



Flash Report

The Flash Report gives you a total market picture, by state, by manufacturer and by equipment. This is an opportunity to have a quick glance of the current marketplace as you plan your marketing activities. It determines market size and share, all in an easy to use excel format. It allows you to find out what items are being sold and who you are up against in the competitive environment.

Example:

MANUFACTURER	PRODUCT 1			PRODUCT 2			PRODUCT 3			PRODUCT 4			PRODUCT 5		
	TM	YTD	% YTD	TM	YTD	% YTD	TM	YTD	% YTD	TM	YTD	% YTD	TM	YTD	% YTD
		2006	Market		2006	Market		2006	Market		2006	Market		2006	Market
			Share			Share			Share			Share			Share
COMPANY	16	16	5.9				16	16	11.5						
COMPANY	11	11	4				6	6	4.3	5	5	3.7	2	2	2.7
COMPANY	36	36	13.2				16	16	11.5	20	20	14.9	18	18	24.7
COMPANY	6	6	2.2	1	1	100	1	1	0.7	5	5	3.7	4	4	5.5
COMPANY	26	26	9.5				2	2	1.4	24	24	17.9			
COMPANY	7	7	2.6				2	2	1.4	5	5	3.7	1	1	1.4
COMPANY													3	3	4.1
COMPANY													2	2	2.7
COMPANY	31	31	11.4				16	16	11.5	15	15	11.2			
COMPANY	44	44	16.1				7	7	5	37	37	27.6	22	22	30.1
COMPANY	44	44	16.1				44	44	31.7				2	2	2.7
COMPANY	1	1	0.4							1	1	0.7	1	1	1.4
COMPANY	5	5	1.8				5	5	3.6						
COMPANY	13	13	4.8							13	13	9.7			
COMPANY	5	5	1.8							5	5	3.7	18	18	24.7
COMPANY	28	28	10.3				24	24	17.3	4	4	3			
Totals	273	273	100	1	1	100	139	139	100	134	134	100	73	73	100