

KA name		Web site		Last update	
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Summary of our business with the KA													
Sector/product	Us			Competitor 1			Competitor 2			etc	Total	Their category share	Change
	Revenue	Share	Change	Revenue	Share	Change	Revenue	Share	Change		Spend		
Total													
Notes, reasons and implications													

Our recent business history			
<i>Won</i>			
<i>What</i>			<i>Why</i>
<i>Lost</i>			
<i>What</i>			<i>Why</i>
<i>Implications</i>			

The KA important managers					
Name	Title	Responsible for	Interested in	Attitude to us	Our contact
<i>Implications</i>					