
From: Sierra, Cristobal
To: Gunter, Sarah Jane
CC: Nenke, David
Sent: 4/5/2010 9:23:31 AM
Subject: RE: other diaper questions
Attachments: DiaperCustomersPL.pdf; Diapers CP Feb 08-10.pdf

Hi Sarah Jane,

Below is the table for SnS units in February. The total is being driven by Seventh Gen, since 75% of their units are in SnS. I am also enclosing 1. the Diaper P&L including the 2008 numbers and 2. The profitability for Diaper customers. Due to the size of the non-diaper population I am having issues with the query(it has been timing out) but I am hoping to send that later today. Regarding your requests below, Mindy and I will work on this and will send it out as soon as possible.

Diapers - Units

	SnS	Total	SnS%
P&G	9,696	33,944	28.6%
Total	27,902	62,306	44.8%

Thanks,
Cris

From: Gunter, Sarah Jane
Sent: Sunday, April 04, 2010 10:30 PM
To: Sierra, Cristobal
Cc: Nenke, David
Subject: other diaper questions
Cris –

Looking forward to the data on purchases and CP from diaper customers on Monday. I have 2 other questions in the meantime:

1. What's our total 2010 CPPU plan for diapers? For P&G diapers?
2. What % of 2008 diapers customers are prime and have remained prime? (I'm asking this b/c I'm thinking that if the CP from non-diapers purchases of the 2008 first-time diaper buyers doesn't cover the CP loss on diapers, we can use the data we have on order growth from prime customers to illustrate the growing value of these customers)

Thanks again for your help,
Sarah Jane

Sarah Jane Gunter
Grocery & Gourmet
Amazon.com

