

WEEKLY TRAFFIC REPORT

ZXY EXAMPLE RETAIL CENTRE

prepared by:
Beonic Pty Ltd

MONDAY 25-NOVEMBER-2002 TO SUNDAY 1-DECEMBER-2002

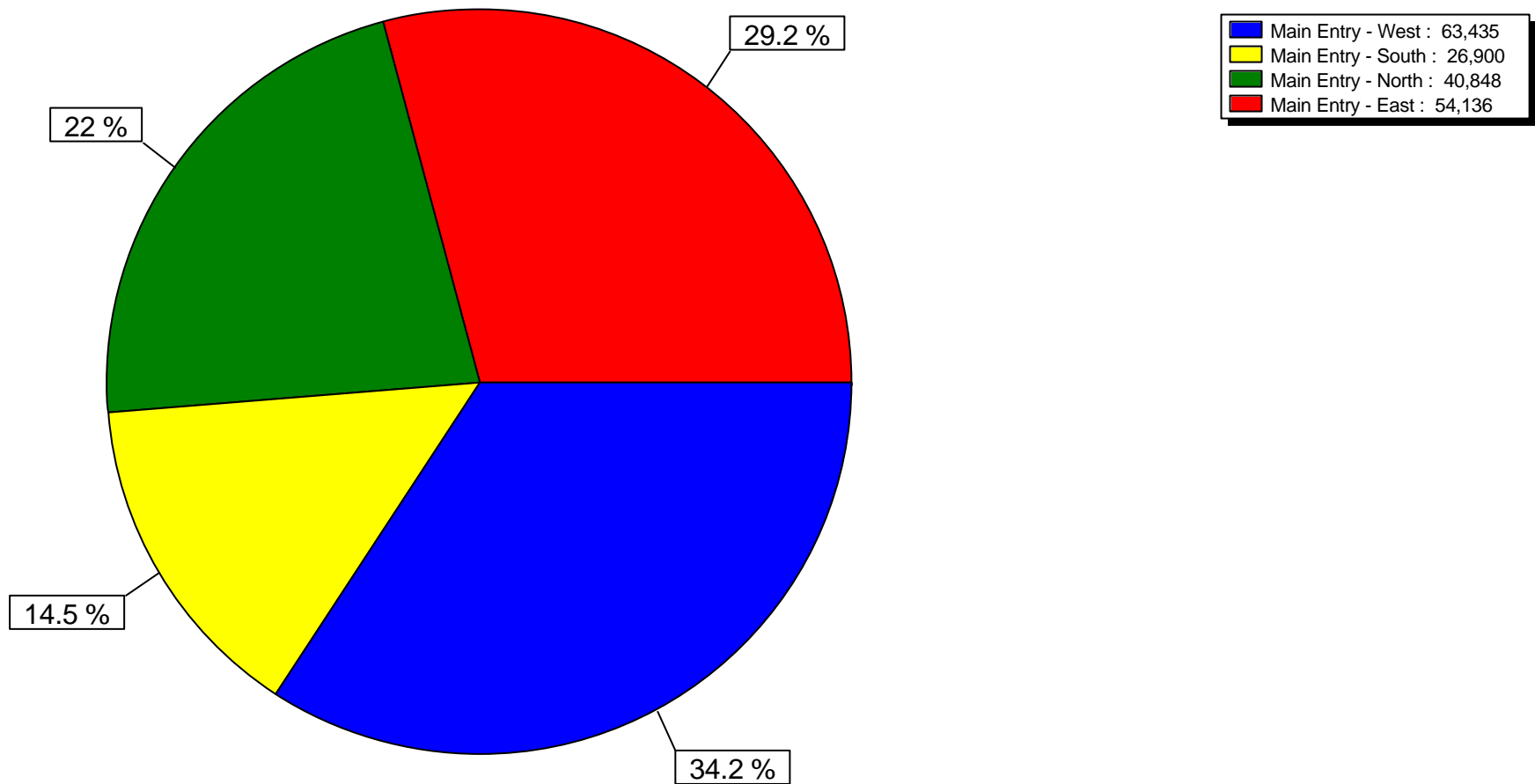
	Mon 25/11	Tues 26/11	Wed 27/11	Thurs 28/11	Fri 29/11	Sat 30/11	Sun 1/12	Weekly Total	Last Week Total % Var	Last Year Total % Var
Sensor Locations:										
Main Entry - East	3,998	4,697	5,876	19,346	13,231	6,932	56	54,136	51,367 +5.4%	47,648 +13.6%
Main Entry - North	2,598	4,118	4,219	14,368	9,452	6,042	51	40,848	41,606 -1.8%	37,969 +7.6%
Main Entry - South	1,778	2,290	3,033	10,109	6,271	3,387	32	26,900	26,275 +2.4%	24,467 +9.9%
Main Entry - West	4,007	5,684	7,304	22,537	15,427	8,394	82	63,435	64,049 -1.0%	56,432 +12.4%
Tenancy - Angus & Robertson	1,312	1,763	2,151	7,666	4,590	2,748	22	20,252	18,908 +7.1%	16,132 +25.5%
Tenancy - Coles	3,178	4,448	4,859	19,091	12,251	5,857	55	49,739	44,670 +11.3%	40,756 +22.0%
Tenancy - Target	2,086	3,359	3,725	11,899	9,270	4,243	38	34,620	34,654 -0.1%	30,412 +13.8%
Tenancy - Travel Agent	3,928	4,956	5,697	19,806	14,420	8,061	60	56,928	51,897 +9.7%	48,796 +16.7%
Tenancy - Wild Things	4,302	5,576	7,429	26,164	14,412	8,747	74	66,704	61,141 +9.1%	58,651 +13.7%
Sensor Group Totals:										
Tenancy - Angus & Robertson	656	882	1,076	3,833	2,295	1,374	11	10,126	9,454 +7.1%	8,066 +25.5%
Tenancy - Coles	1,589	2,224	2,430	9,546	6,126	2,928	28	24,870	22,335 +11.3%	20,378 +22.0%
Tenancy - Target	2,086	3,359	3,725	11,899	9,270	4,243	38	34,620	34,654 -0.1%	30,412 +13.8%
Tenancy - Travel Agent	3,928	4,956	5,697	19,806	14,420	8,061	60	56,928	51,897 +9.7%	48,796 +16.7%
Tenancy - Wild Things	4,302	5,576	7,429	26,164	14,412	8,747	74	66,704	61,141 +9.1%	58,651 +13.7%
Sensor Group Grand Total:										
Total Shopping Centre	6,190	8,394	10,216	33,180	22,190	12,378	110	92,660	91,648 +1.1%	83,258 +11.3%

WEEKLY PENETRATION CHART

ZXY EXAMPLE RETAIL CENTRE
TOTAL SHOPPING CENTRE

prepared by:
Beonic Pty Ltd

WEEK ENDING SUNDAY 1-DEC-2002



WEEKLY PENETRATION REPORT

ZXY EXAMPLE RETAIL CENTRE TOTAL SHOPPING CENTRE

prepared by:
Beonic Pty Ltd

WEEK ENDING SUNDAY 1-DECEMBER-2002

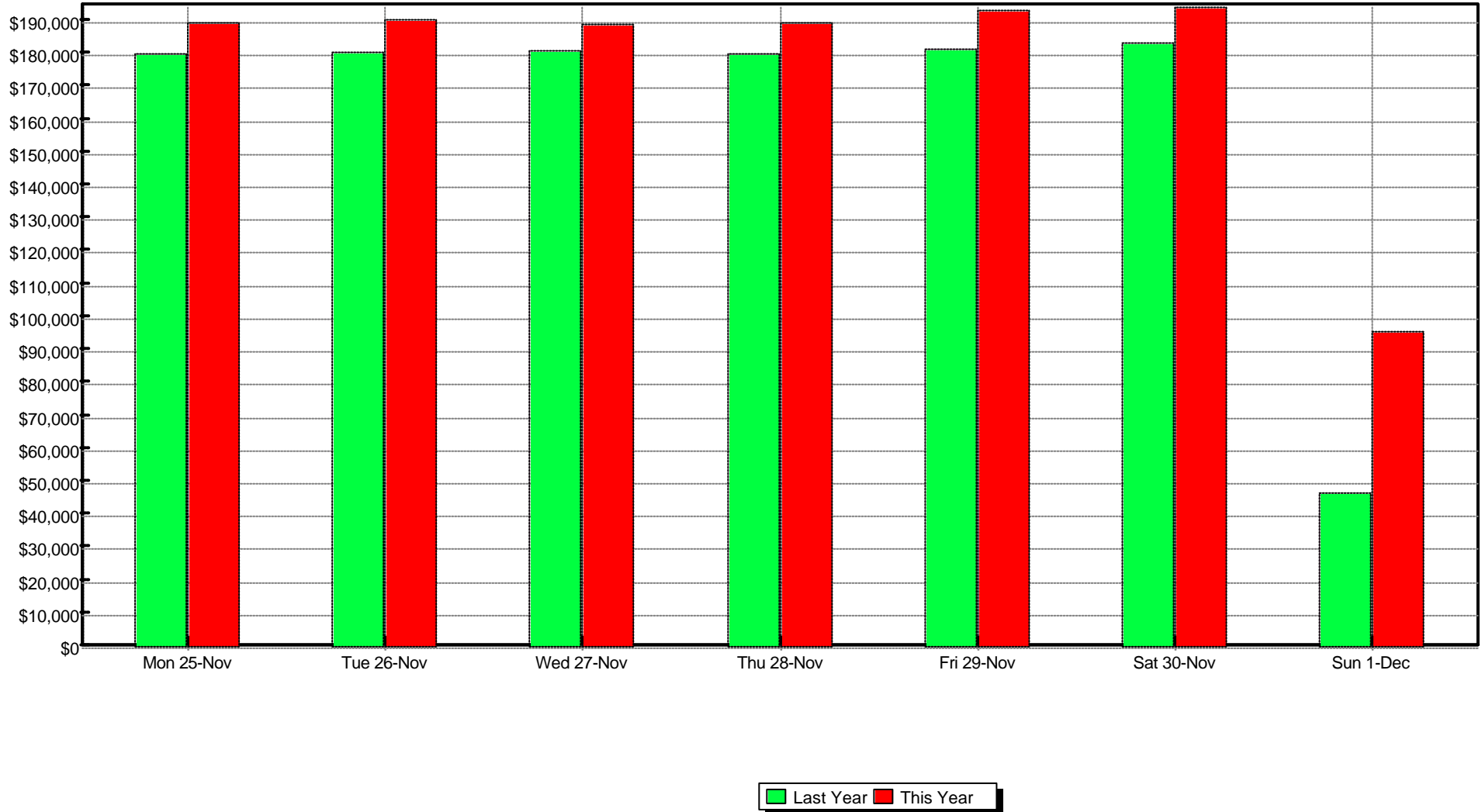
Total Shopping Centre	Traffic This Year	% of Total Traffic	Traffic Last Year	Var %
Sensor Location				
Main Entry - East	54,136	29.2 %	47,648	+13.6%
Main Entry - North	40,848	22.0 %	37,969	+7.6%
Main Entry - South	26,900	14.5 %	24,467	+9.9%
Main Entry - West	63,435	34.2 %	56,432	+12.4%
Total Sensors	185,319	100.0 %	166,516	+11.3%
Group Total	92,660	100.0 %	83,258	+11.3%

<<< End of Report >>>

WEEKLY SALES GRAPH

ZXY EXAMPLE RETAIL CENTRE
TOTAL

25-NOVEMBER-2002 to 1-DECEMBER-2002



WEEKLY SALES CONVERSION REPORT

ZXY EXAMPLE RETAIL CENTRE

prepared by:

Beonic Pty Ltd

SUNDAY 1-DECEMBER-2002

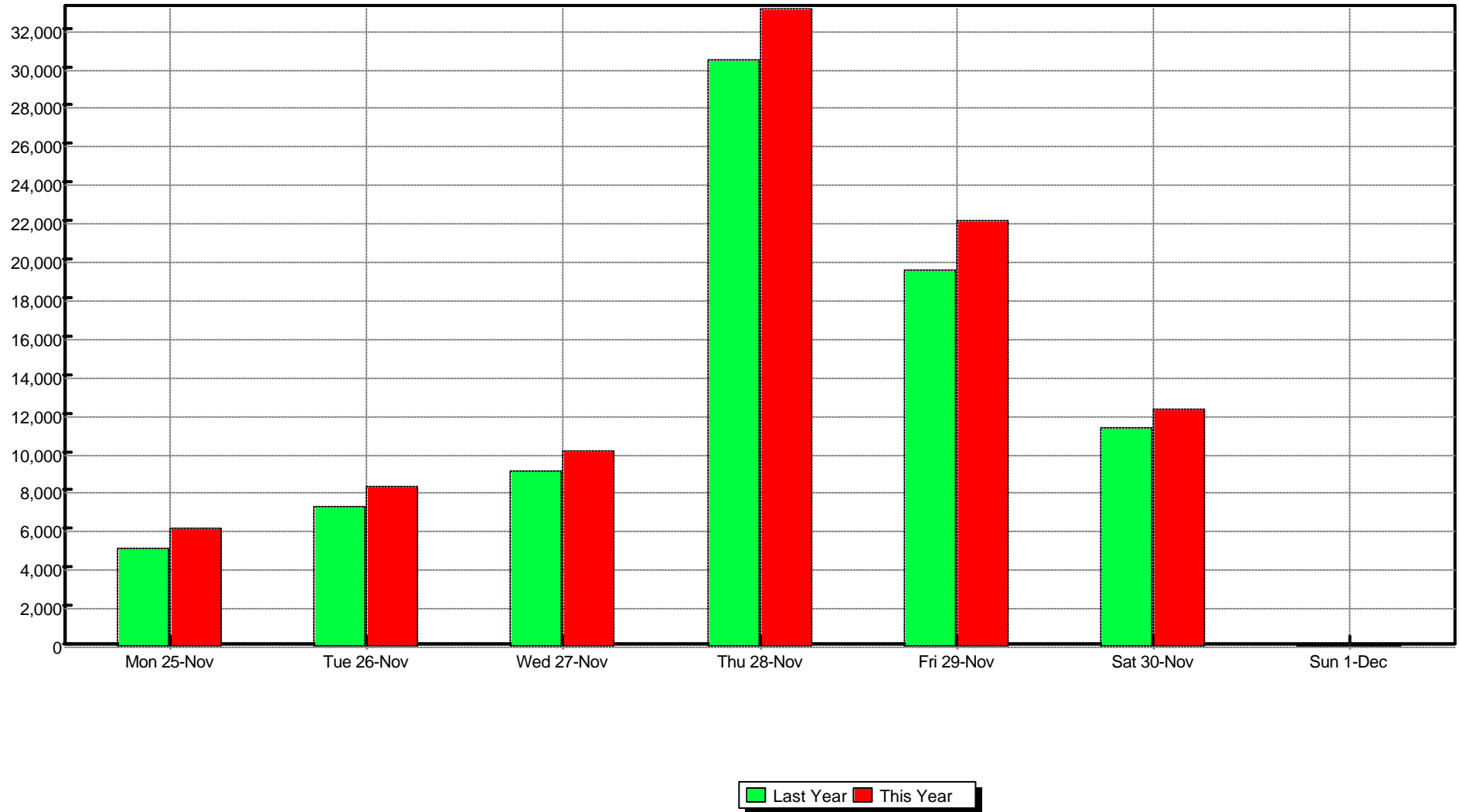
Department: Total	Sales	% Total	No of Transactions	% Total	Traffic	% Total	Average \$ Sale/Trans	Average \$ Sale/Customer	Conversion Rate %
Mon 25 Nov 2002	\$189,801	15.2%	2,724	15.1%	6,190	6.7%	\$69.68	\$30.66	44.0%
Tue 26 Nov 2002	\$191,002	15.3%	2,818	15.7%	8,394	9.1%	\$67.78	\$22.75	33.6%
Wed 27 Nov 2002	\$189,733	15.2%	2,792	15.5%	10,216	11.0%	\$67.96	\$18.57	27.3%
Thu 28 Nov 2002	\$190,218	15.3%	2,694	15.0%	33,180	35.8%	\$70.61	\$5.73	8.1%
Fri 29 Nov 2002	\$193,632	15.6%	2,801	15.6%	22,190	23.9%	\$69.13	\$8.73	12.6%
Sat 30 Nov 2002	\$194,730	15.6%	2,810	15.6%	12,378	13.4%	\$69.30	\$15.73	22.7%
Sun 1 Dec 2002	\$96,024	7.7%	1,353	7.5%	110	0.1%	\$70.97	\$872.95	1230.0%
Total	\$1,245,140	100.0%	17,992	100.0%	92,658	100.0%	\$69.21	\$13.44	19.4%

<<< End of Report >>>

WEEKLY TRAFFIC GRAPH

ZXY EXAMPLE RETAIL CENTRE
TOTAL SHOPPING CENTRE

25-NOVEMBER-2002 to 1-DECEMBER-2002



WEEKLY KEY PERFORMANCE INDICATOR REPORT

ZXY EXAMPLE RETAIL CENTRE

prepared by:

Beonic Pty Ltd

AS AT SUNDAY 1-DECEMBER-2002

(REPORT FOR 1 WEEK)

Department:	Sales	% Total	No of Transactions	% Total	Traffic	% Total	Conversion Rate %
Fashion	\$298,809	24.0%	3,557	19.8%	66,704	72.0%	5.3%
Food	\$78,125	6.3%	7,277	40.4%	24,870	26.8%	29.3%
Household	\$453,626	36.4%	2,108	11.7%	34,620	37.4%	6.1%
Majors	\$295,428	23.7%	3,255	18.1%	24,870	26.8%	13.1%
Services	\$119,152	9.6%	1,795	10.0%	56,928	61.4%	3.2%
Total	\$1,245,140	100.0%	17,992	100.0%	92,660	100.0%	19.4%

<<< End of Report >>>

WEEKLY SALES CONVERSION GRAPH

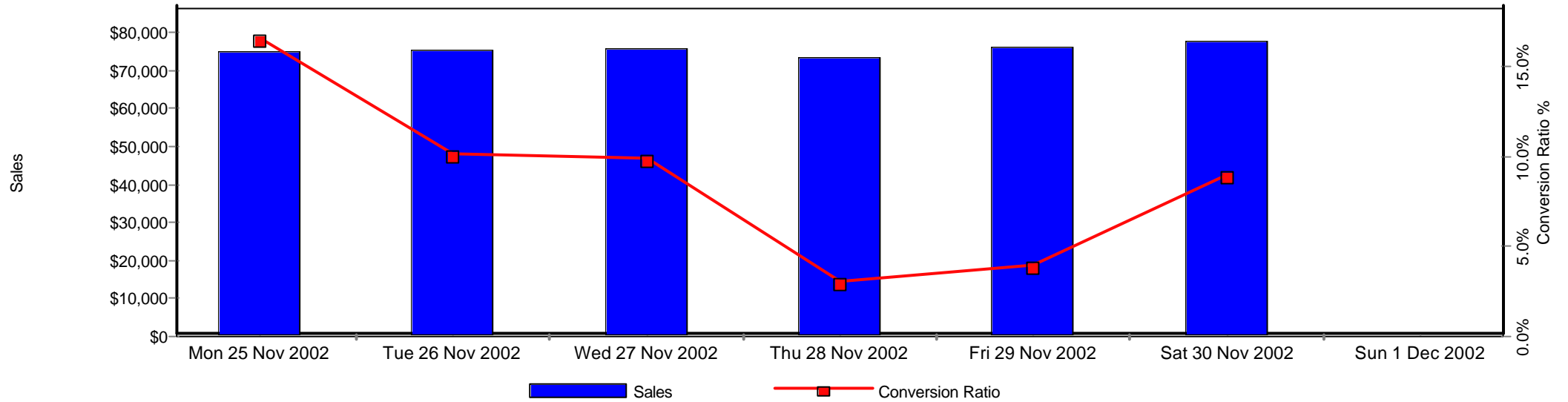
ZXY EXAMPLE RETAIL CENTRE

prepared by:

Beonic Pty Ltd

SUNDAY 1-DECEMBER-2002

DEPARTMENT: HOUSEHOLD



	Mon 25 Nov 2002	Tue 26 Nov 2002	Wed 27 Nov 2002	Thu 28 Nov 2002	Fri 29 Nov 2002	Sat 30 Nov 2002	Sun 1 Dec 2002	Total
\$ Sales	\$75,044	\$75,296	\$75,893	\$73,544	\$76,050	\$77,799		\$453,626
Traffic	2,086	3,359	3,725	11,899	9,270	4,243	38	34,620
Transactions	342	335	361	347	349	374		2,108
Sales / Traffic	\$35.98	\$22.42	\$20.37	\$6.18	\$8.20	\$18.34		\$13.10
Conversion Rate	16.4%	10.0%	9.7%	2.9%	3.8%	8.8%		6.1%

WEEKLY SALES REPORT

ZXY EXAMPLE RETAIL CENTRE

prepared by:

Beonic Pty Ltd

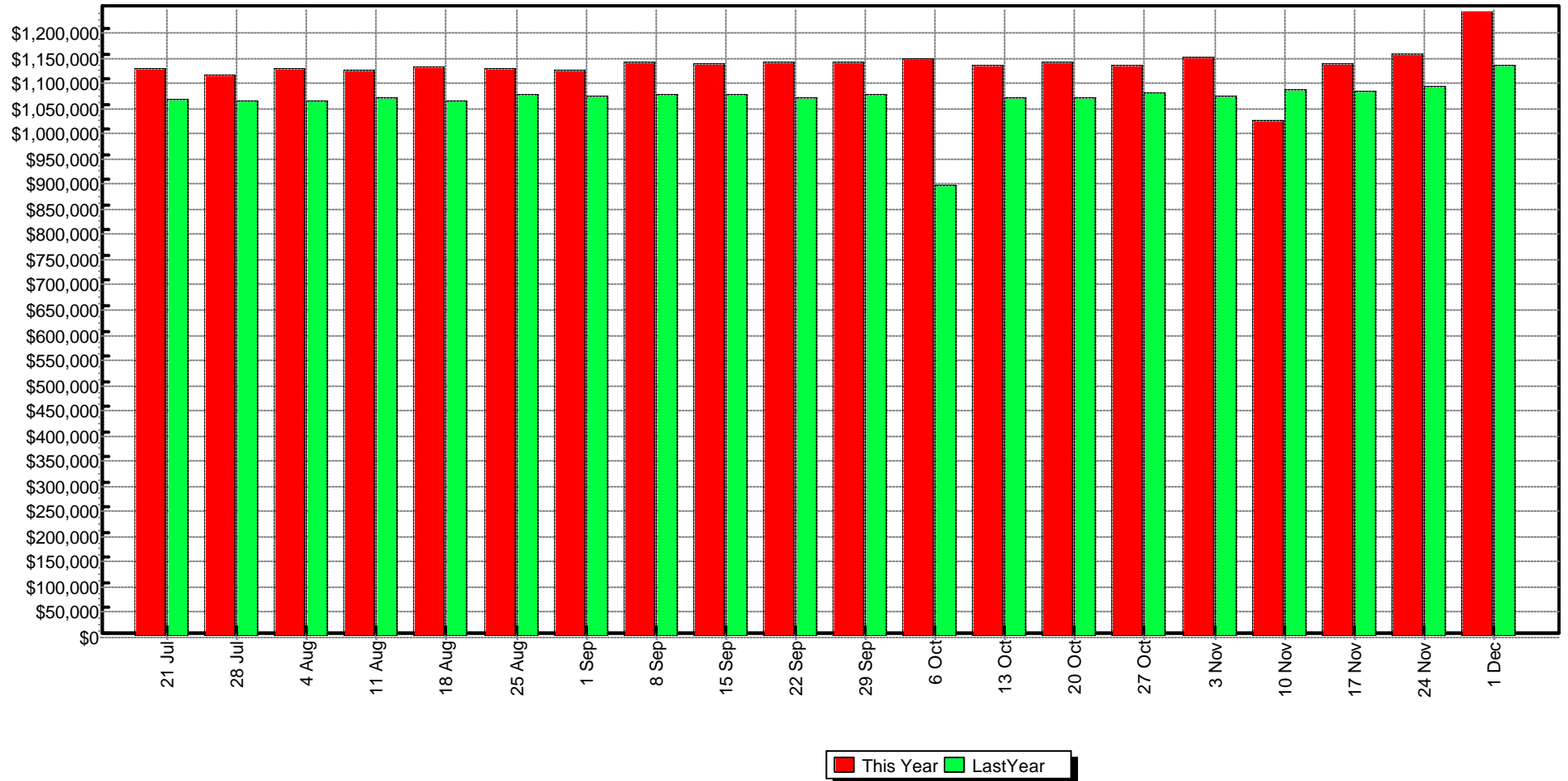
MONDAY 25-NOVEMBER-2002 TO SUNDAY 1-DECEMBER-2002

	Mon 25/11	Tues 26/11	Wed 27/11	Thurs 28/11	Fri 29/11	Sat 30/11	Sun 1/12	Weekly Total	Last Week Total	% Var	Last Year Total	% Var
Sales Locations:												
Coles	42,304	40,823	41,730	43,045	43,769	43,177	40,580	295,428	261,371	+13.0%	242,582	+21.8%
Electrical Goods	75,044	75,296	75,893	73,544	76,050	77,799		453,626	456,588	-0.6%	427,631	+6.1%
Female Fitness Centre	2,251	2,280	2,372	2,336	2,284	2,315	2,405	16,243	13,871	+17.1%	15,361	+5.7%
Health Foods	5,236	5,151	5,076	5,001	5,474	5,206	5,452	36,596	31,112	+17.6%	29,498	+24.1%
KFC	6,688	7,006	6,907	6,857	6,762	7,309		41,529	39,805	+4.3%	39,251	+5.8%
Lingerie Boutique	42,789	43,876	41,566	42,202	43,373	42,776	42,227	298,809	257,932	+15.8%	282,515	+5.8%
Outback Tours	7,370	8,040	8,040	8,710	7,370	7,370	5,360	52,260	47,570	+9.9%	52,930	-1.3%
P&C Financial Services	8,119	8,530	8,149	8,523	8,550	8,778		50,649	49,807	+1.7%	46,889	+8.0%
Department Totals:												
Fashion	42,789	43,876	41,566	42,202	43,373	42,776	42,227	298,809	257,932	+15.8%	282,515	+5.8%
Food	11,924	12,157	11,983	11,858	12,236	12,515	5,452	78,125	70,917	+10.2%	68,749	+13.6%
Household	75,044	75,296	75,893	73,544	76,050	77,799		453,626	456,588	-0.6%	427,631	+6.1%
Majors	42,304	40,823	41,730	43,045	43,769	43,177	40,580	295,428	261,371	+13.0%	242,582	+21.8%
Services	17,740	18,850	18,561	19,569	18,204	18,463	7,765	119,152	111,248	+7.1%	115,180	+3.4%
Department Grand Total:												
Total	189,801	191,002	189,733	190,218	193,632	194,730	96,024	1,245,140	1,158,056	+7.5%	1,136,657	+9.5%

WEEKLY SALES TREND GRAPH

ZXY EXAMPLE RETAIL CENTRE TOTAL

prepared by:
Beonic Pty Ltd



WEEKLY TREND GRAPH

ZXY EXAMPLE RETAIL CENTRE TOTAL SHOPPING CENTRE

prepared by:
Beonic Pty Ltd

