



Postcode Zone Report (PZR)

The Postcode Zone Report gives you in depth analysis by providing the information needed to keep track. This report is uniquely personalised and is underpinned by your own personal sales or dealer zone information. This gives you the opportunity to see the market in relation to your real sales efforts, what areas are performing and what areas are not.

Example:

Manufacturer	ECN			DT1		DT2		DT3		DT4		DT5		DT6		DT7		DT8		DT9		DT10	
	Total Sales & Market Share			< 20t		20-23t		24-30t		31-40t		41-50t		51-60t		61-70t		71-85t		86-100t		101-120t	
	TM	4	26.7	0	0.0	0	0.0	1	25.0	1	16.7	2	66.7	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
COMPANY	YTD07	46	26.7	0	0.0	7	20.6	9	20.9	17	23.0	13	61.9	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
	YTD06	32	30.5	0	0.0	6	15.8	6	23.1	16	48.5	4	50.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
	R12	55	26.2	0	0.0	10	21.3	13	23.2	19	22.1	13	61.9	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
	TM	3	20.0	0	0.0	1	50.0	0	0.0	2	33.3	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
COMPANY	YTD07	46	26.7	0	0.0	20	58.8	10	23.3	16	21.6	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
	YTD06	27	25.7	0	0.0	14	36.8	10	38.5	3	9.1	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
	R12	63	30.0	0	0.0	27	57.4	15	26.8	21	24.4	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
	TM	3	20.0	0	0.0	0	0.0	3	75.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
COMPANY	YTD07	19	11.0	0	0.0	0	0.0	8	18.6	11	14.9	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
	YTD06	3	2.9	0	0.0	0	0.0	2	7.7	1	3.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
	R12	19	9.0	0	0.0	0	0.0	8	14.3	11	12.8	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
TOTAL	TM	15	100.0	0	0.0	2	13.3	4	26.7	6	40.0	3	20.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
TOTAL	YTD07	172	100.0	0	0.0	34	19.8	43	25.0	74	43.0	21	12.2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
TOTAL	YTD06	105	100.0	0	0.0	38	36.2	26	24.8	33	31.4	8	7.6	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
TOTAL	R12	210	100.0	0	0.0	47	22.4	56	26.7	86	41.0	21	10.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Proprietary Sales	TM	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	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	0	0.0	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	0	0.0	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	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0