

*Export Lessons Learned Template*  
**Why are Countries Leading or Lagging?**

(Complete based upon your company performance)

	<b>Leading Countries</b>	<b>Lagging Countries</b>
<b>Country Performance:</b> Measure: sales per capita		
<b>Brand Development:</b> Measure: market share		
<b>Biggest Opportunity Countries:</b> Measure: category size/growth		
<b>Promotion Effectiveness:</b> Tactics creating incremental sales		
<b>Distributor Performance:</b> Measure: sales increase, commitment		