

Promotion's Supplier Profit & Loss report - (Sales In)

This guide shows you how to find a promotion's supplier P&L (Sales In) report in the Promotion Editor in effectmanager.

This guide is only of relevance if you have the promotion module in effectmanager.



The **P&L Sales In** report, in the Promotion Editor Finance Tab, provides you with a Profit and Loss statement based on calculations using Sales In volumes for KPI calculations.

If you are looking for a guide describing the regular P&L, please see our guide [Promotion's Supplier Profit & Loss report](#)

If you are looking for a guide describing the P&L Sales Out, please see our guide [Promotion's Supplier Profit & Loss report - \(Sales Out\)](#)

P&L	P&L - Sales In	P&L - Sales Out
<ul style="list-style-type: none"> Shows only your Key figures in P&L of the promotion Shows a Total P&L of the promotion Shows P&L for each product group Shows table with Key Figures for all products on the promotion Uses both Sales In and Sales out for KPI calculations 	<ul style="list-style-type: none"> Shows your P&L calculated on SALES IN volumes. NB! Depending on your subsidy calculations, it can use Sales Out Shows Chain KPIs based on Sales In Shows Share of Net Turnover. Shows in debt Key Figures with opening to lowest level. Shows Inventory/Stock calculations 	<ul style="list-style-type: none"> Shows your P&L calculated on SALES Out volumes. NB! Depending on your subsidy calculations, it can use Sales In Shows Chain KPIs based on Sales Out Shows Share of Net Turnover. Shows in debt Key Figures with opening to lowest level.

👍 Pro tip: Most important for this report, is to make sure that your prices and Sales In figures are updated in on the promotion. Make sure your promotions are updated with the most recent prices.

If you need a guide that shows you how to upload new prices to effectmanager, please see our guide [How to manually create products - Retail Prices export file](#)

If you need a guide that shows you how to update your prices in effectmanager, please see our [How to update promotions with the Latest Prices](#)

The **P&L Sales In Report** in the effectmanager Promotion Editor will show you a Profit & Loss statement based on Sales In figures.

👍 Pro tip: The P&L Sales In can be used at all stages of the promotion planning.

In the planned and confirmed stage, you can use the P&L Sales In to evaluate the promotion finance for both you and the chain based on Expected Sales figures.

In the Completed stage, you will have your actual P&L statement based on realized sales figures.

If you need a guide that shows you how to use promotion stages in effectmanager, please see our guide [How to use promotion stages correct](#)

⚠️ OBS! If your Subsidy Calculations in Promotion Editor is set to Sales out. Then Sales Out figures will be used for this calculation in the P&L Sales In.

Please go to the guide *KPI Calculations - Sales In* to make sure you have all the information you need to have a correctly calculated P&L statement.


P&L Sales In

At the top, you will see your P&L statement for the promotion. Showing you the P&L values in the left column and your share of net turnover in the right column.

The Share of net turnover will show you how much your Gross Turnover must be and how much of your Turnover goes towards Promotion Costs as Unit Subsidy, Trade Terms, and Fixed Costs. Key figures in your P&L Sales In is also visible in List View columns 34-37.

NB! List Price must be filled out for your Gross Turnover to be calculated.

In the bottom, you have the Chain P&L statement for the promotion. Key figures in the chain P&L statement is also visible in List View columns 42-48.

 **Pro tip:** The Key figures from the Chain P&L are also in the [Customer Reports](#) in Promotion Editor. If you want to share a report with your customer, we recommend using these reports.

Remember not to share your Finance Reports, as these contain your financial statements.

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Number	Name	Start week	Promotion week	Start	End	Delivery start	Delivery end	Category	Chain	Me
Co-200093		7	2020/07	02/11...	0...	01/28/...	02/15/2...	Energ...	Føtex	B

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Cojaco	Value	Share of net turnover
> Gross turnover	1,200,000	-894 %
> Invoiced turnover	650,250	-484 %
> Net turnover	-134,259	100 %
Profit (contribution margin)	-200,657	149 %
Total trade promotion spend	794,509	-592 %
ROI (Return of Investment)	-25 %	

Føtex	Value
Turnover incl VAT	719,600
Turnover ex VAT	719,600
Cost	650,250
> Total trade contribution	794,509
Profit	863,859
CM%	120 %
Inventory/Stock cost	151,725
Inventory/Stock sales value	299,900
Margin	148,175

Opening the Key Figures in the left column will show you which key figures contribute to this value shown in List View columns for your P&L statement and for the Chain P&L statement.

This will provide you with more insight into your trade spent on promotions, and how much you should actually invoice the customer for your Trade spent to be valid.

⚠ OBS! If your Subsidy Calculations in Promotion Editor is set to Sales out. Then Sales Out figures will be used for the Variable Subsidy calculation in the P&L Sales In. Please go to the guide [KPI Calculations - Sales In](#) to make sure you have all the information you need to have a correctly calculated P&L statement.

If you need a guide that shows you a description of the columns in List View in Promotion Scheduler, please see our guide [How to use List View columns in Promotion Scheduler](#)

Number	Name	Start week	Promotion week	Start	End	Delivery start	Delivery end	Category	Chain	Me
Co-200093		7	2020/07	02/11...	0...	01/28/...	02/15/2...	Energ...	Fotex	B

Promotion editor		
Support	Products	Finance
Finance	P&L	P&L Sales In
Cojaco	Value	Share of net turnover
<ul style="list-style-type: none"> <ul style="list-style-type: none"> Gross turnover Regular invoice discount Invoiced turnover Promotion invoice discount Additional trade terms <ul style="list-style-type: none"> Additional discount End of period discount Variable subsidy discount <ul style="list-style-type: none"> Unit subsidy Percentage subsidy Net turnover Profit (contribution margin) Total trade promotion spend 	<ul style="list-style-type: none"> 1,200,000 549,750 650,250 84,533 19,508 65,025 49,726 24,800 24,926 -134,259 -200,657 794,509 	<ul style="list-style-type: none"> -894 % -409 % -484 % -484 % -63 % -15 % -48 % -37 % -18 % -19 % 100 % 149 % -592 %