

## ***Marketing Reports***

Demographic Report  
Loyalty Report  
Loyalty Statement  
RSA Customer List  
Client Intro Report  
Marketing Response Report

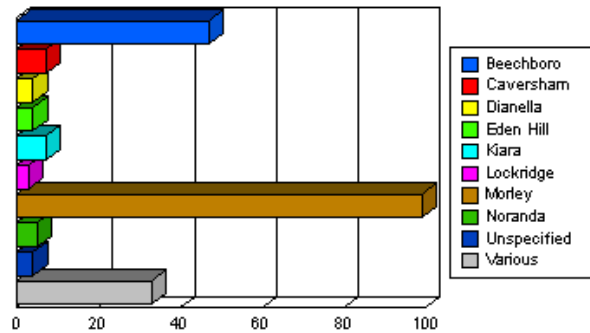
Test Company Pty Ltd  
**Demographic Analysis**

07/26/2003

No date restriction.

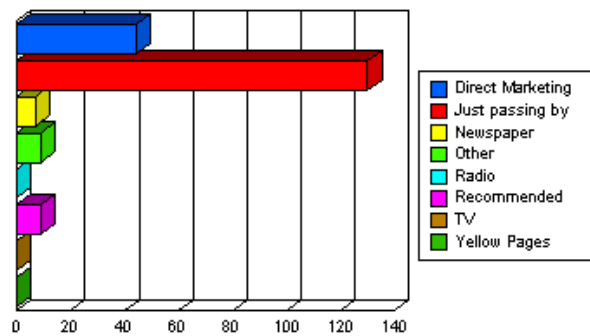
**Client Analysis**

Suburb	Count	%
Beechboro	47	22.07
Caversham	7	3.29
Dianella	4	1.88
Eden Hill	4	1.88
Kiara	7	3.29
Lockridge	3	1.41
Morley	99	46.48
Noranda	5	2.35
Various	33	15.49
Unspecified	4	1.88



213.00 100.00

Media	Count	%
TV	0	0.00
Radio	0	0.00
Newspaper	7	3.29
Yellow Pages	0	0.00
Direct Marketing	44	20.66
Just passing by	130	61.03
Recommended	9	4.23
Other	9	4.23



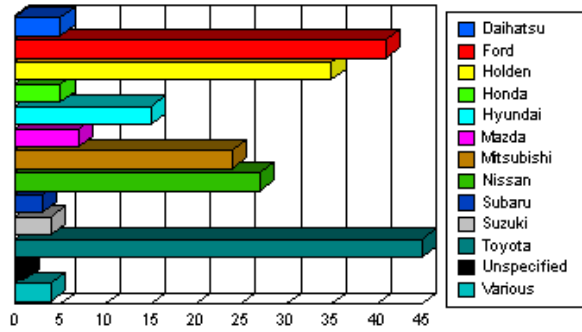
199.00 100.00

Client Type	Count	%
Male	114	53.52
Female	73	34.27
Business	9	4.23
Other	17	7.98
	213.00	100.00

New Clients	Count	%
New	212	99.53
Old	1	0.47
	213.00	100.00

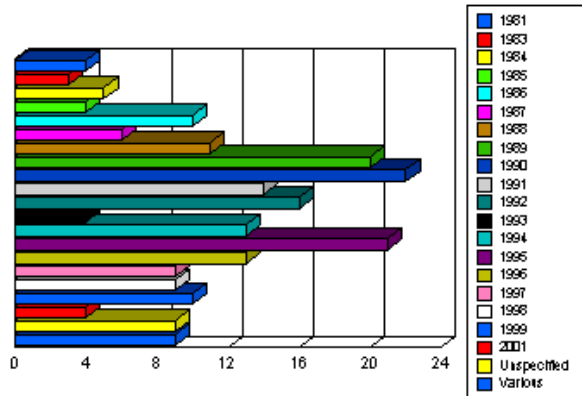
Vehicle Analysis

Vehicle Make	Count	%
Daihatsu	5	2.31
Ford	41	18.98
Holden	35	16.20
Honda	5	2.31
Hyundai	15	6.94
Mazda	7	3.24
Mitsubishi	24	11.11
Nissan	27	12.50
Subaru	3	1.39
Suzuki	4	1.85
Toyota	45	20.83
Various	4	1.85
Unspecified	1	0.46



216.00 100.00

Vehicle Year	Count	%
1981	4	1.85
1983	3	1.39
1984	5	2.31
1985	4	1.85
1986	10	4.63
1987	6	2.78
1988	11	5.09
1989	20	9.26
1990	22	10.19
1991	14	6.48
1992	16	7.41
1993	4	1.85
1994	13	6.02
1995	21	9.72
1996	13	6.02
1997	9	4.17
1998	9	4.17
1999	10	4.63
2001	4	1.85
Various	9	4.17
Unspecified	9	4.17



216.00 100.00

## Demographic Analysis

07/26/2003

Test Company Pty Ltd

Vehicle Kms	Count	%
10,000 or less	0	0.00
10,001 to 25,000	3	1.39
25,001 to 50,000	8	3.70
50,001 to 75,000	15	6.94
75,001 to 100,000	15	6.94
100,001 to 150,000	45	20.83
150,001 to 200,000	48	22.22
200,001 to 300,000	58	26.85
More than 300,000	14	6.48
Unspecified	10	4.63
	<u>216.00</u>	<u>100.00</u>

Vehicle Type	Count	%
4WD	1	0.46
4WD 2dr	1	0.46
4WD 3dr	2	0.93
4WD Dual Cab	4	1.85
4WD Space Cab	1	0.46
4WD Ute	1	0.46
4WD Wagon	2	0.93
Cage	1	0.46
Commercial	9	4.17
Commercial Ute	1	0.46
Commercial Van	1	0.46
Coupe	8	3.70
Dual Cab Ute	1	0.46
Hatch	11	5.09
Hatch 3dr	14	6.48
Hatch 5dr	28	12.96
Sedan	93	43.06
Station Wagon	17	7.87
Station Wagon 4wd	1	0.46
Ute 2wd	1	0.46
Van	2	0.93
Wagon	4	1.85
Unspecified	12	5.56
	<u>216.00</u>	<u>100.00</u>

Cylinders	Count	%
Four (4) cyl	141	65.28
Six (6) cyl	55	25.46
Eight (8) cyl	3	1.39
Twelve (12) cyl	0	0.00
Other	3	1.39
Unspecified	14	6.48
	<u>216.00</u>	<u>100.00</u>

Auto	Count	%
Yes	116	53.70
No	100	46.30
	<u>216.00</u>	<u>100.00</u>

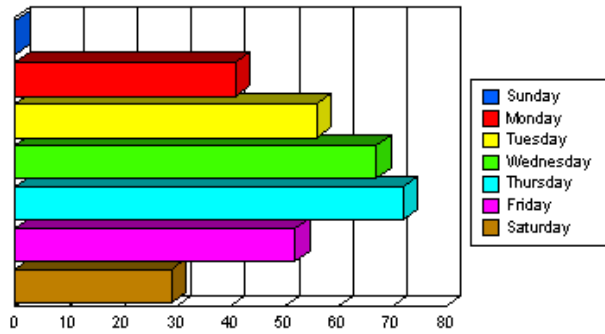
EFI	Count	%
Yes	132	61.11
No	84	38.89
	<u>216.00</u>	<u>100.00</u>

Pwr Str	Count	%
Yes	139	64.35
No	77	35.65
	<u>216.00</u>	<u>100.00</u>

Aircon	Count	%
Yes	162	75.00
No	54	25.00
	<u>216.00</u>	<u>100.00</u>

Job Analysis

Job Start Day	Count	%
Sunday	0	0.00
Monday	41	12.93
Tuesday	56	17.67
Wednesday	67	21.14
Thursday	72	22.71
Friday	52	16.40
Saturday	29	9.15



317.00 100.00

Total Value	Count	%
\$100 or less	94	29.65
\$100 - \$200	118	37.22
\$200 - \$300	44	13.88
\$300 - \$400	19	5.99
\$400 - \$500	10	3.15
\$500 - \$750	21	6.62
\$750 - \$1000	8	2.52
More than \$1000	3	0.95
	317.00	100.00

Gross Profit	Count	%
\$100 or less	170	53.63
\$100 - \$200	89	28.08
\$200 - \$300	27	8.52
\$300 - \$400	16	5.05
\$400 - \$500	8	2.52
\$500 - \$750	5	1.58
\$750 - \$1000	1	0.32
More than \$1000	1	0.32
	317.00	100.00

Labour Value	Count	%
\$100 or less	251	79.18
\$100 - \$200	40	12.62
\$200 - \$300	17	5.36
\$300 - \$400	6	1.89
\$400 - \$500	1	0.32
\$500 - \$750	1	0.32
\$750 - \$1000	1	0.32
More than \$1000	0	0.00
	317.00	100.00

Payment Method	Count	%
Cash	139	42.38
Cheque	28	8.54
Credit Card	85	25.91
EFT	75	22.87
Company Card	0	0.00
Fleetcard	1	0.30
Motorcharge	0	0.00
Direct	0	0.00
	328.00	100.00

Gross Profit %	Count	%
10% or less	7	2.21
10% - 20%	4	1.26
20% - 30%	15	4.73
30% - 40%	27	8.52
40% - 50%	21	6.62
50% - 60%	33	10.41
60% - 70%	58	18.30
70% - 80%	107	33.75
80% - 90%	27	8.52
More than 90%	18	5.68
	317.00	100.00

Labour %	Count	%
10% or less	64	20.19
10% - 20%	28	8.83
20% - 30%	47	14.83
30% - 40%	67	21.14
40% - 50%	63	19.87
50% - 60%	20	6.31
60% - 70%	14	4.42
70% - 80%	3	0.95
80% - 90%	5	1.58
More than 90%	6	1.89
	317.00	100.00

## Loyalty Report

7/08/2004

No date restriction.

Client	Vehicle	Started	Accrued	Redeemed	Total Points
Belmont Salvage Yard	7P0654	21/9/02	169	0	169.00
Cannington Denture Clinic	G0123	25/6/04	0	0	0.00
Corden Car Transporters	7PPL854	4/8/02	372	0	372.00
Doug Burgess	6G6884	24/2/03	139	0	139.00
	7LK558	24/2/03	0	0	0.00
	NEW	24/2/03	0	0	0.00
Ken Goh	900564	3/10/02	186	0	186.00
	456PLK	3/10/02	0	0	0.00
	896UIL	3/10/02	186	0	186.00
Lindsey Vanderwacht	7TT712	23/9/02	186	0	186.00
Mandy Marshall	8P0777	16/10/02	169	0	169.00
Mr Dave Tompson	9PLO895	3/8/02	120	0	120.00
	9IL887	3/8/02	91	0	91.00
Robert Turner	700123	11/11/02	129	0	129.00
Sean Booth	8MN666	21/9/02	169	0	169.00
<b>Total</b>	10 clients	15 vehicles	1,916.00	0.00	1,916.00

### Aa Automotives

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 Sydney NSW 2000  
 ABN 66-999-666-55  
 Tel: 9568 4587 Fax: 9568 9966  
 Email: Aa@ozemail.com.au  
 Website: Http://www.aa.com.au



### Loyalty Statement

Client Details		Vehicles				
Corden Car Transporters Lot 15 Motoria Road Kenwick WA 6107		7PPL854	Honda Odyssey 2.3i Mec	98/01		
Loyalty Started:	04/08/02					
Date	Rego	Make/Model	Description	Value	Accrued	Redeemed
4/8/02	7PPL854	Honda Odyssey 2.3i Mec	9	\$185.90	186	0
3/10/02	7PPL854	Honda Odyssey 2.3i Mec	9	\$185.90	186	0
Points to date:						372.00

## RSA Client List

7/08/2004

Client	Rego	Make/Model	Covered From	Covered To
Belmont Salvage Yard	7P0654	Chrysler Cruiser Pt 2.0l 00/01	10/5/04	10/11/04
Corden Car Transporters	7PPL854	Honda Odyssey 2.3l Mec 98/01	7/5/04	7/11/04
Diane Proctor	7KL556	Alfa Romeo Alfetta Gtv6 Efi. 86/88	7/5/04	7/11/04
Doug Burgess	7LK558	Mazda 626 2.0l Fs Efi 94/99	11/11/02	11/5/03
Ken Goh	900564	Bmw 318is 1.9 E36 EFi 96/99	3/10/02	3/4/03
	896UIL	Ford Falcon Au-li 4.0l 00/01	16/10/02	16/4/03
Lindsey Vanderwacht	7TT712	Alfa Romeo Alfa 90 Super Efi. 86/88	23/9/02	23/3/03
Mandy Marshall	8P0777	Holden Comm. Vti V8 5.7l 99/01	16/10/02	16/4/03
Mr Dave Tompson	9PLO895	Nissan Pathfinder 3.0l V6 92/95	26/9/02	26/3/03
	9IL887	Bmw 325i B25 EFi 88/	3/8/02	3/2/03
Mr George Harrison	PPP111	Daihatsu Applause A101 Efi. 89/00	7/5/04	7/11/04
Mr Thompson	UUU123	Hyundai Coupe Efi (Gold) 96/00	7/5/04	7/11/04
Robert Turner	700123	Holden Apollo Jk. Carb. 89/91	7/5/04	7/11/04
Sean Booth	8MN666	Jeep Cherokee 4.L Efi 01-96/00	30/10/03	30/4/04
Southern Cross Publications	7PP123	Citroen Xantia 2.0l 16v Efi 96/00	12/9/02	12/3/03
<b>Total</b>	13 clients	15 vehicles		

## Client Intro Report

7/08/2004

For the period 01/07/04 to 31/07/04.

### Existing / New

New	7	0.27%	
Existing	2,550	99.73%	
<b>Total:</b>	<b>2,557</b>		

### How did they hear about us?

Recommended	3	42.86%	
Radio	0	0.00%	
TV	0	0.00%	
Direct Mail	1	14.29%	
Just Passing	2	28.57%	
Yellow Pages	0	0.00%	
Newspaper	1	14.29%	
Other	0	0.00%	

### Promotion Responses

Bsp	Brake Service	3	42.86%	
Mjs	Major Service	4	57.14%	
<b>Total:</b>		<b>7</b>		

## Marketing Response Report

8/03/2011

No date restriction.

Client	Contact Details	Vehicle Details	Service	Date	Kms
David Cheung	H: 3343 6649	510DOW toyota camry	Minor Service & Adjust H/brake	15/10/04	256,112
			Major Service & Adjust H/brake	15/8/03	238,087
			Minor Service & Adjust H/brake	15/10/04	256,112
Kevin Liepins	H: 33981656 W: Kim 3236 1445 M	818FPE HOLDEN COMMODORE	Minor Service & Adjust H/brake	8/7/04	129,392
A & A Painters	H: 3390 6467 W: 3890 3322 M: 04	8171GI TOYOTA TARAGO	70,000km Service	9/3/05	70,600
		LEB21 holden vs commodore	100,000km Service	14/11/02	101,588
			140,000km Service	18/8/04	143,321
Adams Plumbing	H: 3398 6113 W: 3902 0844	112GHK Ford econovan	Major Service & Adjust H/brake	5/3/04	163,088
		583 EFY NISSAN URVAN	Minor Service & Adjust H/brake	28/3/01	156,542
		715 DFE Mitsubishi Express	Minor Service & Adjust H/brake	24/1/02	135,468
		794 CSW TOYOTA HILUX	150,000km Service	20/1/01	149,160
Adrian & Robin Harvie	H: 3395 1270 W: 3229 8322 Adrian	228GAW holden astra	60,000km Service	9/3/04	60,774
		322 GSO mitsubishi colt	Major Service & Adjust H/brake	3/1/02	71,784
			Minor Service & Adjust H/brake	20/3/02	76,441
Advance Appliance Spares	H: 3843 3441 M: 0418154700	887DVU toyota hiace	Minor Service & Adjust H/brake	28/2/03	170,139
			Major Service & Adjust H/brake	6/8/03	187,588
			Minor Service & Adjust H/brake	19/10/03	197,919
Aeroperformance Pty Ltd	W: 3348 9000	964 DEJ Toyota Hiace	Major Service & Adjust H/brake	3/8/03	187,788
		261 FXT Mitsubishi Express	60,000km Service	29/11/02	55,200
			97,500km Service	29/9/03	86,646
		264FXT Mitsubishi Express	Log Book Service 40, 000km	1/8/02	10,000
			97,500km Service	31/7/03	82,646
		Minor Service & Adjust H/brake	7/7/04	110,836	
270FXT mitsubishi challenger	60,000km Service	27/9/03	57,701		
	70,000km Service	10/5/04	72,777		
	Log Book Service 40, 000km	4/10/01	27,483		
390FZO TOYOTA LANDCRUISER	60,000km Service	20/9/02	60,378		