

XXX Co - OUTLET CENSUS 2008

A : GENERAL INFORMATION						
TRAINEE'S NAME						
DATE VISITED						
OUTLET NAME						
CONTACT NAME						
CONTACT PHONE NUMBER						
STREET ADDRESS						
SUBURB / TOWN						
DISTRICT / REGION						
GPS - OUTLET LONGITUDE						
GPS - OUTLET LATITUDE						
B : CURRENT SERVICE MODEL						
PRIMARY SOURCE OF SUPPLY						
RETURN KM FROM PRIMARY SOURCE OF SUPPLY						
SECONDARY SOURCE OF SUPPLY						
RETURN KM FROM SECONDARY SOURCE OF SUPPLY						
HOW DOES OUTLET GET XXX Co PRODUCTS?						
HOW OFTEN DOES OUTLET GET XXX Co PRODUCTS?						
HOW MANY CASES DO THEY GET ON EACH ORDER?						
WHAT IS THE MINIMUM THAT THEY NEED TO ORDER?						
HOW DOES THE OUTLET PAY FOR XXX Co STOCK		Cash		Credit		Both
DOES OUTLET GET A DISCOUNT FOR CASH						
HOW OFTEN DOES XXX Co SALES REP VISIT (PER MONTH)?						
HOW LONG DOES REP SPEND IN OUTLET (MINUTES)?						
C : CLASSIFICATION AND INFRASTRUCTURE						
ON PREMISE OR OFF PREMISE		On Premise		Off Premise		
NUMBER OF SEATS						
HEADCOUNT OF OUTLET STAFF						
NUMBER OF FRIDGES WITH # OF DOORS - BEER 1		1 Door		2 Door		3 Door
NUMBER OF FRIDGES WITH # OF DOORS - BEER 2		1 Door		2 Door		3 Door
NUMBER OF FRIDGES WITH # OF DOORS - BEER 3		1 Door		2 Door		3 Door
NUMBER OF FRIDGES WITH # OF DOORS - BEER 4		1 Door		2 Door		3 Door
NUMBER OF FRIDGES WITH # OF DOORS - CSD / WATER		1 Door		2 Door		3 Door
NUMBER OF FRIDGES WITH # OF DOORS - OTHER		1 Door		2 Door		3 Door
XXX Co FRIDGE BRANDING						
OUTLET BRANDING		Inside		Outside		
D : SALES DETAILS						
AVERAGE XXX Co WEEKLY SALES (CASES)						
MARKET SHARES		XXX Co		Comp1		Comp2

E : XXX Co PRODUCTS AND PRICES	PURCHASE PRICE / CASE	SELLING PRICE / UNIT
Product1		
Product2		
Product3		
Product4		
Product5		
Product6		
Product7		
Product8		
Product9		
Product10		
Product11		
Product12		
Product13		
Product14		
Product15		
Product16		
Product17		
Product18		
Product19		
Product20		
Product21		
Product22		
Product23		
Product24		
Product25		
Product26		
F : COMPETITOR PRODUCTS & PRICES	PURCHASE PRICE / CASE	SELLING PRICE / UNIT
Product 1		
Product 2		
Product 3		
Product 4		
Product 5		
Product 6		
Product 7		
Product 8		
Product 9		
HOW DOES OUTLET GET Comp1		
HOW DOES OUTLET GET Comp2		

XXX Co PRODUCTS

COMPETITOR PRODUCTS

