

RRetailersMManufacturers

		Share of Shoppers (%)			E.V.A.© (\$)
		Limburg	Oland	Total	
Retailer	1	47,9	44,0	46,4	19 590,6
Retailer	2	36,3	44,1	39,2	22 786,5

## Scores

		M.S.	E.V.A.©	Final scores
Retailer	1	100,0	86,0	93,0
Retailer	2	84,4	100,0	92,2

# Retailer 1



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Retailers



Manufacturers

		Market share (%)			E.V.A.© (\$)
		Foodles	Woodles	Total	
Manufacturer	1	28,2	32,2	29,5	23 313,7
Manufacturer	2	28,6	26,6	28,0	18 849,3
Manufacturer	3	27,0	22,0	25,4	16 298,0

		Scores			Final scores
		M.S.	E.V.A.©		
Manufacturer	1	100,0	100,0		100,0
Manufacturer	2	95,0	87,8		91,4
Manufacturer	3	86,2	80,8		83,5

# Manufacturer 1



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