

R

Retailers

M

Manufacturers

		Market share (%)			E.V.A.© (\$)
		Foodles	Woodles	Total	
Manufacturer	1	35,2	26,3	32,5	20 149,5
Manufacturer	2	20,5	18,5	19,9	94,9
Manufacturer	3	27,2	34,2	29,4	23 021,4

		Scores		Final scores
		M.S.	E.V.A.©	
Manufacturer	1	100,0	90,4	95,2
Manufacturer	2	61,2	23,4	42,3
Manufacturer	3	90,3	100,0	95,1

## Manufacturer 1



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RRetailersMManufacturers

share of shoppers (%)

E.V.A.© (\$)

Total

Retailer 1  
Retailer 2

38,9	2 028,1
41,3	14 609,7

Scores

Retailer 1  
Retailer 2

M.S.	E.V.A.©
94,3	66,7
100,0	100,0

Final scores  
80,5  
100,0

## Retailer 2

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