834.90	16,011.96	16,011.96
Mineral water +, Coconut water, Afmeldte produkter, Coconut water	Buy 2.00 for Amount 13.00	1	-41,373.37	-41,373.37	-517,604.20	-517,604.20
Mineral water +, Coconut water, Coconut water, Afmeldte produkter	Buy 2.00 for Amount 13.00	1	-121,142.37	-121,142.37	-144,231.83	-144,231.83
Total (Fakta)		17	-545,516.74	-32,089.22	2,344,876.27	-137,933.90

Irma

Product Group	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Coconut water, Mineral water +	Buy 1.00 for Amount 5.00	1	-124,908.50	-124,908.50	-1,059.50	-1,059.50
Coconut water, Mineral water +	Get 15.00 Amount off	1	-131,300.00	-131,300.00	-87,580.00	-87,580.00
Total (Irma)		2	-256,208.50	-128,104.25	-88,639.50	-44,319.75

Kvickly

Product Group	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Coconut water	Buy 1.00 for Amount 15.00	2	8,482.95	4,241.48	-9,800.80	-4,900.40
Coconut water, Energy drink	Buy 1.00 for Amount 6.50	1	-7,065.00	-7,065.00	-81,891.00	-81,891.00
Total (Kvickly)		3	1,417.95	472.65	-91,691.80	-30,563.93

LokalBrugsen

Product Group	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
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Energy drink	Buy 1.00 for Amount 10.00	1	-61,442.40	-61,442.40	38,618.40	38,618.40
Total (LokalBrugsen)		1	-61,442.40	-61,442.40	38,618.40	38,618.40
SuperBrugsen						
Product Group	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Afmeldte produkter, Coconut water, Mineral water +	Buy 1.00 for Amount 13.00	2	-43,298.00	-21,649.00	53,110.20	26,555.10
Coconut water, Coconut water	Buy 1.00 for Amount 10.00	3	-225,802.47	-75,267.49	257,964.36	85,988.12
Coconut water, Coconut water	Buy 1.00 for Amount 17.00	3	82,656.00	27,552.00	91,276.80	30,425.60
Coconut water, Coconut water	Buy 1.00 for Amount 18.00	1	-3,725.40	-3,725.40	-7,450.80	-7,450.80
Coconut water, Coconut water	Get 33.00 Amount off	1	-16,054.70	-16,054.70	-540,308.40	-540,308.40
Mineral water +	Buy 1.00 for Amount 6.00	2	-13,762.80	-6,881.40	19,847.60	9,923.80
Total (SuperBrugsen)		12	-219,987.37	-18,332.28	-125,560.24	-10,463.35