

Promotion's Supplier Finance report

This guide shows you how to find the promotion's supplier finance report.

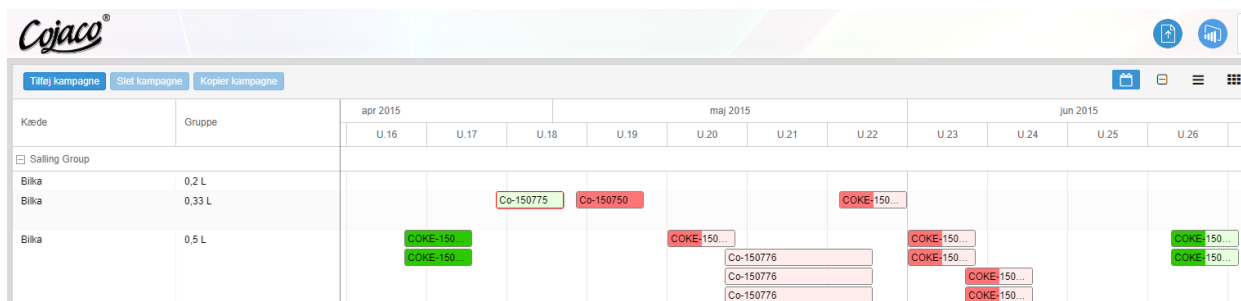
This guide is only of relevance if you have the promotion module in effectmanager.



If you need an overview of the promotion result for you and your customer, the Promotion's Supplier Finance Report is of great use. This report focuses on the double profit line.

It is the result of your Cost-Benefit analysis in the Supplier Finance report, that determines the color code of your promotion in Promotion Scheduler Single View and Double View.

If you need a guide that explains the color codes in Promotion Scheduler, please see our guide [How to read color codes in Promotion Scheduler](#)



Kæde	Gruppe	apr 2015			maj 2015				jun 2015			
		U.16	U.17	U.18	U.19	U.20	U.21	U.22	U.23	U.24	U.25	U.26
Salling Group												
Blika	0.2 L											
Blika	0.33 L			Co-150775	Co-150750				COKE 150...			
Blika	0.5 L		COKE 150...	COKE 150...		COKE 150...			COKE 150...	COKE 150...		COKE 150...
						Co-150776			COKE 150...			COKE 150...
						Co-150776			COKE 150...			COKE 150...
						Co-150776			COKE 150...			COKE 150...

The financial report is always calculated by summing all calculations for the products included in the promotion. The calculations are, in most cases, based on standards.

NB! Every calculation is converted to exclude VAT. It is only on the customer report that VAT is included in Turnover.

For further explanation of the KPIs used for Sales Inn promotions, please see our guide [KPI Calculations - Sales Inn](#)

For further explanation of the KPIs used for Sales out promotions, please see our guide [KPI Calculations - Sales Out](#)

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

	Cojaco		Chain	
	Baseline	Promotion	Baseline	Promotion
▼ Turnover	101,565	42,197	8,451	56,039
COGS	-68,538	-28,475	-101,565	-42,197
▼ Gross income	33,026	13,721	-93,113	13,842
> Promotion costs		0		0
▼ Gross margin		13,721		13,842
Opportunity cost		-33,026		93,113
Cost benefit		-19,305		106,955
Gross income pct.	32.52 %	32.52 %	-1,101.78 %	24.70 %
Gross margin pct.		32.52 %		24.70 %
ROI				
Volume lift		0.42		

KPI's, from the Promotion Supplier Finance report, are included in the preset Customer Reports.

NB! If you have linked promotions, the result from all promotions is included in the promotion reports.

For further explanation of the two Customer Reports, please see our guides [Promotion's Customer Proposal Report](#) or [Promotion's Customer Result Report](#).

If you need to do further analysis of your promotions, we recommend using the Promotion Reports in the Reports Module in effectmanager or using your Promotion Cube. In the Promotion Reports in effectmanager you can, for example, make your own KPI reports, Benchmark reports, and Period Reports.

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](#)