



# KL : HAIER Sales Performance 27/05/2026 8:02 AM

MTD Sales  
104.99 L

Brand Share %  
13.51 %

Information:

MTD : 01-05-2026 To 26-05-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **13.51 %** are only listed below

| Property     | MTD Sales L   | Brand Share %  |
|--------------|---------------|----------------|
| Fridge       | 34.33         | 20.74 %        |
| Air-Cond     | 30.12         | 9.16 %         |
| LED TV       | 28.32         | 22.77 %        |
| Wash-Mac     | 6.33          | 5.86 %         |
| Vac-Clea     | 1.74          | 15.60 %        |
| D-Freez      | 1.67          | 91.61 %        |
| Chimney      | 1.61          | 11.52 %        |
| W-Disp       | 0.48          | 85.52 %        |
| Oven         | 0.38          | 2.77 %         |
| W.Heater     | 0.02          | 0.86 %         |
| <b>Total</b> | <b>104.99</b> | <b>13.51 %</b> |

| Sales Zone   | MTD Sales L   | Brand Share %  |
|--------------|---------------|----------------|
| KL-NORTH     | 69.61         | 15.40 %        |
| KL-SOUTH     | 35.38         | 10.89 %        |
| <b>Total</b> | <b>104.99</b> | <b>13.51 %</b> |

## KL-NORTH

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| Fridge       | 27.97        | 28.20 %        |
| LED TV       | 20.94        | 29.42 %        |
| Air-Cond     | 12.30        | 7.09 %         |
| Wash-Mac     | 3.24         | 5.03 %         |
| Chimney      | 1.61         | 11.67 %        |
| Vac-Clea     | 1.48         | 13.98 %        |
| D-Freez      | 1.31         | 100.00 %       |
| W-Disp       | 0.48         | 100.00 %       |
| Oven         | 0.27         | 2.29 %         |
| W.Heater     | 0.02         | 1.27 %         |
| <b>Total</b> | <b>69.61</b> | <b>15.40 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| KZSD         | 0.49         | 12.88 %        |
| WHKZ         | -0.86        | 4.54 %         |
| <b>Total</b> | <b>69.61</b> | <b>15.40 %</b> |

## KL-SOUTH

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| Air-Cond     | 17.82        | 11.48 %        |
| LED TV       | 7.38         | 13.88 %        |
| Fridge       | 6.36         | 9.59 %         |
| Wash-Mac     | 3.09         | 7.10 %         |
| D-Freez      | 0.36         | 69.99 %        |
| Vac-Clea     | 0.26         | 45.45 %        |
| Oven         | 0.11         | 5.50 %         |
| <b>Total</b> | <b>35.38</b> | <b>10.89 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| TVP1         | 21.70        | 9.99 %         |
| PNL1         | 1.68         | 5.23 %         |
| TVSD         |              | 0.00 %         |
| <b>Total</b> | <b>35.38</b> | <b>10.89 %</b> |