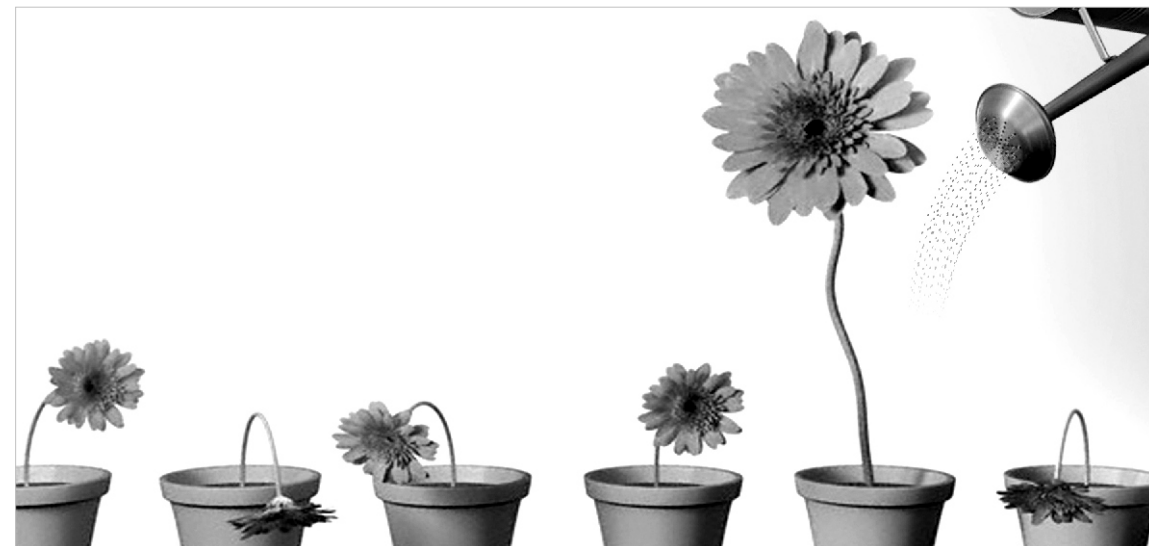


Monitoring sales performance vis-a-vis potential



We market a premium brand of washing powder. Are we realizing the potential? Can the Guide help?

DATA REQUIRED FROM THE GUIDE

- Urban MII and Urban MPV - Volume II
- Sales figure by districts - Marketer

SOLUTION

We need both MII and MPV for the urban component of the district. We need to consider MII because the product is premium and thus quality of the market will be a key contributor to the overall potential. We assume that the marketer has a good distribution across urban centers. We first identify the average sale / unit potential based on previous sales data and then go on to assess markets that needs attention to realize the potential offered. The analysis is split into two tables and given alongside.

Table 1. Mapping urban potential with assumed sales.

District - Urban	MPV - Urban	MII - Urban	MII*MPV	Assumed sales (Rs. Lakhs)	Sales / Potential
	1	2	3 = (2*1) ÷ 100	4	5=4 ÷ 3
Vadodara	86	227	196	2000	10
Ernakulam	78	230	180	2300	13
Nashik	75	168	127	2200	17
Indore	74	174	129	2500	19
Rajkot	73	188	137	2100	15
Patna	62	135	83	2100	25
Thiruvananthapuram	60	239	145	2700	19
Median value			142		16

Using the above table, we plot a matrix to identify low performing high potential areas as shown in Table 2.

Table 2. Matrix between Sales Vs. Potential.

Sales / Potential	MII * MPV < 142	MII * MPV > 142
< 16	Rajkot	Vadodara Ernakulum
> 16	Indore Patna Nashik	Thiruvananthapuram

RESULT

It is clear from Table 2 that towns or urban centers in districts of Vadodara and Ernakulum require special attention to maximize potential offered. Indore, Patna and Nashik are performing well.