

EMPRESA	LEMBRANÇA - PONTOS	RECALL (%)	Conceito - Total de pontos	RK Lembrança	RK Conceito
Drogaria São Paulo	14,9900	28,60	148,0	1	1
Droga Raia	7,3100	13,95	109,0	3	2
Drogasil	8,8200	16,83	104,0	2	3
Drogaria Nissei	3,5000	6,68	32,0	4	4
Pague Menos	2,5000	4,77	27,0	6	5
Drogarias Pacheco	3,0000	5,72	21,0	5	6
Extrafarma	0,8300	1,58	17,0	10	7
Drogão	0,6600	1,26	16,0	12	8
Drogaria Araújo	2,0000	3,82	15,0	8	9
Drogasmil	0,8300	1,58	13,0	11	10
Panvel Drogarias E Farmácias	2,5000	4,77	8,0	7	11
Unicom	0,5000	0,95	8,0	13	12
Farmais	0,3300	0,63	8,0	18	13
Onofre	0,3300	0,63	8,0	18	13
Drogarias Tamoio	0,3300	0,63	8,0	18	13
Big Ben	0,3300	0,63	7,0	21	16
Drogaria Rosário	0,3300	0,63	7,0	21	16
Drogaria Catarinense	1,0000	1,91	6,0	9	18
Drogamed	0,5000	0,95	6,0	14	19
Santana	0,5000	0,95	6,0	14	19
Vale Verde	0,5000	0,95	6,0	14	19
Rede Nossa	0,3300	0,63	6,0	23	22
São João	0,5000	0,95	3,0	17	23