



Competitive Position Report (CPR)

The Competitive Position Report is further scrutinising of the market place with the aim of seeing the real picture of where you stand. This is a competitive outlook providing market information by state, manufacturer, equipment and class. It also drills further into each class by providing individual model information all bundled into an excel format for easy manipulation. This report is the perfect tool for understanding your company and product position.

Example:

Sales by ERG class (ECN) and Model Number											
	ECN			BL1		BL2		BL3		BL4	
Manufacturer	Total Sales & Market Share			< 3 metres		3-4 metres		4.1-5 metres		> 5 metres	
	TM	15	34.0	0	0.0	0	0.0	16	48.5	0	0.0
COMPANY	YTD07	35	37.2	1	100.0	3	100.0	73	54.5	0	0.0
	YTD06	37	33.3	1	100.0	2	100.0	49	62.0	0	0.0
	R12	184	31.3	3	100.0	5	100.0	176	54.7	0	0.0
	TM	12	25.5	0	0.0	0	0.0	10	30.3	2	14.3
COMPANY	YTD07	20	23.7	0	0.0	0	0.0	38	28.4	11	15.9
	YTD06	32	23.1	0	0.0	0	0.0	16	20.3	20	27.0
	R12	140	23.8	0	0.0	0	0.0	100	31.1	40	15.5
	TM	5	10.6	0	0.0	0	0.0	1	3.0	4	28.6
COMPANY	YTD07	26	12.6	0	0.0	0	0.0	3	2.2	23	33.3
	YTD06	24	15.4	0	0.0	0	0.0	0	0.0	24	32.4
	R12	100	17.0	0	0.0	0	0.0	5	1.6	95	36.8
	TM	6	12.8	0	0.0	0	0.0	6	18.2	0	0.0
COMPANY	YTD07	35	9.7	0	0.0	0	0.0	20	14.9	0	0.0
	YTD06	14	9.0	0	0.0	0	0.0	14	17.7	0	0.0
	R12	41	7.0	0	0.0	0	0.0	41	12.7	0	0.0
TOTAL	TM	47	100.0	0	0.0	0	0.0	33	70.2	14	29.8
TOTAL	YTD07	207	100.0	1	0.5	3	1.4	134	64.7	69	33.3
TOTAL	YTD06	156	100.0	1	0.6	2	1.3	79	50.6	74	47.4
TOTAL	R12	588	100.0	3	0.5	5	0.9	322	54.8	258	43.9
Proprietary Sales	TM	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
/Direct Rentals	YTD06	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
	YTD05	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
	R12	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0