

Promotion's Supplier Profit & Loss report

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

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



If you need a profit and loss statement for individual promotions, you can use the preset P&L report in the Promotion Editor.

👍 Pro tip: Most important for this report, is to make sure that your prices and POS sales are updated in effectmanager. List Price is used in our P&L to calculate two Key Figures.

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](#)

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.

The P&L Report in the effectmanager Promotion Editor will show you a Total P&L and Product Group P&L. In the bottom of the P&L is shown key figures for each product on the promotion, and what Product Group it is related to.

If you need a guide that shows you how the KPIs are calculated for the P&L report, please see our guides [KPI Calculations - Sales Out](#) or [KPI Calculations - Sales Inn](#)

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Finance **P&L** P&L Sales In P&L Sales Out Print

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	Total P&L	Energy drink
Total promotion sales out	8000	8000
Total gross sales ex excise	960.000,00	960.000,00
Total invoice discounts	266.400,00	266.400,00
Total invoice promo discount	0,00	0,00
Total invoice sales ex excise	693.600,00	693.600,00
Total end of period discount	69.360,00	69.360,00
Total variable subsidy	24.800,00	24.800,00
Total service paid	0,00	0,00
Total promotion fee	0,00	0,00
Total net sales ex excise	599.440,00	599.440,00
Total COGS ex excise	60.157,60	60.157,60
Contribution margin	539.282,40	539.282,40
Total AP expenses	10.000,00	10.000,00
CAAP	529.282,40	529.282,40
Total sales out liter	1.600.000,00	1.600.000,00
NS/L	0,37	0,37
NS/L (budget)	0,00	0,00
NS/L (budget) Deviation	0,00	0,00
NS/L budget vs actual	0,37	0,37

If you need to do further analysis of your promotion, we recommend using the Promotion Reports in the Reports Module in effectmanager or using your Promotion Cube.

In the Promotion Cube, you can build your own report, by using the P&L Key Figure; P&L Chain, P&L Sales Inn, P&L Supplier, and P&L Wholesaler.

If you need a guide that shows you how to make a connection to your promotion cube, please see our guide [How to connect to a Promotion cube in Excel](#)