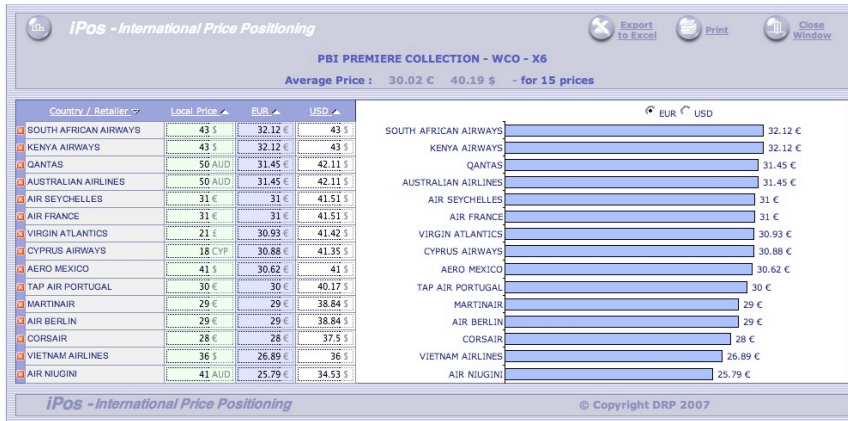




iPos & Trix

DRP has just released, on MyDrp, 2 new tools on both Local Market and Travel Retail surveys: iPos and Trix. These new features are available from any table of results generated with the QuickSearch data engine.



Just by clicking on any names from any table of results from QuickSearch, you'll get iPos: a table and a graph showing the International Price Positioning of the item you clicked on, either on domestic or TR markets (see iPos for Airlines above).

Country	Retailer	Product	Size	Retail Price (EUR)
Italy	EDP Store	ARMANI CODE WOMEN	Spray 50ml	70.0
Italy	EDP Store	ARMANI EMPORIO CITY GLAM FOR MEN	Spray 50ml	48.0
Italy	EDP Store	ARMANI EMPORIO SEXY FOR MEN	Spray 50ml	48.0
Italy	EDP Store	ARMANI EMPORIO ICE	Spray 50ml	54.5
Italy	EDP Store	ARMANI MANIA FOR MEN	Spray 50ml	64.8
Italy	EDP Store	CHANEL ALLURE	Spray 50ml	72.0
Italy	EDP Store	CHANEL ALLURE SENSUELLE	Spray 50ml	72.0
Italy	EDP Store	CHANEL CHANGE	Spray 50ml	72.0
Italy	EDP Store	CHANEL COCO	Spray 50ml	72.0

1-Easy access to Ipos: just click on the item name (left)



2-Ipos shows the collected prices and lets you change, when necessary, any data in any currency. The relevant graph will thus be updated accordingly (right).

TRIX is a new tool for reading the Saving Rates in the Travel Retail markets:

From any table of results from the MyDrp Airport surveys, you can now view the prices on a 100 index basis. Local market prices are compared to the TR prices and comparisons of both are displayed in this 100 index basis.

Product	Func.	Size	Travel Retail Index		
			Amsterdam - Schiphol	Local	Index
ARMANI ACQUA DI GIÒ HOMME	EDT Men	Spray 100.0	58.00	72.00	81
ARMANI EMPORIO FOR HIM	EDT Men	Spray 100.0	56.00		
ARMANI POUR HOMME	EDT Men	Spray 100.0	62.50	78.00	80
AZZARO CHROME	EDT Men	Spray 100.0			
AZZARO POUR HOMME	EDT Men	Spray 100.0	48.00		
BVLGARI HOMME	EDT Men	Spray 100.0	52.00	65.00	80
BVLGARI HOMME EXTREME	EDT Men	Spray 100.0			
C. HERRERA 212 FOR MEN	EDT Men	Spray 100.0	46.50	61.00	76
C. KLEIN CK ONE / CK BE	EDT Men	Spray 100.0	35.00	39.00	90
C. KLEIN ETERNITY MEN	EDT Men	Spray 100.0	49.50		
C. KLEIN OBSESSION FOR MEN	EDT Men	Spray 125.0	43.50	48.60	90
CARTIER DECLARATION	EDT Men	Spray 100.0	52.00	65.00	80
CARTIER MUST POUR HOMME	EDT Men	Spray 100.0	52.00	65.00	80
CARTIER PASHA	EDT Men	Spray 100.0	52.00	65.00	80
CERRUTI 1881 FOR MEN	EDT Men	Spray 100.0	45.00	59.50	76

This table is available by clicking on the button showing "My TR-index" (see right) All the Data for the airports and products you have selected is compiled in a single Excel table. Any price changes can still be entered into the table, thus refining your price level.

MyDrp for TR operators

- EAN codes for more reliability and faster availability on MyDrp: DRP is developing new agreements with the TR operators to get from them comprehensive files compiling the prices along with their relevant EAN codes.
- Fragrances, Beauty and now Spirits and Confectionery are surveyed for the TR markets. The TR operators have been interested in the MyDrp data engine developed by DRP for the Spirits / Wines and Confectionery ranges.

