

<b>EXECUTIVE SUMMARY</b>	
<b>NOTES</b>	<b>REFERENCE</b>

<b>EXTERNAL ANALYSIS</b>	
<b>FACTOR/ISSUE</b>	<b>IMPLICATIONS FOR RETAIL STRATEGY</b>
<b>POLITICAL</b>	
<b>ECONOMIC</b>	
<b>SOCIAL</b>	
<b>TECHNOLOGICAL</b>	
<b>LEGAL</b>	
<b>ENVIRONMENTAL</b>	
<b>COMPETITORS IN TOTAL MARKET:</b>	
<b>BY RELEVANT SEGMENT OR CATEGORY:</b>	
<b>SUMMARY OF CURRENT CHANNELS:</b>	
<b>SUMMARY OF CHANNEL MANAGEMENT ISSUES:</b>	
<b>KEY ISSUES FOR THE FUTURE:</b>	

INSERT DOLLAR VALUES ONLY:

REPEAT THIS SHEET AS REQUIRED TO COVER ALL CHANNELS, ACCOUNTS AND CATEGORIES

SALES BY ACCOUNT AND CATEGORY	LAST YEAR (ACT)	% CHANGE (+/-)	THIS YEAR (EST)	% CHANGE (+/-)	NEXT YEAR (F/C)	% CHANGE (+/-)
<b>ACCOUNT 1 - CAT 1</b>						
ACCOUNT'S CATEGORY SALES						
OUR SALES TO THE ACCOUNT						
OUR SHARE OF ACCOUNT'S CATEGORY						
ACCOUNT'S SHARE OF OUR BUSINESS						
<b>ACCOUNT 1 - CAT 2</b>						
ACCOUNT'S CATEGORY SALES						
OUR SALES TO THE ACCOUNT						
OUR SHARE OF ACCOUNT'S CATEGORY						
ACCOUNT'S SHARE OF OUR BUSINESS						
<b>ACCOUNT 1 - CAT 3</b>						
ACCOUNT'S CATEGORY SALES						
OUR SALES TO THE ACCOUNT						
OUR SHARE OF ACCOUNT'S CATEGORY						
ACCOUNT'S SHARE OF OUR BUSINESS						
<b>ACCOUNT 1 - ALL CATS</b>						
DISCOUNTS AND FREE STOCK						
% OF SALES						
PRIME COST						
% OF SALES						
ADVERTISING AND PROMOTIONAL SPEND						
% OF SALES						
<b>PROFIT</b>						
<b>% OF SALES</b>						

