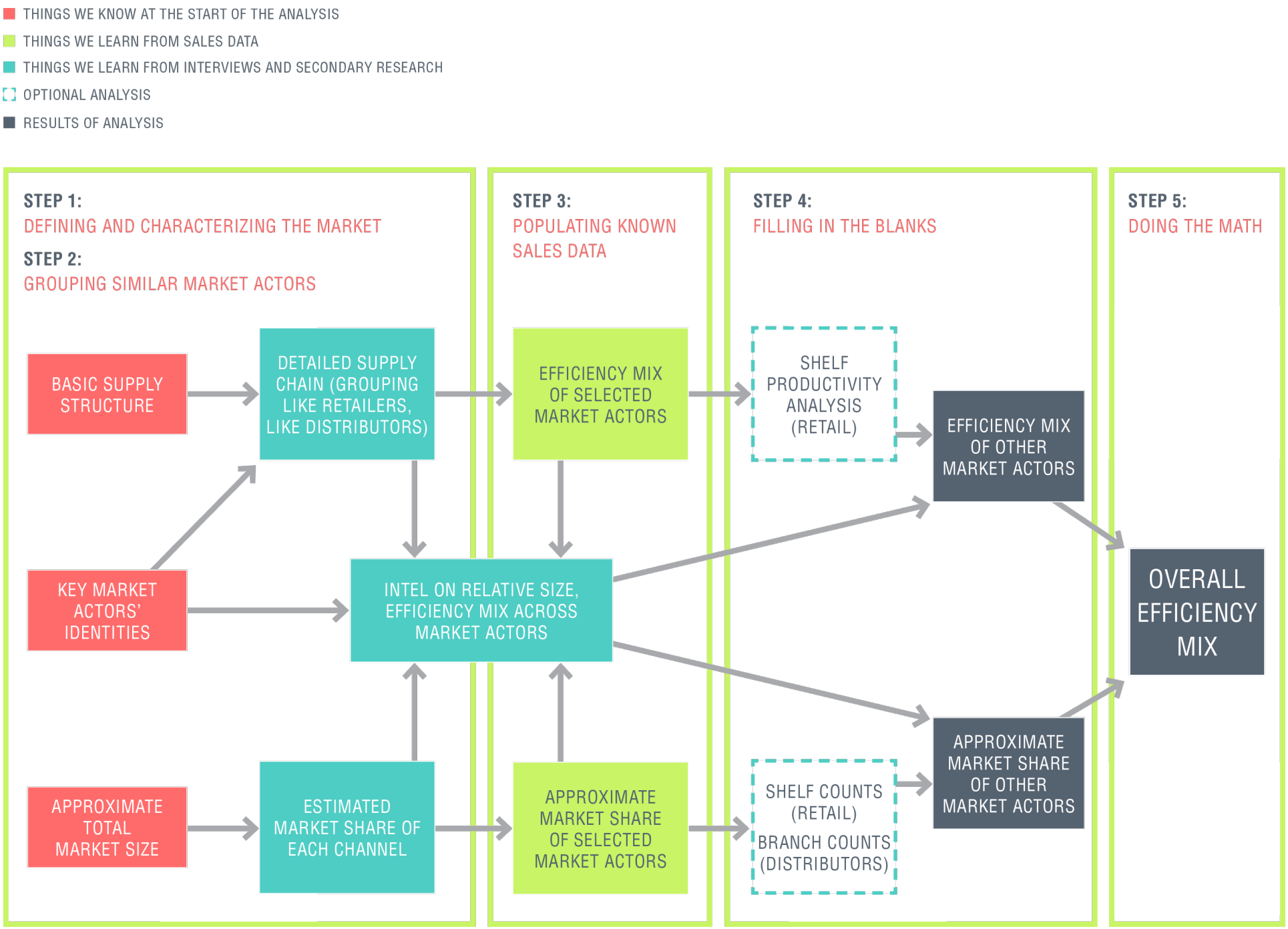
THINGS WE KNOW AT THE START OF THE ANALYSIS
THINGS WE LEARN FROM SALES DATA
THINGS WE LEARN FROM INTERVIEWS AND SECONDARY RESEARCH
OPTIONAL ANALYSIS
RESULTS OF ANALYSIS
STEP 1:
DEFINING AND CHARACTERIZING THE MARKET
STEP 2:
GROUPING SIMILAR MARKET ACTORS
STEP 3:
POPULATING KNOWN SALES DATA
STEP 4:
FILLING IN THE BLANKS
STEP 5:
DOING THE MATH
BASIC SUPPLY STRUCTURE
DETAILED SUPPLY CHAIN (GROUPING LIKE RETAILERS, LIKE DISTRIBUTORS)
EFFICIENCY MIX OF SELECTED MARKET ACTORS
SHELF PRODUCTIVITY ANALYSIS (RETAIL)
EFFICIENCY MIX OF OTHER MARKET ACTORS
KEY MARKET ACTORS' IDENTITIES
INTEL ON RELATIVE SIZE, EFFICIENCY MIX ACROSS MARKET ACTORS
OVERALL EFFICIENCY MIX
APPROXIMATE MARKET SHARE OF OTHER MARKET ACTORS
APPROXIMATE TOTAL MARKET SIZE
ESTIMATED MARKET SHARE OF EACH CHANNEL
APPROXIMATE MARKET SHARE OF SELECTED MARKET ACTORS
SHELF COUNTS (RETAIL)
BRANCH COUNTS (DISTRIBUTORS)