

DAILY TRAFFIC REPORT

ZXY EXAMPLE RETAIL CENTRE

prepared by:

Beonic Pty Ltd

SATURDAY 30-NOVEMBER-2002

	Traffic Today	Traffic Last Week	Var %	Traffic Last Year	Var %
Sensor Locations:					
Main Entry - East	6,932	8,383	-17.3%	6,575	+5.4%
Main Entry - North	6,042	7,504	-19.5%	5,337	+13.2%
Main Entry - South	3,387	4,462	-24.1%	3,514	-3.6%
Main Entry - West	8,394	9,249	-9.2%	7,327	+14.6%
Tenancy - Angus & Robertson	2,748	3,255	-15.6%	2,224	+23.6%
Tenancy - Coles	5,857	7,576	-22.7%	5,611	+4.4%
Tenancy - Target	4,243	5,775	-26.5%	4,220	+0.5%
Tenancy - Travel Agent	8,061	8,897	-9.4%	6,492	+24.2%
Tenancy - Wild Things	8,747	10,844	-19.3%	7,445	+17.5%
Sensor Group Totals:					
Tenancy - Angus & Robertson	1,374	1,628	-15.6%	1,112	+23.6%
Tenancy - Coles	2,928	3,788	-22.7%	2,806	+4.3%
Tenancy - Target	4,243	5,775	-26.5%	4,220	+0.5%
Tenancy - Travel Agent	8,061	8,897	-9.4%	6,492	+24.2%
Tenancy - Wild Things	8,747	10,844	-19.3%	7,445	+17.5%
Sensor Group Grand Total:					
Total Shopping Centre	12,378	14,799	-16.4%	11,376	+8.8%
Comments Today					
Comments same day Last Week					
Comments same day Last Year					

<<< End of Report >>>

AVERAGE DAY REPORT

ZXY EXAMPLE RETAIL CENTRE
TOTAL SHOPPING CENTRE

prepared by:
Beonic Pty Ltd

WEEK ENDING SUNDAY 24 NOVEMBER 2002 (1 WEEK AVERAGE)

Day	Average Traffic	% of Total
Monday	5,921	6.5 %
Tuesday	8,655	9.4 %
Wednesday	9,504	10.4 %
Thursday	33,922	37.0 %
Friday	18,846	20.6 %
Saturday	14,799	16.1 %
Sunday		
Total	91,647	100.0 %

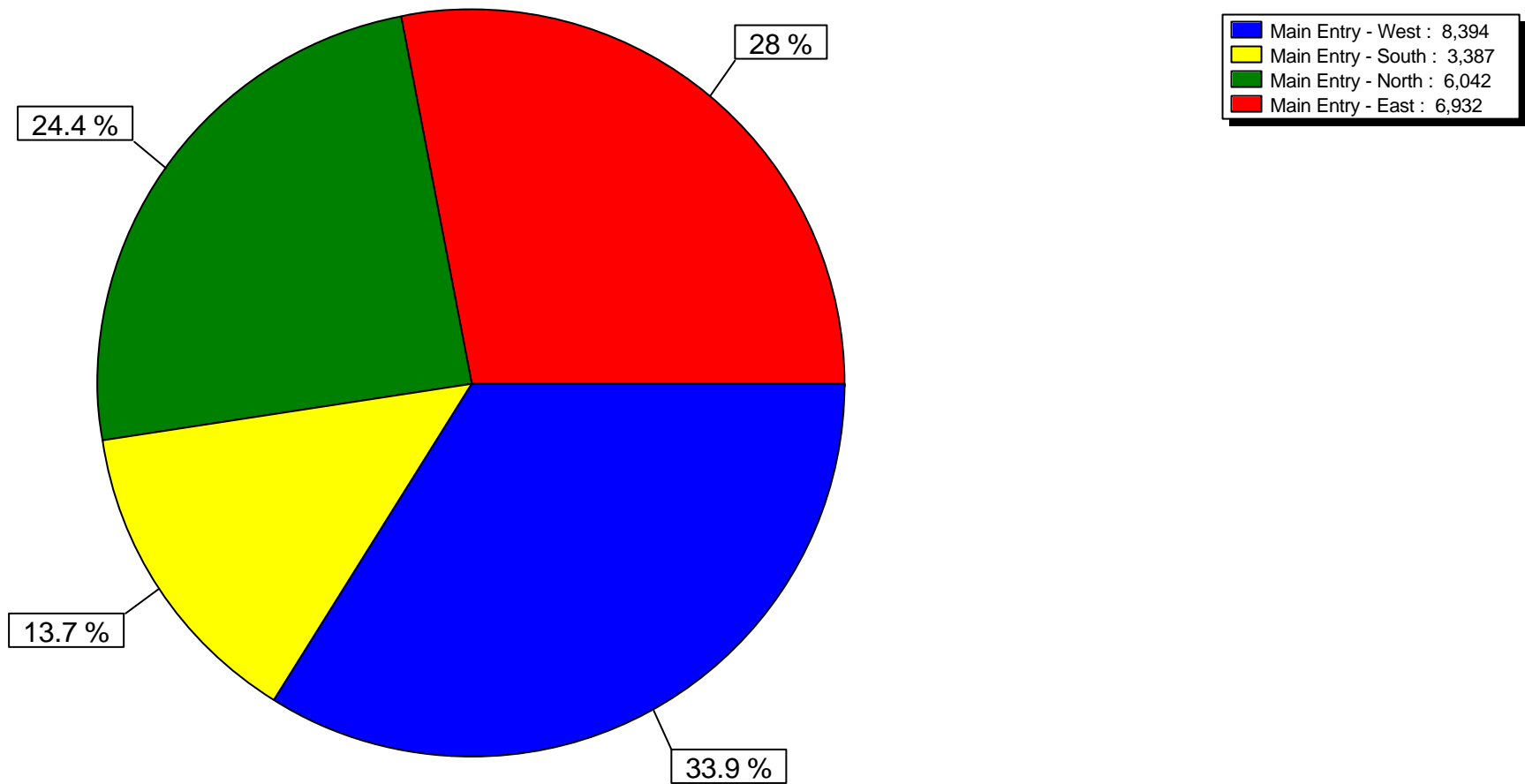
<<< End of Report >>>

DAILY PENETRATION CHART

ZXY EXAMPLE RETAIL CENTRE
TOTAL SHOPPING CENTRE

prepared by:
Beonic Pty Ltd

SATURDAY 30-NOV-2002



DAILY PENETRATION REPORT

ZXY EXAMPLE RETAIL CENTRE TOTAL SHOPPING CENTRE

prepared by:
Beonic Pty Ltd

SATURDAY 30-NOVEMBER-2002

Total Shopping Centre	Traffic This Year	% of Total Traffic	Traffic Last Year	Var %
Sensor Location				
Main Entry - East	6,932	28.0 %	6,575	+5.4%
Main Entry - North	6,042	24.4 %	5,337	+13.2%
Main Entry - South	3,387	13.7 %	3,514	-3.6%
Main Entry - West	8,394	33.9 %	7,327	+14.6%
Total Sensors	24,755	100.0 %	22,753	+8.8%
Group Total	12,378	100.0 %	11,376	+8.8%

<<< End of Report >>>

AVERAGE DAY REPORT

ZXY EXAMPLE RETAIL CENTRE TOTAL SHOPPING CENTRE

prepared by:
Beonic Pty Ltd

WEEK ENDING SUNDAY 24 NOVEMBER 2002 (1 WEEK AVERAGE)

Day	Average Traffic	% of Total
Monday	5,921	6.5 %
Tuesday	8,655	9.4 %
Wednesday	9,504	10.4 %
Thursday	33,922	37.0 %
Friday	18,846	20.6 %
Saturday	14,799	16.1 %
Sunday		
Total	91,647	100.0 %

<<< End of Report >>>

DAILY SALES CONVERSION REPORT

ZXY EXAMPLE RETAIL CENTRE

prepared by:

Beonic Pty Ltd

SATURDAY 30-NOVEMBER-2002

Department: Total	Sales	% Total	No of Transactions	% Total	Traffic	% Total	Average \$ Sale/Trans	Average \$ Sale/Customer	Conversion Rate %
12 am									
1 am									
2 am									
3 am									
4 am									
5 am									
6 am									
7 am	\$3,522	1.8%	40	1.4%	264	2.1%	\$88.05	\$13.34	15.2%
8 am	\$8,350	4.3%	120	4.3%	496	4.0%	\$69.58	\$16.83	24.2%
9 am	\$10,002	5.1%	143	5.1%	770	6.2%	\$69.94	\$12.99	18.6%
10 am	\$14,056	7.2%	266	9.5%	1,095	8.8%	\$52.84	\$12.84	24.3%
11 am	\$21,537	11.1%	279	9.9%	976	7.9%	\$77.19	\$22.07	28.6%
12 pm	\$23,440	12.0%	314	11.2%	1,558	12.6%	\$74.65	\$15.04	20.2%
1 pm	\$40,057	20.6%	453	16.1%	2,461	19.9%	\$88.43	\$16.28	18.4%
2 pm	\$24,190	12.4%	440	15.7%	1,777	14.4%	\$54.98	\$13.61	24.8%
3 pm	\$25,401	13.0%	394	14.0%	1,610	13.0%	\$64.47	\$15.78	24.5%
4 pm	\$18,941	9.7%	303	10.8%	1,122	9.1%	\$62.51	\$16.88	27.0%
5 pm	\$5,234	2.7%	58	2.1%	247	2.0%	\$90.24	\$21.19	23.5%
6 pm									
7 pm									
8 pm									
9 pm									
10 pm									
11 pm									
Total	\$194,730	100.0%	2,810	100.0%	12,376	100.0%	\$69.30	\$15.73	22.7%

<<< End of Report >>>

DAILY SALES REPORT

ZXY EXAMPLE RETAIL CENTRE

prepared by:

Beonic Pty Ltd

SATURDAY 30-NOVEMBER-2002

	Sales Today	Sales Last Week	Var %	Sales Last Year	Var %
Sales Locations:					
Coles	\$43,177	\$45,227	-4.5%	\$42,298	+2.1%
Electrical Goods	\$77,799	\$76,996	+1.0%	\$71,956	+8.1%
Female Fitness Centre	\$2,315	\$2,379	-2.7%	\$2,268	+2.1%
Health Foods	\$5,206	\$5,404	-3.7%	\$5,174	+0.6%
KFC	\$7,309	\$6,385	+14.5%	\$6,718	+8.8%
Lingerie Boutique	\$42,776	\$42,221	+1.3%	\$41,258	+3.7%
Outback Tours	\$7,370	\$7,370	0.0%	\$6,700	+10.0%
P&C Financial Services	\$8,778	\$8,517	+3.1%	\$7,625	+15.1%
Department Totals:					
Fashion	\$42,776	\$42,221	+1.3%	\$41,258	+3.7%
Food	\$12,515	\$11,789	+6.2%	\$11,892	+5.2%
Household	\$77,799	\$76,996	+1.0%	\$71,956	+8.1%
Majors	\$43,177	\$45,227	-4.5%	\$42,298	+2.1%
Services	\$18,463	\$18,266	+1.1%	\$16,593	+11.3%
Department Grand Total:					
Total	\$194,730	\$194,499	+0.1%	\$183,997	+5.8%
Comments Today Comments same day Last Week Comments same day Last Year					

<<< End of Report >>>

DAILY KEY PERFORMANCE INDICATOR REPORT

ZXY EXAMPLE RETAIL CENTRE

prepared by:

Beonic Pty Ltd

AS AT SATURDAY 30-NOVEMBER-2002

(REPORT FOR 1 DAY)

Department:	Sales	% Total	No of Transactions	% Total	Traffic	% Total	Conversion Rate %
Fashion	\$42,776	22.0%	514	18.3%	8,747	70.7%	5.9%
Food	\$12,515	6.4%	1,192	42.4%	2,928	23.7%	40.7%
Household	\$77,799	40.0%	374	13.3%	4,243	34.3%	8.8%
Majors	\$43,177	22.2%	468	16.7%	2,928	23.7%	16.0%
Services	\$18,463	9.5%	262	9.3%	8,061	65.1%	3.3%
Total	\$194,730	100.0%	2,810	100.0%	12,378	100.0%	22.7%

<<< End of Report >>>

DAILY SALES CONVERSION GRAPH

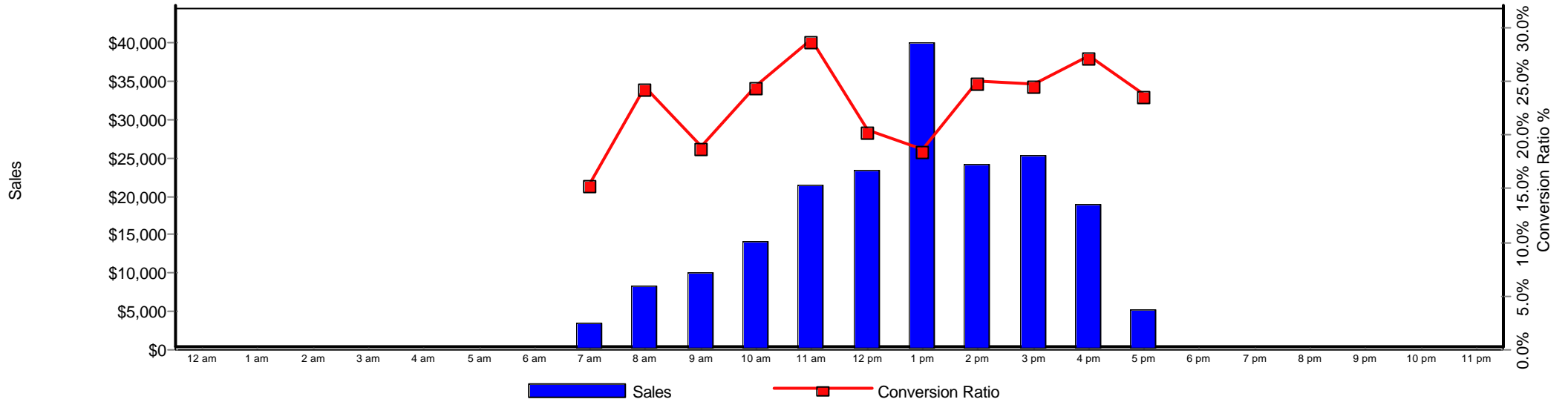
ZXY EXAMPLE RETAIL CENTRE

prepared by:

Beonic Pty Ltd

SATURDAY 30-NOVEMBER-2002

DEPARTMENT: TOTAL



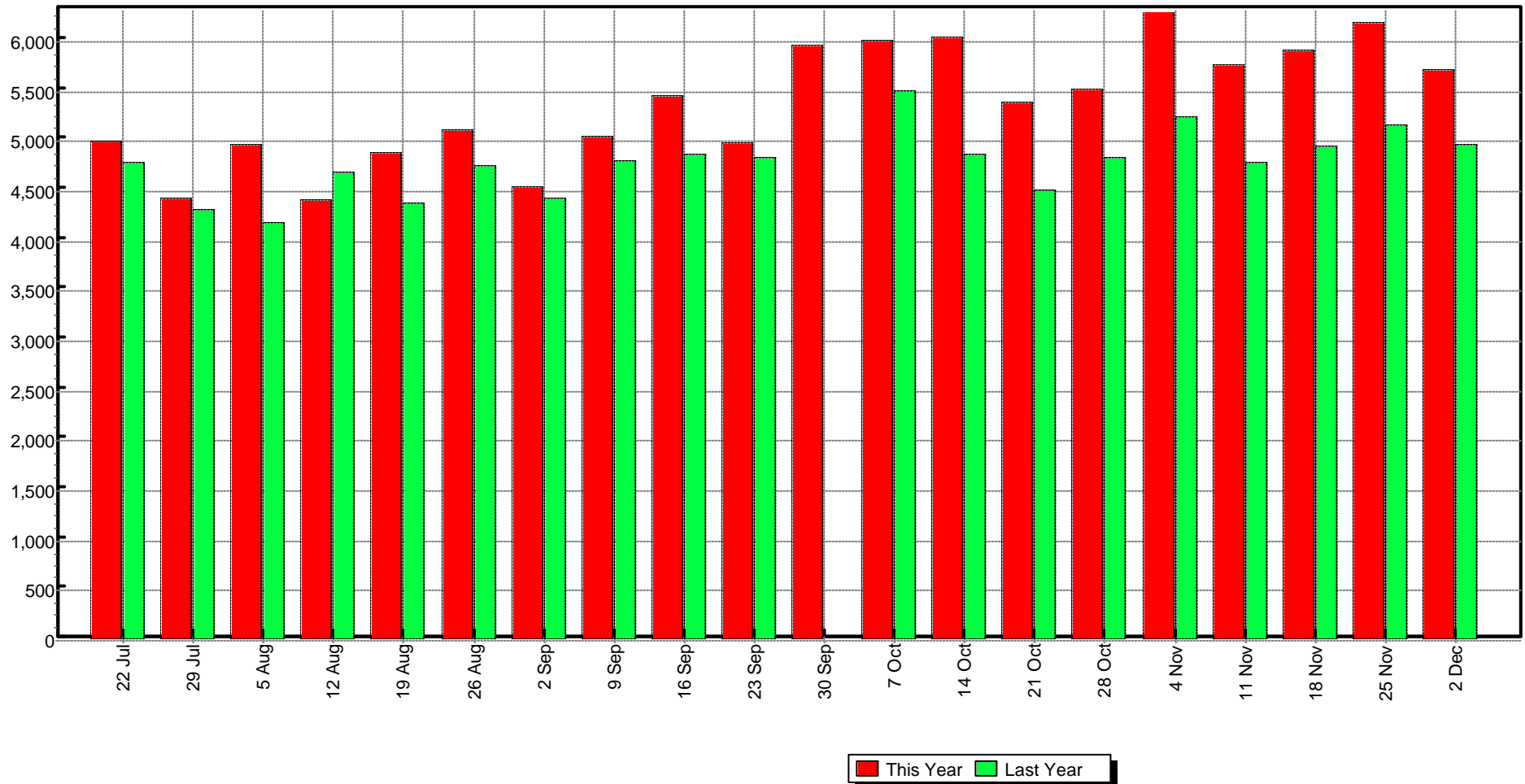
	12 am	1 am	2 am	3 am	4 am	5 am	6 am	7 am	8 am	9 am	10 am	11 am	12 pm	1 pm	2 pm	3 pm	4 pm	5 pm	6 pm	7 pm	8 pm	9 pm	10 pm	11 pm	Total
\$ Sales								\$3,522	\$8,350	\$10,002	\$14,056	\$21,537	\$23,440	\$40,057	\$24,190	\$25,401	\$18,941	\$5,234							\$194,730
Traffic								264	496	770	1,095	976	1,558	2,461	1,777	1,610	1,122	247							12,376
Transactions								40	120	143	266	279	314	453	440	394	303	58							2,810
Sales / Traffic								\$13.34	\$16.83	\$12.99	\$12.84	\$22.07	\$15.04	\$16.28	\$13.61	\$15.78	\$16.88	\$21.19							\$15.73
Conversion Rate								15.2%	24.2%	18.6%	24.3%	28.6%	20.2%	18.4%	24.8%	24.5%	27.0%	23.5%							22.7%

<<< End of Report >>>

DAILY TREND GRAPH

ZXY EXAMPLE RETAIL CENTRE TOTAL SHOPPING CENTRE

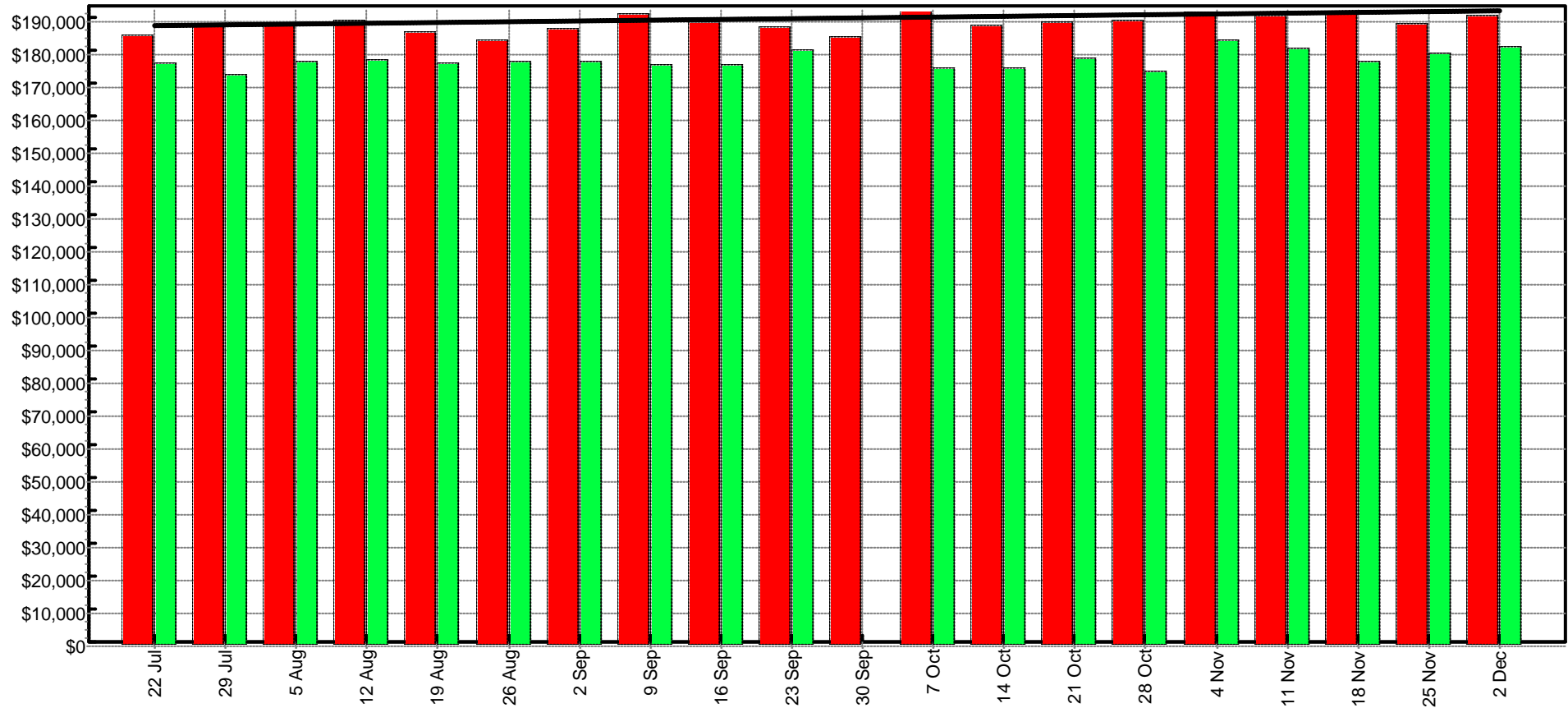
prepared by:
Beonic Pty Ltd
EVERY MONDAY



DAILY SALES TREND GRAPH

ZXY EXAMPLE RETAIL CENTRE TOTAL

prepared by:
Beonic Pty Ltd



$$\text{Sales Trend} = 187,568 + 230 \times \text{Number of Weeks}$$

■ This Year ■ LastYear — Trend

Correlation = 54.4%