DEVELOPING A FRAMEWORK FOR CUSTOMER METRICS FOR AN ICT COMPANY IN SOUTH AFRICA

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ABSTRACT

The research seeks to address the decades old debate of why companies should continue investments into marketing and what returns these investments have achieved. Globally the role of marketing has been accepted to be that of primarily building value for the company – i.e. building the brand and customer value. In building the value for the company, the critical component is customer value. Marketing metrics are an essentially rational process by which marketing managers can learn to improve performance. Metrics have been developed by a few academics and professionals in the field, but implementation has not been carried out in many companies, both locally and globally.

The objective of this research is to establish applicable metrics that can be used to develop a framework that could be used by the focal company in evaluating the effectiveness of marketing investments. The research is based on an evaluation of published work by other academics, publications by leading industry experts on efforts to try and prove or provide a means of evaluating the effectiveness of marketing investments. The key findings were three sets of customer metrics i.e. value equity, brand equity and relationship equity relevant to the focal company to develop a framework that can be used by ICT companies to measure the effectiveness of marketing investments.

DECLARATION

I, Mamatshana Maria Mashale declare that this research report is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of Business Administration in the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.

Signed at …………………………………………………

On the …………………………….. day of ………………………… 2009

DEDICATION

I wish to express my sincere thanks to:

- Prof. Geoff Bick, my supervisor, for his time, encouragement, direction, not giving up on me and for being able to benefit from his vast experience and unique spirit
- my younger twin sisters Refilwe and Lesedi by negative encouragement through always making me feel guilty for not finishing what I had started and a reminder of what an example I was setting for them

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CHAPTER 1: INTRODUCTION

1.1 Purpose of the study

The purpose of this research is to address the decades old debate of why companies should continue investments into marketing and what returns these investments have achieved. “Practitioners and academics have shown increasing interest in the assessment of marketing performance" Ambler *et al* (2004 : 475).

Globally the role of marketing has been accepted to be that of primarily building value for the company – i.e. building the brand and customer value. In building the value for the company, the critical component is customer value. This is supported by Gupta and Lehmann (2003) wherein they argue that customers are intangible assets of a firm that should be valued and managed. They further argue that prior focus which has been on customer relationship management and customer life time value has failed to provide the missing link between customer and firm value.

Kumar, Ramani and Bohling (2004) argue the fact that due to the difference in customer value to the firm, different marketing programs need a framework to evaluate how much should be spent on one customer compared to another.

However, the expenditure associated with marketing cannot be directly attributed to bottom line in a manner which satisfies Chief Financial Officers to the extent of reflecting ROMI (Return on Marketing Investments) in the financial statements.

1.2 Context of the study

1.2.1 *The South African ICT Industry*

The SA ICT market can be broadly categorised into three major industries i.e. Telecommunications, Information Technology (IT) and Broadcasting. The IT industry can be further categorised into three major segments i.e. hardware, packaged software and services. The focal company is primarily classified as an IT company but also providing telecommunication services i.e. only data, as its license does not allow it to carry voice on its network.

The IT market is defined broadly to include all primary sources of revenues earned by local hardware, software and services vendors.

These include:

- Computer hardware market
- Packaged software market
- IT services market

The industry is dominated by no more than 10 large players i.e. revenues more than R1Billion, which the focal company at the time of the report was ranked 4th in the market together with medium players and a plethora of smaller niche players. The large players would compete in almost all segments whilst the niche and smaller players operate in no more than 5 segments of the market.

The total ICT market expenditure was R58b in the 2007/8 fiscal with government accounting for only R12b, hence the need to know where to focus marketing expenditure.

1.2.2 *Why Measure?*

Jaworski (1988) in Ambler, Kokkinaki and Puntoni (2004) states that monitoring performance provides one with informational means to help planned marketing activities produce desired results. They further state that marketing metrics are an essentially rational process by which marketing managers can learn to improve performance by altering the utility levels associated with marketing control variables.

Jooste *et al* (2009) add that marketers cannot expect increasing budgets to spend on marketing programmes but they need to constantly search for innovative ways of reaching customers, providing value to these customers and to the organisation as well as providing hard measures of the results of these activities.

Patterson (2007) also indicates that according to the CMO Council's the Marketing Outlook 2007 Study, chief marketers face intense pressure from bottom-line focused

CEO'S and demanding corporate boards to improve the relevance, accountability and performance of their organisations'. Measuring of return on marketing investments has been driven as a measure to make sure that marketers take accountability of their function. The American Marketing Association in Patterson (2007) defines marketing accountability as "the responsibility for the systematic management of marketing resources and processes to achieve measurable gains in return on marketing investment and increased marketing efficiency"(Patterson, 2007 : 217). She further adds that 'by aligning measurement and metrics with business outcomes, tracking and reporting progress, and ensuring the organisation is both competent and proficient in the use of different measurement techniques, marketing can better defend its rightful place at the executive table and its ability to influence the organisation's strategic direction' (Patterson, 2007 : 217)..

Metrics have been developed by a few academics and professionals in the field, but implementation has not been carried out in many companies, both locally and globally. Traditional accounting has focused on measuring the tangible assets and the resulting data presented in annual reports, 10 K's etc. used in company valuations, Amir and Lev (1996) however intangible assets such as brand, customer and employee equity are critical and often dominant determinants of value (Gupta, Lehmann & Stuart, 2004 : 7).

In addition, Gupta and Lehman (2003) report that the interest in intangibles arose from the recognition that market value of the largest 500 corporations in the United States is almost six times the book value (the net value of physical and financial assets as stated on the balance sheet).

This is further supported by Clark (1999) in Ambler *et al* (2004) where he showed how traditional accounting measures (profit, sales, cash flow) actually expanded to include non-accounting (market share, quality, customer satisfaction, loyalty, brand equity) measures as well as a wider range of considerations including market audit, implementation and orientation.

In support of Gupta *et al* (2004) theory were Bauer & Hammerschmidt (2005) in arguing that long term value of customers is a more stable and relevant metric of firm value than pure financial metrics like market capitalisation or price earnings ratio as these are difficult to use when a company has negative earnings as is typical when companies are in the early start-up periods.

There are mainly two schools of thoughts on how customer value can be measured i.e.:

1. the school that focuses on company internal measures. Gupta *et al,* Bauer *et al*
2. the school which focuses on company external measures.

Hayman, Schultz & Walters (1999)

Many academics have expanded from the above two but essentially one can still get back to the same grouping in terms of schools of thought. These include studies like that performed by Patterson (2007) as part of the VisionEdge Marketing group which developed the Metrics Continuum. This continuum ranges from activity based metrics, operational metrics, outcome based metrics, leading indicators metrics and end with predictive metrics. Additional grouping of metrics has also been performed locally through work by Jooste *et al* (2009) where they expand on the two schools by grouping them into financial metrics, marketing metrics, customer metrics.

Based on examples of work done by academics and practitioners like Hanssens *et al* (2008) on customer equity and measurements, companies like Wachovia ended up with a cultural change whereby they could:

1. focus on customers, but in a way that is profitable in the long term
2. adopt a broad perspective on marketing, well beyond the typical domain of media spending
3. invest in retaining customers
4. develop benchmarks for marketing impact, and spend only on effective channels
5. isolate marketing's impact from that of other performance factors
6. develop and compare reasonable alternative allocations for the next planning year

The research is based on an evaluation of published work by other academics, publications by leading industry experts on efforts to try and prove or provide a means of evaluating the effectiveness of marketing investments. It is also based on the authors conceptual work primarily with Bombay.com and its data where the metrics to be discussed in the paper would be applied and the framework to be developed and implemented at Bombay.com.

1.3 Problem statement

1.3.1 *Main problem*

The purpose of the research is to establish applicable marketing metrics which can be used to develop a framework for organisations to focus on customer oriented measures when evaluating marketing investments.

1.3.2 *Sub-problems*

<u>The first sub-problem</u> is to determine which metrics can be included for testing in the focal organization.

<u>The second sub-problem</u> is to determine what appropriate framework to evaluate the effectiveness of marketing investments that can be developed and applied at the focal company.

1.4 Significance of the study

The study fills a gap in that continues in organisations where the proper metrics are not used in measuring marketing investments and neither do the practitioners know how to prove the returns due to lack of frameworks or models.

The study provides guidance to the Executive Management in approval of investments for future expenditure on customers whilst it also assists Marketing and Sales in determining which customers must they spend money on and how they can measure returns on this expenditure to justify continued or cessation of expenditure. …

1.5 Delimitations of the study

Due to the objectives of developing a framework to be used by companies in evaluating marketing investments, the research did not investigate the linked areas which could be areas for further research i.e.

1. sensitivity analysis for future projections between the different metrics adopted
2. sensitivity analysis linked to the drivers for equity.

1.5.1 *Limitations*

The research data that used is from one company i.e. Bombay.com. The data enabled the framework to be tested within the ICT industry. The applicability of the model to other industries has not been tested.

1.6 Definition of terms

ROMI - Return on Marketing Investments

ROBI – Return on Brand Investments

CLCV – Customer Life Cycle Value

CLV – Customer Lifetime Value

ROCI - Return on Customer Investments

ACSI - American Customer Satisfaction Index

ROX - Return on X = any variable (investment – ROI, customer - ROC,

brand -ROB, equity - ROE, customer investment - ROCI)

1.7 Assumptions

Due to the fact that the author did not have influence on the parameters of the data to used, it was assumed that :

I. the data collected by the customer is a true reflection of the information

II. information collectors and captures were knowledgeable

CHAPTER 2: LITERATURE REVIEW

2.1. Introduction

The objective of the research is to investigate applicable metrics that can be used to develop a framework for organisations to be able to evaluate the effectiveness of marketing investments.

The literature review looks at the published work applicable for the field of marketing metrics. It looks into broad categories and schools of thought that have informed any existing categorizations and levels.

Due to the missing link of measuring marketing performance and the investments that are made into marketing, academics including Vogel *et al* (2008) state that the customer equity model by Rust *et al* (2000) was one of the first with potential to forge the missing link. They further state that the concept of customer equity brings together customer value management, brand management and relationship or retention management. This is viewed according to Lehman *et al* (2001) as the basis for a new strategic framework from which to build more powerful customer-centred marketing programs that are financially accountable and measurable.

According to Vogel *et al* (2008) value equity is the customer's objective assessment of the utility of a brand based on perceptions of what is given up for what is received. They define brand equity as the intangible assessment of a brand beyond it's objectively perceived value. Relationship equity is finally defined as the expression of tendency of customers to stay in a relationship with a brand beyond objective and subjective assessment of the brand.

Rust *et al* (2004) aligned to the above definition go further and define the three as follows : value equity is the objectively considered quality, price, and convenience of the offering whilst brand equity is the customer's subjective assessment of a branded offering's worth above and beyond it objectively perceived value and lastly relationship equity as factors in switching costs i.e. the customer's reluctance to go elsewhere because of learning curves, user community benefits.

The literature investigated prior research carried out by varying industry experts that looked at metrics for customer equity i.e. value equity, brand equity and relationship equity to experts that focused on valuation methods. The literature review begins by reviewing potential metrics based on three drivers i.e. customer equity, brand equity and relationship equity as the three tenets of marketing investments. Based on the above metrics the literature evaluated different models and frameworks published in order to determine what framework can be developed that would attempt to assess return and/or effectiveness of marketing investments.

2.2 Definition of topic or background discussion.

Jooste *et al* (2009) define the metrics concept as measures that have been used by organisations for many years to measure and record various actions by the organisation, such as number of units produced, employee turnover or financial liquidity ratio. Marketing metrics are therefore defined as 'the set of measures that helps firms to quantify, compare and interpret their marketing performance'.

Cravens and Guilding (1999) argue that financial data used for measuring marketing related values, is historical and reflecting nothing of the future conditions contrasting what markets do which is looking ahead using projections and estimates. Thus a framework that can use the historical data and assist management across organisations in decision making when looking into the future in relation to marketing activities that require investments is required by both the marketing and financial professions – hence the research by the author.

Clark (1999) further ads that the original focus of marketing measures was on single, financial output measures such as profit, sales revenue and cash flow, however these have moved in three consistent directions over the years i.e.

1. from financial to non-financial measures – these being defined to include market share, customer satisfaction, customer loyalty and brand equity.

2. from output to input measures – these include taking into account the effectiveness of marketing inputs by conducting marketing audits, assessing the degree of organisational marketing orientation etc.
3. from uni-dimensional to multidimensional – these include looking at such instruments as the dashboard.

2.3 First sub-problem : Which metrics can be included for testing in the focal organization?

2.3.1 Customer Value Equity

Leading from the deduction earlier on the two main schools of thoughts on how customer value can be measured. The schools that were adequately researched for this work due to consistent evidence provided by different academics on each school were:

1. the school that focuses on company internal measures – which includes work done by Gupta *et al,* Bauer *et al,* Rust *et al.*
2. the school which focuses on company external measures – which includes work carried on ROCI (return on customer investment) Hayman & Schultz (1999) an enhancement of Schultz & Walters (1997) work which looked at ROBI (Return on Brand Investment)

On the first school, Gupta *et al* (2004) used customer life time value which is the discounted future income stream derived from acquisition, retention and expansion projections and their associated costs.

Bauer *et al* (2005) used a customer life value (CLV) approach using disaggregated cash flows on the level of individual customers looking at profit streams yielded by the single value enhancing customer activities like up-buying, cross-buying or word of mouth activities. Over and above just the customer valuation, the approach provides a scientific way of determining the impact (negative/positive) of marketing activities and/or interventions – which should ultimately aide in future account/customer planning.

Rust *et al* (2004) presented a framework that enable marketing strategy options to be traded off on the basis of projected financial return, which is operationalized as the change in the firm's customer equity relative to the incremental expenditure necessary to produce the change. They measure the customer equity as the change in the current and future customer's lifetime values, summed across all customers in the industry.

On the 2nd school, Hayman & Schultz (1999) in measurement of customer value focused on customer investment. They achieved this in three phases whereby: -

- they first created a consumer value framework,
- integrated marketing expenditure
- calculated ROCI

One of the initial metrics to be published on customer value was that of the number of customers or eyeballs (Gupta et al, 2004), which received accounting validation. This approach which focuses on the 'provision of an estimate of the value of the current and future customer base of the firm which in turn forms a proxy for the value of high growth firms for which traditional financial methods do not work well' (Gupta et al, 2004), received accounting validation.

Gupta *et al* (2004) used information on number of customers, margins and marketing costs to estimate acquisition costs and quarterly margins per customer. They however did not provide any means of calculating retention rates and used supplied company information. Discount rate used traditional accounting calculations for capital asset pricing model. The critical part of the model used by Gupta *et al,* (2004) is providing a means of calculating future number of customers to be acquired to achieve certain levels of profitability for that particular customer.

To estimate the customer value, Gupta *et al*, (2004) then used the current value and future values of customer to determine the future average customer value. Acquisition costs, retention rates, margins and parameter estimates for the above were then used to calculate the customer value and compared this to the market value for companies.

Another study carried out by Ambler *et al*, (2004) drawing from five theories (the control theory, the agency theory, institutional theory, market orientation and brand equity) provides framework for categorizing metrics. These categories are:

- own inputs (marketing activities)
- intermediate measures of memory (e.g. awareness and usage satisfaction and attitudes)
- behaviours
- competitive measures (market orientation)
- financial outcomes
- performance

In adding performance however, they note that even though marketing activities broadly achieved planned performance, the return on marketing investment could not be compared across companies because their performance objectives differed.

Following detailed research performed by Ambler *et al*, (2004) they concluded that the following were primarily general metrics in evaluating marketing investments:

- awareness
- perceived quality
- consumer satisfaction
- relevance to consumer
- perceived differentiation
- brand/product knowledge
- number of new customers

- loyalty/retention
- conversions
- number of complaints
- number of new products
- revenue of new products
- margin of new products
- sales
- gross margin'
- profitability

Bauer *et al,* (2005) used cash flows stemming from customers to determine customer equity while estimating the non-customer related cash flows using the Shareholder Value framework. The integrated model provides in more detail the role of marketing in enhancing the value of a company. They based their model on defining customer value from a demand point of view which is the value which a company's product and services add to the customer as opposed to the supplier view which defines customer value as the economic value of the customer to the company. This should shift how companies do business to be able to view their value proposition from the eyes of the customer.

The research focused on these schools of thought as many schools or models developed before this did not incorporate critical measurement expected from cross selling or retention rates as indicated by the *Gupta et al*, (2004) approach above as well.

Like Gupta *et al*, (2004), Bauer *et al*, (2005) measured customer equity using three metrics i.e.

- *retention rate* (probability that the customer will remain loyal)
- *revenues* (direct selling revenues and reference revenues = reference volume * reference potential)

- *costs* (acquisition costs, marketing costs, sales costs, termination costs where applicable) excludes fixed costs

This is done to measure the customer life time value with the company which is defined by Gupta & Lehman (2003) as the present value of all future profits generated from a customer. The model assumed that the firm knows how long the customer will stay with the firm.

A different approach in calculating CLV is that used by Gupta and Lehman (2003) where they assumed that margins and retention rates are constant over the period of calculation. The model can be used in determining acquisition costs, retention costs etc. One rule of thumb applied by Gupta & Lehman (2003) is that acquisition costs cannot exceed customer life time value.

In support of the above would be consumer framework model as developed by Hayman & Schultz (1999) in their determination of the return on customer investment. The framework focus was intended to distinguish between the high value customers and the low value customers based on each consumer's current profit contribution to the brand and growth potential. It was also intended to enable marketers to align investments levels with customers and prospects based on the value whilst also providing insight into which customers and prospects to stop investing in. This approach grouped customers into six categories using two variables buying rate and brand share of purchases. It suggests that the heavy purchasers in the category are also the higher in total customer value. It also uses the brand share of purchases (SOP) as an indicator of current brand value.

Phase two which is looking at all marketing expenditure and fitting it back by client enables marketers to evaluate spending patterns amongst customers. ROCI calculations were achieved through the following formula:

$$\% \text{ ROCI} = \frac{\text{Incremental Brand Contribution} - \text{Incremental Brand Marketing Expenditure}}{\text{Incremental Marketing Expenditures}} \times 100$$

Figure 1: **ROCI**

Another approach in determining the customer equity is that proposed by Blattberg & Deighton (1996) where they state in achieving the optimal balance in customer equity we must first measure each customer's expected contribution toward offsetting the company's fixed costs over the expected life of the customer, then discount the expected contributions to a net present value at the company's target rate of return for marketing investment and finally add together the discounted, expected contributions of all current customers. This leads to the first research question stated below.

2.3.2 Research Question 1

What are the applicable metrics for *customer equity* for the focal company?

2.3.3 Brand Equity

Brand equity has been defined by many academics in differing manner. Srivastava and Shocker (1991) in Ambler *et al*, (2004) define brand equity as a set of associations and behaviours on the part of a brand's customers, channel members and parent organisations that permits the brand to earn greater volume or greater margins than it could without the brand name and that which gives a strong, sustainable and differential advantage. More clinically, Simon & Sullivan (1993) define brand equity as the incremental cash flows which accrue to branded products over and above the cash flows which would result from the sale of unbranded products. Aaker in Cravens and Guilding (1999) indicates that brand equity is created by a combination of brand loyalty, name awareness; perceived quality, brand associations, and other proprietary assets such as competitive advantage created by the brand.

One of the biggest measurements for brand equity is the brand value. According to Cravens and Guilding (1999), there are four different approaches to calculate these i.e.

- cost based approach – which looks at costs involved in creating the brand through stages of research & development of the product concept, market testing, continued promotion during commercialization and product improvements over time. This approach being the most conservative is one which does not take into account future oriented information or value add through brand growth.
- Market based approach – more externally focussed approach basing on estimation by which the brand can be sold. This includes future benefits of owning the brand in determining the market value which is then discounted to present value so as to achieve current value of the brand
- Income based approach – which involves determining future net revenues directly attributable to the brand and then discounting to present value. This can be achieved using one of the four alternatives: brand's price premium to a comparable no-name brand in the market or
    - looking at annual royalties associated with the brand
    - or look at the strength of brand name recognition and compare this to a comparable no-name generic brand
    - lastly using supply and demand to measure brand strength, computing actual consumer brand sales compared to total sales to supply the product through retailers.
- Formulary approach – three approaches discussed were the interbrand, financial world and Aaker methodologies.
    - Interbrand initially used three year weighted average profits after tax as an indicator for brand profitability. A multiplier which is calculated

from an evaluation of brand strength is attached to the profitability to get the brand value. The multiplier looks at seven (7) factors

- Leadership – market leadership
- Stability – ability to retain image and consumer loyalty over time
- Internationality – international brands more valuable than regional or local brands
- Trend – ability of brand to remain current
- Support – brands supported by organisations more valuable than brands without organisational investment in them
- Protection – legal trademarks add more value to the brand.
- Financial world uses estimations of operating profits attributable to the brand and compare these to a comparable generic no-name brand product. It then multiplied by the Interbrand multipliers

o Aaker used what he has termed “Brand Equity Ten” which concentrates on five categories in measuring brand equity. They used price premium, satisfaction or loyalty, perceived quality and leadership/ popularity and customer focus. In addition looked to perceived value, brand personality, organizational associations and brand awareness. To complete the criteria, he added market share, market price and distribution coverage.

All the above provide differing metrics for brand equity and should not be used in isolation. A holistic picture can only be obtained by looking at them as a whole.

As an extension of the above, Simon & Sullivan (1993) in their attempt to measure brand equity, applied a three phased methodology with the following features viz.

- Treated brand equity as an asset, separating it from other company assets
- Measured brand equity in a forward-looking perspective since the market value of the firm's traded securities reflect an unbiased estimate of future cash flows
- Using changes in the firms value due to new information about the brand or the company

The methodology looked at both the macro level and micro level so that it can be applicable to corporation with multiple brands whilst the micro level enables isolation of the individual brand. In developing their model, the evaluated five other models looking at advantages and disadvantages of each model. The models evaluated were:

- Model by Mahajan *et al*, (1990) which measured brand equity under conditions of acquisition and divestment
- Second model is one which used price premia commanded by the product
- Third model based on brand names influence on customer evaluation surveying preferences, attitude, intent to purchase
- Fourth model is the scanner based model developed by Kamakura & Russell (1991) which provided three measures for brand value i.e. perceived value, dominance ratio & intangible value
- The fifth model estimates brand replacement costs
- Sixth methodology looked at the brand earnings multiplier

They developed the model using Tobin's Q which is defined as the ratio of the market value to the firm's replacement costs of its tangible assets. A value greater than 1.0 indicates that the firm has intangible assets.

Aaker (1999) in Romaniuk *et al*, (2004) describe brand awareness as one of the key pillars of a brand's consumer based brand equity. In support Keller and Davey (2001) in Romaniuk *et al*, (2004) describe building brand awareness as the way of ensuring potential customers know the categories in which the brand competes. This is done using three widely used measures of brand awareness i.e. top of mind, spontaneous and aided. Kapferer and Rousell (1999) in Romaniuk and Sharp (2004) reported empirical evidence that the three brand awareness measures tap into the same underlying construct which they referred to as "salience". This has been described to mean the propensity of the brand to come to mind in purchase situations. They further argue that if all three measures tap into the same underlying construct then building brand awareness is not a choice of spontaneous versus aided recall but requires an overall improvement in the brand's salience. Romanuik *et al*, (2004) results however cast doubts over the conclusions' that different measures for brand awareness simply measure one underlying construct.

Anderson (1996) & Fornell (1992) in Gruca & Rego (2005) through empirical research showed that by satisfying customers, firms elicit desirable behaviours such as increased loyalty, greater receptivity to cross-selling efforts and positive word of mouth advertising.

Knowles (2008) introduces a slightly different perspective, whereby instead of just focusing on how to measure brand equity, marketers must develop causal models to show how marketing investments adds value to the business. This he explains by saying the model should illustrate how the company's cash is converted into three different currencies before it re-emerges as cash generated due to customer behaviour. The currency conversion listed are :

- from cash to image equity
- from image equity into preference
- from preference into behavior

He adds that the causal model leads to differentiation between two types of measure available for brand equity. These being :

- measures that express the types of customer behavior that drive profitability of the business viz :
    - purchase frequency
    - price premium
    - re-order rate
    - share of wallet
    - cross-sell ratio
- attitudinal measures that predict which kinds of customers are predisposed to demonstrate the desired behaviors
    - relevant differentiation
    - willingness to recommend
    - worth paying a premium
    - affinity

Neal and Strauss (2008) provide a measurement for brand equity based on brand value represented as per below:

Brand value = (Product Benefits + Service Benefits + Channel Benefits + Brand Equity) - Costs

Figure 2: **Brand Value**

They further identify that there are two major components to brand equity i.e.

- perceived performance attributes
- brand image attributes

The metrics from the above attributes also lists some of the above indicated by other authors. This leads to second research question below stated.

2.3.4 Research Question 2

What are the applicable metrics for *brand equity* for the focal company.

2.3.5 Relationship Equity

According to Rust *et al* (2001) relationship equity involves the elements that link a customer to a brand or a company. A number of academics have shown strong relationship between relationship equity and loyalty by customers towards a brand or company. Gruca & Rego (2005) went further to prove customer satisfaction relationship with future cash flows by developing a model which uses future discounted cash flows in order to bridge the gap between marketing and finance. They argue that in satisfying a customer, building that relationship equity, a firm generates benefits for itself beyond the present transaction and current time period i.e. the firm benefits from customer satisfaction primarily in the future during the next buying opportunity (because of increased loyalty) or company initiated contact (through an increased receptivity to cross-selling). To support the argument Srivastava, Shervani & Fahey (1998) argued that market based assets such as customer relationships create value for customers and thus result in improved market place performance and increased profitability which results in increased shareholder value. Furthermore Gruca & Rego (2005) argues that customer satisfaction insulates customers from competitors' efforts and from external environmental shocks, leading to a reduction in variability of future cash flows ensuring higher customer equity.

Vogel *et al* (2008) conclude that perceived value equity has a positive impact on loyalty intentions. This is based by Oliver and DeSarbo (1988) in Vogel *et al* (2008) on the fact that when a customer's outcome –input ratio corresponds to his or her own reference outcome-input ratio then an experience of inner fairness results. They further conclude based on multiple work by other academics that perceived relationship and brand equity have a positive impact on loyalty.

Based on studies by Nacif (2003) and Kamakura and colleagues (2002) in Vogel (2008) they confirm positive influence of purchase intentions on actual customer retention which led them to conclude that loyalty intentions have a positive impact on future sales. In addition based on the inertia theory Beatty & Smith (1987) and theory of reasoned action by Ajzen (2001), Bentler and Speckart (1979) & Chaiken (1993) in Vogel *et al* (2008), they also conclude that past sales have a positive impact on future sales. This leads to third research question stated below.

2.3.6 Research Question 3

What are the applicable metrics for *relationship equity* for the focal company.

2.4 Second sub-problem : What is an appropriate framework to evaluate the effectiveness of marketing investments that can be developed and applied at the focal company?

In developing the framework adoption of previous work by Gupta *et al,* (2004), Bauer *et al,* (2005), Hayman & Schultz (1999), Gruca & Rego (2005) & Simon & Sullivan (1993) was done. Ambler and Roberts (2006) caution however that since the spotlight fell on marketing, researchers have been looking for that single indicator or what they term the "silver metric" that can summarize marketing performance – and this they warn does not exist.

Ambler and Roberts (2006) have looked at most of the metrics and exposed the shortcoming of each of these as a single indicator of performance. These briefly are:

1. ROX – they fail to take account of longer term impacts and, as a ratio of profits to costs, fail to track profit maximization
2. DCF metrics including customer equity, net present value, CLTV, NPV, ROC - because they look at future outcomes for today's actions, cannot be used for performance assessment of

   the current investments.

In support of the researchers sub-problem to develop a framework, Ambler and Roberts (2006) state that if the search for a single indicator is abandoned, markets have to persuade their colleagues of a better way to assess the firms' marketing performance.

2.4.1 Other Framework Studied

a. ***The Wachovia Model***

Hanssens *et al* (2008) in the model developed during the merger of Wachovia and First Union, provides a stepwise method for developing the framework :

Step 1 : design & development of comprehensive historical database. This also led to the identification of the metrics they need to look at developing the model.

Step 2 : estimating marketing impact essentially of marketing activities on customer acquisition, attrition, revenue, customer profitability

Step 3 : Test the allocation of resources impact based on specific short term and long term strategic goals

This leads to the fourth research question stated below.

2.4.3 Research Question 4

What is an appropriate marketing metrics framework for the focal company?

2.5 Conclusion of Literature Review

The focus of the research evaluated metrics researched in the field of marketing and assessed the applicable metrics for the determination of customer equity. The research looked at three drivers of customer equity i.e. Value equity, brand equity and relationship equity which will then be used to develop the framework.

According to Wyner (2004) customers must be viewed as assets with revenue streams and costs (for acquisition and maintenance). He further emphasizes the fact that simple measures use historical, current expenditure and costs as measures whilst more use should be made of sophisticated measures that use share of total customer requirements and wallet as well as the potential attainable share. Others use discounted cash flow analysis of projected customer profitability to arrive to current values but he argues that if all the above were aggregated across the customer base, they would reflect the total value of the customer & brand relationships of a firm. The above should therefore lead marketers in making proper decisions regarding acquisition, development and retention of customers.

Bauer *et al*, (2005), commends the fact that marketing related issues of valuation are gaining increasing attention whilst the financial markets are also calling for more appropriate consideration of the customer base for corporate valuation. Hence, re-visiting the Bauer *et al* (2005) approach, in calculating corporate value the customer equity equation is integrated with the Shareholder Value calculation (which incorporates elements such as tax, fixed costs, working capital etc).

Ambler and Roberts (2006) propose a two step process in assessing marketing performance:

Step 1 : making the firm's short & long term goals explicit

Step 2: business modelling with financial & non-financial inputs (some of which will include one of the DCF metrics.

2.5.1 Research Question 1: What are the applicable metrics for **customer equity** *for the focal company?*

The work performed by Gupta et al (2004), Bauer at al (2005), Hayman and Schultz (1999), Gruca and Rego (2005) & Simon & Sullivan (1993) lead to the identification of applicable marketing metrics for customer equity as discussed in section 2.3.1 which might include specifics metrics such as acquisition costs, retention costs, return on customer investment etc.

2.5.2 Research Question 2: What are the applicable metrics for **brand equity** *for the focal company?*

Based on the work performed by Srivastava and Shocker (1991), Cravens and Guilding (1999), Aaker (1999), Simon and Sullivan (1993), Knowles (2008), as discussed in 2.3.2, the applicable metrics for brand equity might include metrics such as brand awareness, purchase frequency, price premium etc.

2.5.3 Research Question 3: What are the applicable metrics for **relationship equity** *for the focal company?*

On the basis of the work performed by Rust *et al* (2001), Vogel *et al* (2008) Gruca and Rego (2005), Srivasta *et al* (1998) we should be able to get to the applicable marketing metrics for relationship equity as discussed in section 2.3.3. which might include metrics such as loyalty, social value etc.

2.5.4 Research Question 4: What is an appropriate marketing metrics framework for the focal company?

The work performed by Gupta *et al* (2004)*,* Bauer *et al,* (2005), Hayman and Schultz (1999), Gruca and Rego (2005) and Simon and Sullivan (1993), Hanssens *et al* (2008) together with the metrics investigated above lead to development of the marketing metrics framework which can be applied at the focal company.

CHAPTER 3: RESEARCH METHODOLOGY

In answering the first research problem from the above section, a synthesis of past work by varying academics was used to answer which are the applicable metrics. These then guided by applicable literature were used to formulate the framework for evaluating metrics. A pilot study which does not form part of this report was carried out to test the model and assess how the framework can be used to evaluate marketing investments. As a result, the research was an exploratory study with the aim of adding to the marketing metrics knowledge base

The section will begin with the research design and then detail population and sample where the data was gathered, In order to set the measurement instruments, the metrics concluded in the literature review were used to set parameters on data collected.

3.1 Research methodology /paradigm

The research was carried out using Bombay.com as the focal company. The company is rated one of the four largest IT professional services providers in South Africa, with an estimated 7,8% share of the local market, approximately 1 200 permanent employees, seventeen service centres around South Africa, and R1,5 billion in turnover. Bombay.com provides integrated business solutions that include the entire spectrum of information technology services. The group's focus is high-end business technology solutions that support the public sector and large private sector corporates. The business is characterised by large, end-to-end IT outsource agreements, the deployment of turn-key business solutions and the provision of niche solutions. Bombay.com specialises in solutions and system integration, rather than commodities. Bombay.com clients include the largest utility providers in Africa and over it's lifespan it has been awarded some of the biggest South African National government IT contracts. Their private sector client base includes the manufacturing, financial and telecommunications sectors.

The research was a nomothetic study due to different data categories collected of all marketing expenditure that was incurred and financial revenue that was received by Bombay.com. The marketing expenditure data included group expenditure towards the customers on activities ranging from workshops, road-shows, advertising, conferences, and sponsorships. As the business deals only with other businesses, Sales data included some of the one-on-one activities by the client facing divisions of the group whilst the financial data recorded all revenue collected per client in the group This was a longitudinal study looking at data collected which spans over five years within Bombay.com

The study is intended to be predictive study as the framework can be used in two ways:

a. as a tool of determining past patterns
b. enabling tool to aid in decision making about future marketing investments

Due to data collected being historical data; the researcher had no influence or control over a number of issues, making the research ex post facto. These issues are:

1. data collected
2. system parameters / variables for data recording
3. data presentation for analysis

Assumptions that were incorporated into the pilot study were the following:

1. the company expenditure on above the line items was based on company wide planning as opposed to customer focused expenditure
2. client relationship especially by the sales force was customer focused as approval per customer had to be sought and the records enabled consolidation of expenditure on customer
3. there was indeed a centralized decision making process between marketing and sales.

3.2 Research Design

Rowley (2002:18) defines research design as the “logic that links data to be collected and the conclusions to be drawn to the initial questions of a study”.

Due to focal company only being six years old, limiting the sample size will not have been reflective of the company, thus the sample was a stratified sample of the customers across the different lines of business and different sales forces.

The advantage of the method of data collecting is the fact that it can be relied on, it is a reflection of all journal entries against marketing in the company. The disadvantages for the method are the fact that the researcher had no influence or control on what kind of data is collected or how it is captured.

3.3 Population and sample

3.3.1 Population

The research population was all organizations that could use customer metrics as a basis for measuring the effectiveness of their marketing investments.

3.3.2 Sample and sampling method

The sample was the focal company's customers from 1 January 2001 to the end of the 2005/6 fiscal year. The sample size was over 500 customers’ data. The data per customer was quarterly. The selection of customers was based on their life time with the pilot company of no less than 2 years.

3.4 The measurement instrument

The measuring instrument was the framework developed from a combination of the literature review and the data from the focal company. The information from the three sources of the company was used as input into model as outlined above in order to test how it can be used to evaluate marketing investments.

3.5 Procedure for data collection

The researcher used company information from three sources i.e.

1. the group financial manager's accounting records. These records would include consolidated data specific to expenditure on a specific customer
2. the marketing department budget spending which included data that categorized spending per customer from above the line activities e.g. advertising to below the line activities e.g. golf day, etc.
3. the sales force's customer related expenses or costs e.g. product workshop, one-on-one engagement.

3.6 Administration

Due to the researcher working at the focal company at the time of this research undertaking, permission had been granted by the company CEO and thus access to company records was not restricted, and the company had availed the researcher with a resource to work with from each department to enable correct extraction of the data from the company records.

3.7 Data analysis and interpretation

The findings were based on the analysis of tracking data collected from a single company which covers a five year period from 2001 to 2006. The data set consisted of all marketing expenditure costs for the company over the period in review. The analysis focused on the one company data due to permission required to access the information which companies feel is part of their competitive advantage. The framework variables were input into @risk and the data analyzed for the required information.

The data gathered was captured on Microsoft excel and then imported into the model. The data from the three departments was analyzed following a two step approach viz;

Step 1: cross checking for overlapping entries between the departments

Step 2: model simulation with real data

3.8 Limitations of the study

Limitations identified during the study were:

1. less than 25% of customers had a history of more than 2-3years with the company even though these formed 80% of the revenues

2. potential weaknesses in the study is that the model is applied across the customer landscape instead of a fixed period in order to make critical mass from customers of a newly formed.

3.9 Validity and reliability

The research was tested for both external and internal validity.

1. External validity ensured through predictive validity.
2. the researcher ensured internal validity through content or face validity and discriminant validity

3.9.1 External validity

External predictive validity from the model was ensured by the fact that the framework can be generalized across different setting. Industry wide metrics were used as opposed to the pilot company's specific metrics. Due to the fact that there were over twenty metrics concluded to be primary in the first sub-problem, marketing professionals looking at adopting the model, can modify and substitute any of the variables to suit their specific requirement if the model cannot be adopted on face value.

Moreover, the framework is intended as an enabling tool for future decision making by marketing professionals, thus providing for predictive validity of the research.

3.9.2 Internal validity

The researcher synthesized previous work by other academics; there were no interviews or direct contact with the customers to whom the marketing investments were directed at. In addition, the researcher used industry acknowledged and acceptable terms, which do not require interpretation thus ensuring for content or face validity and discriminant validity.

3.9.3 Reliability

Accuracy and precision of data collected was guaranteed by the fact that the data was from the company capturing system against marketing expenditure.

The research is stable as the pilot company data used will span a period of five years. Without any intervention post this research it is almost certain that the expenditure in three months time would provide the same trends.

The data collected came essentially from the company's financial system which is a single system, to ensure validity and reliability; the researcher compared the financial department records with the marketing department records.

CHAPTER 4: PRESENTATION AND DISCUSSION OF RESULTS

4.1 Introduction

This chapter provides the literature review and research results as applicable for the focal company. This starts to look at the three broad categories of metrics i.e.

1. the customer equity metrics

2. the brand equity metrics

3. the relationship equity metrics

These were then used as input into the framework developed.

4.2 Key Findings and discussion on Applicable Metrics for the Focal Company

Based on the list of metrics from the literature review and understanding of the key indicators of the focal company and its industry, the below stated were concluded to be the applicable categories of metrics. This was based on the following criteria to select the applicable metrics :

- relevance to organization
- availability of data
- credibility of data
- applicability of data

4.2.1 Results pertaining Research Question 1: What are the applicable customer value equity metrics for the focal company

The following were concluded to be the applicable customer value metrics for the focal company.

Table 1 Customer Metrics Used for the Focal Company

Metric	Source of Data	Rationale
Revenue per Customer	Financial Data	It provides income of the customer which is an indicator of the company's share of wallet on the customers ICT expenditure
Acquisition Costs	Marketing and Sales Data	Provides the focal company's expenditure before it acquired the customer
Retention Costs	Marketing and Sales Data	Provides the focal company's expenditure on maintaining the relationship and the business of that customer of the lifespan of that customer
Retention Rate	Marketing and Sales Data	Provides a view of the success of the customers the focal company is able to retain posts initial contract
Margins Per Quarter	Financial Data	Provides a view to the focal

		company of how profitable the customer business is to deliver
Number of Customers	Sales Data	Provides a view to the focal company from overall expenditure and customer it successfully captures per financial year
Return on Customer Investment	Financial & Marketing Data	Provides a view from the business the focal company gets from a customer against the expenditure towards the customer
Customer Satisfaction Index	Marketing Data	Provides a measure for the focal company of their customers perception of their service which uses multiple parameters including rating of the sales staff on knowledge of customer business, knowledge of own products, service level perception, role played (advisor or seller to customer), performance of products, turnaround time etc

The following customer equity metrics could not be applied to the focal company.

Table 2 Customer Equity Metrics not Used for the Focal Company

Metric	Reason why not Applied
Perceived quality	The focal company is a systems integrator and measures Quality of Service based on performance of product rolled out and does not use perceived quality as it is a subjective measure
Perceived differentiation	This is not a measurable metric which can be attributed to investment on customer as differentiation is not by customer but on a company level
Brand product knowledge	This is one of the metric used in the customer satisfaction index
Conversions	The company monitors retention instead of conversion
Number of Complaints	This is part of the Service Level Metric used in Customer Management
Number of New Products	This is applicable for FCMG
Revenue of new products	This is applicable to the Product Development measures

4.2.2 Results pertaining to Research Question 2 : What are the applicable brand equity metrics for the focal company

The following were concluded to be the applicable brand equity metrics for the focal company.

Table 3: Brand Equity Metrics Used for the Focal Company

Metric	Source of Data	Rationale
Brand Awareness	Customer Satisfaction Survey - Marketing Data	Provides an indication of whether marketing efforts are laying the ground work for the Sales force ahead of encounter with clients.
Brand Image	Customer Satisfaction Survey - Marketing Data	Recognition and high brand image provides a measure of visibility and acceptability by current & prospective clients
Brand Promise	Customer Satisfaction Survey - Marketing Data	This provides a measure of whether the company delivers on what it had sold
Brand Relevance	Customer Satisfaction Survey - Marketing Data	This provides an indication of whether the customers associated the brand with the service
Brand	Customer Satisfaction Survey - Marketing	As a company with subsidiary and adopted mono-branding, this was a

Metric	Source of Data	Rationale
Extensions	Data	key indicator of how the customers perceived and reacted to the acquisitions, strategy and investment
Customer Perceptions	Customer Satisfaction Survey - Marketing Data	Another good indicator of how the customer perceive the company to be delivering on it's promises. From Sales, Technical & Support
Purchase Frequency	Financial & Sales Data	This enables the company to gauge the share of the wallet for the customer
Price Premium	Financial & Sales Data	This measure is key to see which customers will put service 1st ahead of price and will be willing to pay a premium for premium service
Re-Order Rate	Sales Data	This enables the company to better engage the customer in future planning,, hence can provide guidelines to engage customer in long term strategic partnerships
Share of Wallet	Financial & Sales Data	This provides a measure of how much the customer is spending with company against the total ICT expenditure
Cross-Sell Ratio	Sales Data	This provides a measure of

Metric	Source of Data	Rationale
		opportunities to up-sell and increase presence in a customer by the focal company
Brand Loyalty	Sales & Marketing Data	This provides a measure of certainty on future relations with the customer to inform levels of investment

The following were not used for the focal company.

Table 4 : Brand Equity Metrics Not Applied to the Focal Company

Metrics	Reason for Non-Applicability to Focal Company
Product Concept	Due to the company not developing products per customer, this is not relevant metric for measuring effectiveness of marketing investments
Marketing Testing	Due to the company not developing products per customer, this is not relevant metric for measuring effectiveness of marketing investments
Leadership	No available data
Stability	No available marketing data other than financial statements
Internationality	No available data

Metrics	Reason for Non-Applicability to Focal Company
Trend	No available data
Protection	No available data

4.2.3 Results pertaining to Research Question 3: What are the applicable relationship equity metrics for the focal company

The following were concluded to be the applicable relationship equity metrics for the focal company.

Table 5 : Applicable Relationship Equity Metrics for the Focal Company

Metric	Source of Data	Rational
Loyalty	Sales Data	It provides an indication of the probability for future sales
Social value	Customer Satisfaction Survey - Marketing Data	This provides a measure of how much the customers perceive the focal company to be fulfilling their social responsibility and whether they identify with the efforts

The following were not applied to the focal company

Table 6 : Non-Applicable Relationship Equity Metrics to the Focal Company

Metric	Reason for No-application to the Focal Company
Positive Influence	No available data

Intentions	No available data

4.2.4 Results pertaining to Research Question 4

Using the applicable metrics and guidelines from literature review together with the applicable company and industry indicators, the framework was then developed that can be used at the focal company to evaluate marketing investments.

The different metrics discussed in sub-problem 1, research question 1-3 were taken into account and integrated with the customer equity drivers to get to the model. These include the customer satisfaction. Gruca & Rego (2005) used the ASCI database where consumers are questioned on 15 different variables which are then used to compute six latent constructs.

Gruca & Rego (2005) developed two models in their attempt to prove shareholder value relationship with customer satisfaction. The two models looked at growth in relation to customer satisfaction and cash variability in relation to customer satisfaction.

The three data sets from the focal company enabled us to reproduce customer view in relation to expenditure and profitability of each customer over the lifespan of that particular customer with the focal company.

The work performed by Gupta *et al* (2004), Bauer *et al,* (2005), Hayman & Schultz (1999), Gruca & Rego (2005) & Simon & Sullivan (1993), Hanssens *et al* (2008) taking into account the metrics from the above discussed categories will be used to develop the framework which will be applied at Bombay.com.

Combining the data sets and the metrics, a framework for the measurement of the effectiveness of marketing investments for the focal company was then developed as follows:

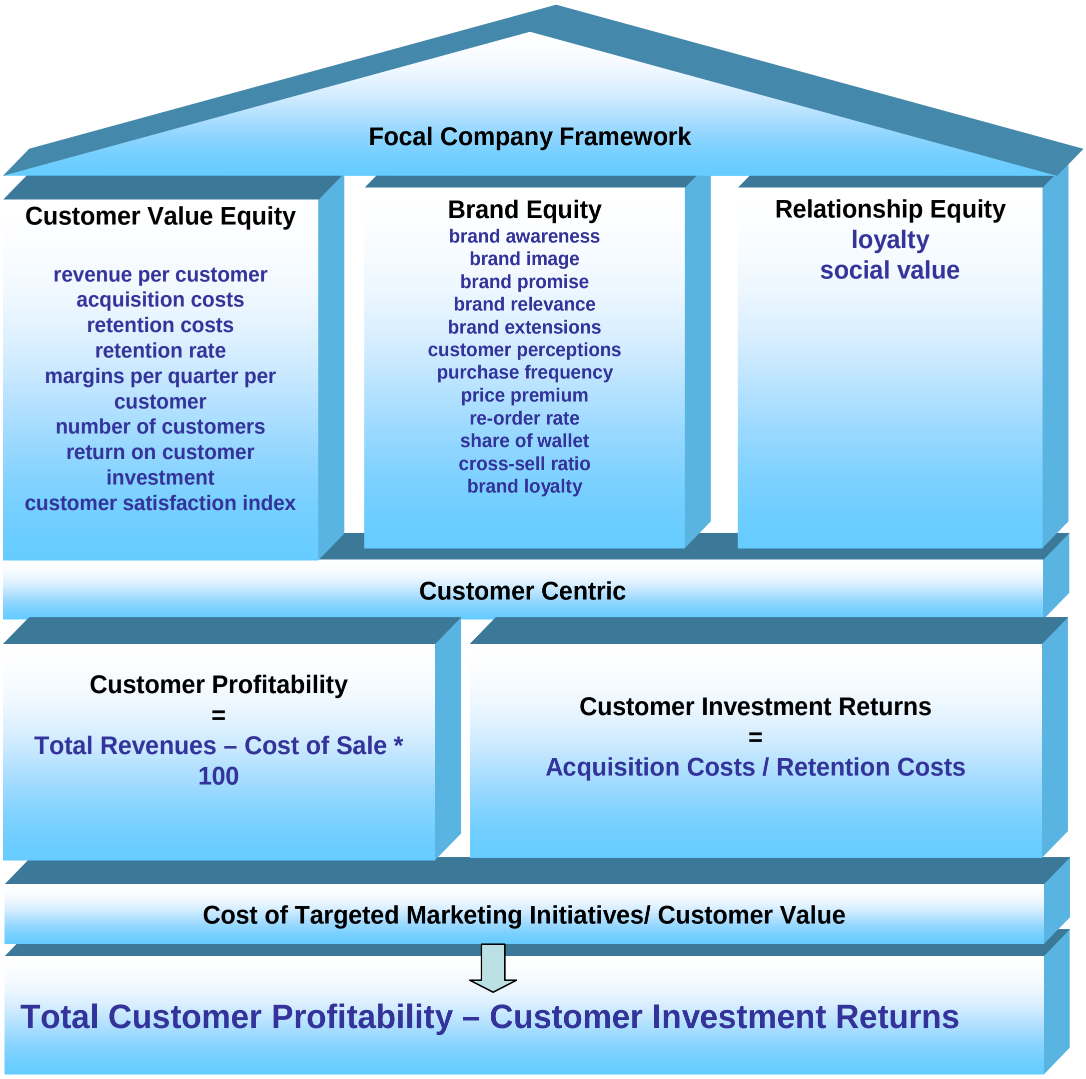

Figure 3: Customer Value Model

4.3 Summary of the results

Based on the industry and company knowledge of the author, applied to the literature review, the applicable categories of metrics for the focal company were not found to deviate much from literature.

4.4 Conclusion

The literature suggests that using a combination of the above metrics can enable companies to focus and use the right measures in valuing their customers and or brand. As discussed above a number of metrics can be used looking at different elements such as measuring customer equity which can be used to measure customer profitability to determine how profitable various customer segments are, enabling managers to make the right decisions about future investments into that customer. Whilst brand equity extended beyond cost focus into projected future income and cash flows. Lastly the relationship equity provides a means to quantify the qualitative outcomes of marketing investments. Put together the above have brought the missing link between accounting and marketing where it is hoped that there will be agreement into the future on the returns of marketing investments.

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

As the report is concluded, this chapter summarizes the literature review which enabled the conclusion of applicable metrics for the focal company based on the three marketing categories i.e. customer equity, brand equity and relationship equity. It further leads to the developed framework and provides recommendations on how these metrics together with he framework must be used by the focal organisation. The study is concluded with recommendations for future research in the study of metrics.

5.2 Conclusions of the study

Academics have performed a number of studies to enable measurement of a varying number of company performance indicators and marketers have been participants in this determination. The study however shows that different metrics will be applicable to different companies based on their operating environments and operating models thus there could be no blanket model to be used across all industries. The model developed above is specifically developed and applied to an ICT company in the South African market but different combinations of these and other metrics can be used for different companies across different industries.

5.2.1 Response to Research Question 1: What are the applicable customer equity metrics for the focal company

The original set of metrics was derived from work performed by Gupta et al (2004), Bauer at al (2005), Hayman and Schultz (1999), Gruca and Rego (2005) and Simon and Sullivan (1993). Together with the available data of the focal company, the applicable marketing metrics for *customer equity* were derived as per below.

1. revenue per customer over the 5 year period of existence
2. acquisition costs

3. retention costs
4. retention rate
5. margins per quarter per customer and overall company margins
6. number of customers
7. return on customer investment
8. customer satisfaction index

5.2.2 Response to Research Question 2 : What are the applicable metrics for brand equity for the focal company

Based on the work performed by Srivastava and Shocker (1991), Cravens and Guilding (1999), Aaker (1999), Simon and Sullivan (1993), Knowles (2008), as discussed in 2.3.2, the applicable metrics for brand *equity* for the focal company were derived as listed below :

1. brand awareness
2. brand image
3. brand promise
4. brand relevance
5. brand extensions
6. customer perceptions
7. purchase frequency
8. price premium
9. re-order rate
10. share of wallet
11. cross-sell ratio
12. brand loyalty

5.2.3 Response to Research Question 3 : What are the applicable metrics for relationship equity for the focal company

On the basis of the work performed by Rust *et al* (2001), Vogel *et al* (2008) Gruca & Rego (2005), Srivasta *et al* (1998) the applicable marketing metrics for *relationship equity* were derived as listed below :

1. loyalty
2. social value

5.2.4 Response to Research Question 4 : What is an appropriate marketing metrics that can be developed for the focal company

The model developed had to be a model that incorporated customer profitability, customer returns and ultimately enabling the formulation or determination of customer value. The model is illustrated in the figure below.

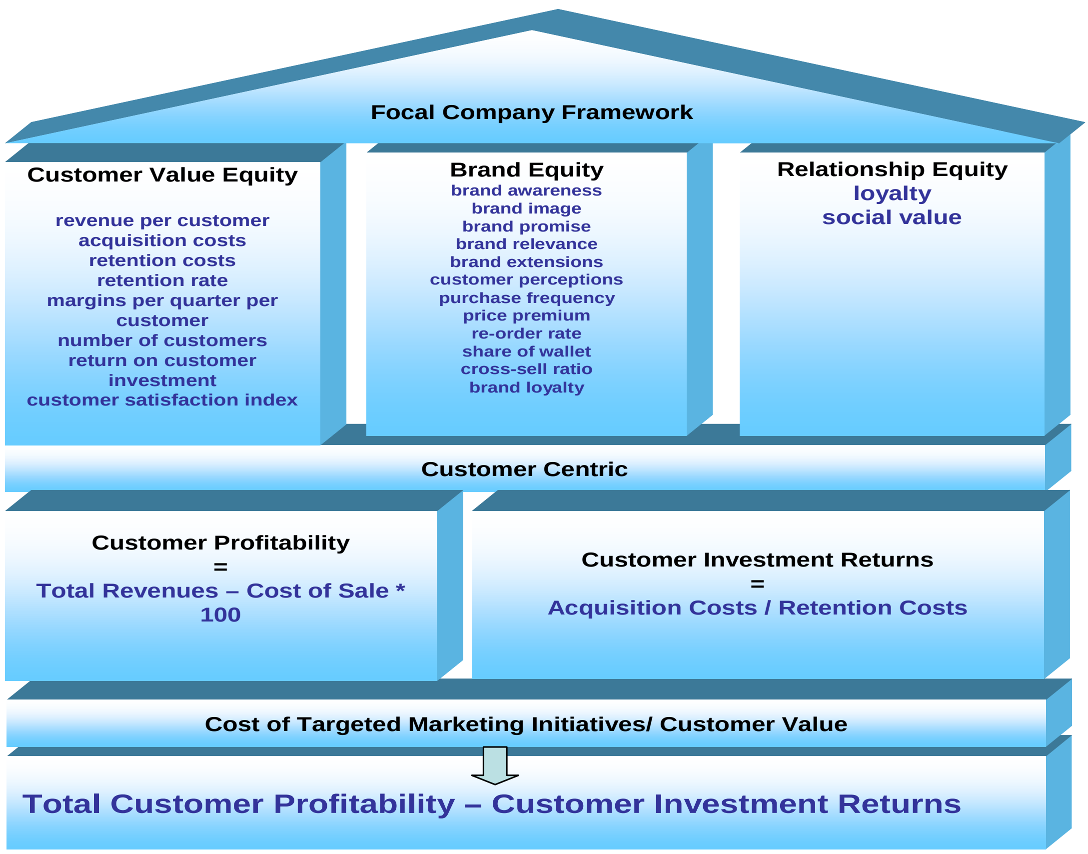

Figure 4: Customer Value Model

5.3 Recommendations

Models that have been developed across a number of fields and industries to measure or evaluate a number of variables are as good as guiding policies to any company. The effectiveness of these models lies in their implementation by the applicable companies and or industries. Thus based on the identified problem at the focal company which was lack of a measurement instrument for the effectiveness of marketing investments, literature review undertaken to resolve the problem, based on the understanding of the company, its key indicators applicable for the ICT industry, it is recommended that :

1. the model is applied to measure the effectiveness of marketing investments which they incur on an annual basis
2. the model be used as a management tool that guides the Executive on where company resources should be expended
3. the model metrics be reviewed every three years based on the applicability of the metrics

5.4 Suggestions for further research

The area of metrics is an extensive area that requires a lot of research. Even though the choice of focal company by the researcher was that of a company which covered at least 80% of the categories of a system integrator in the ICT industry, it did not cover the whole industry, thus it is recommended that for future research, other academics can expand on this work into :

1. whether the same metrics can be used for other industries

2. the model is applicable in another industry

3. the applicability of the model in another market

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APPENDIX A - MARKETING DATA

Pln/act/var w/o EIBV		Status:		24.01.2007
Controlling Area			9000	Bombay.com
Profit Center/Group			414100	Marketing
Person responsible			N XXXXXXXXXXXXXXXXX	
Reporting period	1	16	2005	

Profit and loss accounts	Plan	Actual	Abs. var.	Var. (%)
470110 Internal Relations	6,000.00	42,167.74	36,167.74	602.80
476102 Social Responsibilities	3,000,000.00	2,874,602.40	125,397.60-	4.18-
477000 External relations		14,018.50	14,018.50	
477010 Promotions		2,319.63	2,319.63	
477040 Investor Relations	480,066.00	483,700.00	3,634.00	0.76
477050 Internal Communications	2,040,000.00	887,539.12	1,152,460.88-	56.49-
477060 Client Relationship Marketing	1,440,000.00	2,611,064.49	1,171,064.49	81.32
477070 Media Relationship Mangement	480,000.00	503,640.24	23,640.24	4.93
477080 Brand Management	6,600,000.00	4,106,358.01	2,493,641.99-	37.78-
477090 Sponsorships		61,403.51	61,403.51	
477110 Divisional Communications		167,627.59	167,627.59	
*** Total**	**14,046,066.00**	**11,754,441.23**	**2,291,624.77-**	**16.32-**

RefDoc.No.	Period	Profit Ctr	Account	Acc.text	Text	Amount
4900006662	002	414100	470110	Internal Relations	Fleece Tops Small	165.00
4900006662	002	414100	470110	Internal Relations	Navy & White Golf Shirt (small)	125.00
4900006662	002	414100	470110	Internal Relations	A4 Zip Around Folder	155.00
4900006662	002	414100	470110	Internal Relations	Papermate Pens	10.00
1900011633	005	414100	470110	Internal Relations	DIMPHO CORPORATES & PROMOTIONS - CERAMIC MEDIUM BR	4,736.84
1900011738	006	414100	470110	Internal Relations	DIMPHO CORPORATES & PROMOTIONS - INCORR AMT 1611	663.16
4900009529	006	414100	470110	Internal Relations	Picnic Cooler Bag	61.00
4900009531	006	414100	470110	Internal Relations	Fleece Tops Small	330.00
5105636648	006	414100	470110	Internal Relations	AGAPE - ROSKS CELLO &BAN	150.00
100121634	007	414100	470110	Internal Relations	ELS H - CLAIM 27.09.2004 EFT 027046	484.08
100121634	007	414100	470110	Internal Relations	ELS H - CLAIM 27.09.2004 EFT 027046	307.50
100122274	007	414100	470110	Internal Relations	SALOVY C CLAIM VOUCHER FOR M MASHALE EFT 027097	325.00
100124727	008	414100	470110	Internal Relations	MALEMA F - GOLF DAY RECON	10,365.00
1700000576	008	414100	470110	Internal Relations	BELLE REGALO CC - MAGIC FOLD CALCULATOR x 600	(8,478.00)
1900012179	008	414100	470110	Internal Relations	BELLE REGALO CC - MAGIC FOLD CALCULATOR x 600	8,478.00
1900012180	008	414100	470110	Internal Relations	BELLE REGALO CC - MAGIC FOLD CALCULATOR x 600	16,956.00
4900009798	008	414100	470110	Internal Relations	Navy & Khaki Golf Shirt	250.00
4900009890	008	414100	470110	Internal Relations	Cooler Bag Navy	78.00
100106752	009	414100	470110	Internal Relations	GUMBI M - CLAIM 22.11.2004 EFT 028387	440.00
100130983	009	414100	470110	Internal Relations	BIJMAN M - RECON FOR THE YEAR END FUNCTION	3,156.90
4900010088	009	414100	470110	Internal Relations	Black Golf Shirt (Small)	125.00
4900010088	009	414100	470110	Internal Relations	Boot Mats	40.00
100131250	010	414100	470110	Internal Relations	LE GRANGE MHM - CLAIM SANDWICHES & DRINKS 028850	1,050.00
100133787	011	414100	470110	Internal Relations	VISSER S - CLAIM TOLLGATE AND DINNER EFT 029418	145.00
100133787	011	414100	470110	Internal Relations	VISSER S - CLAIM TOLLGATE AND DINNER EFT 029418	269.95
100135232	011	414100	470110	Internal Relations	WILLIAMS MG -SWEETS & DRINLKS FOR MEETING 029682	122.41
1900012900	011	414100	470110	Internal Relations	AGAPE - FLOWER VALENCIA	657.90
4900010687	011	414100	470110	Internal Relations	Cooling Loops	870.00
4900010689	011	414100	470110	Internal Relations	Golf Umbrella	129.00
			470110 Total			**42,167.74**

100102584	001	414100	476102	Social Resp.	BIJMAN M - GOLF SPONSOR FOR SORO N EFT 022937	6,838.00
1900010446	001	414100	476102	Social Resp.	BATLAGAE TRUST - GALA DINNER SOMAFCO	20,000.00
1900010462	001	414100	476102	Social Resp.	E	5,000.00
1900010605	001	414100	476102	Social Resp.	ELAINE COY - RENTAL ACCOMMODATION RE: MAY'04	2,500.00
100095399	002	414100	476102	Social Resp.	SERVICES RENDERED TO PHELOPHEPHA TRAIN ON BEHALF O	6,109.20
100105056	002	414100	476102	Social Resp.	SORO N - GOLF SPONSOR EFT 023470	6,838.00
100107766	002	414100	476102	Social Resp.	SORO N - SPONSORSHIP 17.05.2004 EFT 023842	209.00
1900010642	002	414100	476102	Social Resp.	TIRFU - SPONSORSHIP 2004/5 - APRIL 2004	130,000.00
1900010696	002	414100	476102	Social Resp.	GARY PLAYER GOLF EXPERIENCE - N SORO MAY - AUG '04	6,663.16
1900010700	002	414100	476102	Social Resp.	ESKOM H.O.G.S - SPONSORSHIP	10,000.00
1900010830	002	414100	476102	Social Resp.	UNIVERS STELLENBOSCH - MCS KHANYISA LEARNING PROJE	90,080.00
1900010832	002	414100	476102	Social Resp.	TIRFU RUGBY FOOTBALL CLUB - ONE HOLE ANNUAL GOLF D	3,500.00
1900010835	002	414100	476102	Social Resp.	ELAINE COY - MONTHLY ACCOM JUNE 2004	2,500.00
5000011140	002	414100	476102	Social Resp.	Part Payment:	100,000.00
5000011556	002	414100	476102	Social Resp.	Sponsorship payment	150,000.00
5105630629	002	414100	476102	Social Resp.	PROFESSIONAL GOLF PROJECTS - 50% STAND FEE	3,600.00
100111859	003	414100	476102	Social Resp.	PREPAYMENT OF SPONSORSHIP TO TIRFU RUGBY CLUB	(97,500.00)
1900010930	003	414100	476102	Social Resp.	FUTURE FACTORY 1 - SPONSORSHIP - YOUTH OFFICE	5,000.00
1900010939	003	414100	476102	Social Resp.	DEPARTMENT OF DEFENCE - GOLF SPONSORSHIP	2,000.00
1900010982	003	414100	476102	Social Resp.	NOMADS BOWLS SA - NEW NOMAD DISTRICTS	10,000.00
1900011080	003	414100	476102	Social Resp.	ELAINE COY - ACC NATO SORO	2,500.00
1900011083	003	414100	476102	Social Resp.	SANCO - SPONSORSHIP - PROV CONF - 27-29/08/04	10,000.00
5105632591	003	414100	476102	Social Resp.	CATERING FOR CORONATION TRAINING WORKSHOP	2,520.00
100112135	004	414100	476102	Social Resp.	SORO N - GOLF SPONSORSHIP EFT 024998	6,838.00
100112578	004	414100	476102	Social Resp.	PREPAYMENT - TIRFU RUGBY CLUB - JULY 2004	10,833.33
100112596	004	414100	476102	Social Resp.	PREPAYMENT - TIRFU RUGBY CLUB - AUG 04 TO MARCH 05	(80,000.00)
100112645	004	414100	476102	Social Resp.	SPONSORSHIP - SITA GOLF DAY	4,500.00
100112646	004	414100	476102	Social Resp.	INSTALLATION LAN POINT IN THE NEW COACH 13 PHELAPH	12,238.00
1900011155	004	414100	476102	Social Resp.	RAIDERS RFC - SPONSORSHIP JUNE 2004	90,000.00
1900011201	004	414100	476102	Social Resp.	TRANSWERK COACHES- UNVEILING COACHES OF PHELOPHEPA	10,000.00
1900011330	004	414100	476102	Social Resp.	UNIFORUM- YEARLY FEES PHELOPHEPA	43.86
1900011339	004	414100	476102	Social Resp.	PGP - ADD SPONSORSHOP - GOLF DAY 6-7/09/04	86,630.00
100115124	005	414100	476102	Social Resp.	PREPAYMENT - TIRFU RUGBY CLUB - AUG 2004	10,833.33
100115125	005	414100	476102	Social Resp.	TIRFU RUGBY CLUB - AUG 2004	10,000.00
100115785	005	414100	476102	Social Resp.	DIALE TJ - GOLF SPONSORSHIP EFT 025680	6,838.00
1900011417	005	414100	476102	Social Resp.	RAIDERS - SPONSORSHIP AUG 2004	90,000.00
1900011418	005	414100	476102	Social Resp.	MPUMELELO - BRONZE SPONSORSHIP PACKAGE	65,789.47
1900011419	005	414100	476102	Social Resp.	NAAB - SPONSORSHIP	2,000.00
1900011420	005	414100	476102	Social Resp.	BMF GAUTENG EVENT - GOLF 3 SEP 04	10,000.00
1900011426	005	414100	476102	Social Resp.	VAAL UNIV OF TECH - ACADEMIC HONOUR AWARDS	10,000.00
1900011427	005	414100	476102	Social Resp.	WOMEN IN ACTION - FUNDRAISING DINNER 16/08/04	20,000.00
1900011462	005	414100	476102	Social Resp.	ELAINE COY - ACC N SORO - AUG 2004	2,500.00
1900011518	005	414100	476102	Social Resp.	ELAINE COY - ACC N SORO - SEPT 2004	2,500.00
1900011554	005	414100	476102	Social Resp.	DUE SOUTH - MINI NDEBELE DOLLS	6,250.00
1900011557	005	414100	476102	Social Resp.	WICT - GOLD SPONSORSHIP	43,859.65
4900007866	005	414100	476102	Social Resp.	Sports Bag	625.00
4900007866	005	414100	476102	Social Resp.	A4 Zip Around Folder	775.00
4900007866	005	414100	476102	Social Resp.	Papermate Pens	50.00
4900007866	005	414100	476102	Social Resp.	Sunvisors (Black)	130.00
5000012570	005	414100	476102	Social Resp.	Sponsorship - golf tour 2004	100,000.00
5105635538	005	414100	476102	Social Resp.	OASYS - ARIVIA.KOM RAIDERS FUN DAY	110,000.00
100118379	006	414100	476102	Social Resp.	SORO N - GOLF SPONSORSHIP EFT 026234	6,838.00
100118905	006	414100	476102	Social Resp.	PREPAYMENT - TIRFU RUGBY CLUB - SEPT 2004	10,833.33
100118917	006	414100	476102	Social Resp.	TIRFU RUGBY CLUB - SEPT 2004	10,000.00
100121253	006	414100	476102	Social Resp.	SORO N - ENTRY FOR GOLF TOURNAMENT EFT 026618	6,500.00
1900011693	006	414100	476102	Social Resp.	GEM EVENTS - SA LEADERSHIP AWARD	20,000.00
1900011694	006	414100	476102	Social Resp.	INFORMATION INDUSTRY - WITSA MEETING	50,000.00
1900011747	006	414100	476102	Social Resp.	CORPORATE FACILITY MANAGERS - DONATION NDPP	10,000.00
1900011754	006	414100	476102	Social Resp.	ITA - GOLF CHALLENGE (1 X 4BALLS) SPONSOR TEE & G	3,500.00
1900011821	006	414100	476102	Social Resp.	SYSTEMS EVENTS - GOLF DAY SILVER SPONSORSHIP	85,000.00
1900011823	006	414100	476102	Social Resp.	S A INS. RACE RELATION-MEMBERSHIP01/10/04-30/06/05	19,015.00
1900011872	006	414100	476102	Social Resp.	ELAINE COY - N SORAO - ACC OCT 2004	2,500.00
1900011873	006	414100	476102	Social Resp.	ROWSA - 1ST INSTALMENT	100,000.00
1900011874	006	414100	476102	Social Resp.	ROWSA - 2ND INSTALMENT	100,000.00
1900011917	006	414100	476102	Social Resp.	PLAYING EQUIPM. FOR NATOU SORO GOLF SPONSORSHIP	17,495.99
4900009523	006	414100	476102	Social Resp.	Icon arivia.kom Tie	2,500.00
4900009523	006	414100	476102	Social Resp.	Ethnic arivia.kom Tie	2,500.00
4900009523	006	414100	476102	Social Resp.	Unisex Vanity Bag	2,500.00
5000012823	006	414100	476102	Social Resp.	3/4 SLV LADY'S BLOYSE + LOGO	220.00
5105637198	006	414100	476102	Social Resp.	PART OF BRANDING SPONSOR FIR RAIDERS RFC EVENT	71,900.28
100121317	007	414100	476102	Social Resp.	SORO N - GOLF SPONSORSHIP EFT 027007	209.00
100121318	007	414100	476102	Social Resp.	GEYSER RIKA - TRANSPORTATION & ACCOMMO EFT 027008	9,197.50
100121371	007	414100	476102	Social Resp.	TIRFU RUGBY CLUB - SEPT 2004	10,000.00
100121372	007	414100	476102	Social Resp.	PREPAYMENT - TIRFU RUGBY CLUB - OCT 2004	10,833.33
100121631	007	414100	476102	Social Resp.	SORO N - ALLOWANCE FOR EUROPEAN TOUR	6,500.00
100123984	007	414100	476102	Social Resp.	DIALE TJ - GOLF SPONSORSHIP EFT 027374	209.00
100124363	007	414100	476102	Social Resp.	FX PAYMENT - GBP 500.00 LADIES EUROPEAN TOUR	6,055.55
100124526	007	414100	476102	Social Resp.	FX PAYMENT - 960.00 - RIVA DEI TESSALI S.P.A	8,646.05
100124532	007	414100	476102	Social Resp.	FX PAYMENT - 960.00 - RIVA DEI TESSALI S.P.A	(8,646.05)
100124533	007	414100	476102	Social Resp.	FX PAYMENT - 960.00 - RIVA DEI TESSALI S.P.A	7,971.05
100124848	007	414100	476102	Social Resp.	PREPAYMENT FOR PGP PROJECT - GOLF	(125,000.00)
100124850	007	414100	476102	Social Resp.	PREPAYMENT FOR TIRFU-RAIDERS SPONSORSHIP	(62,500.00)
1900011953	007	414100	476102	Social Resp.	INROADS - SPONSORSHIP WOMENS DAY EVENT M00003/01	14,000.00
1900012034	007	414100	476102	Social Resp.	ICASA - SPONSORSHIP - ICASA COLLOQUIUM	20,000.00

1900012042	007	414100	476102	Social Resp.	TSHEDZA - GALA DINNER 23/10/04	15,000.00
1900012043	007	414100	476102	Social Resp.	TIRFU - SPONSORSHIP FEE OCT 2004	75,000.00
1900012113	007	414100	476102	Social Resp.	DUE-SOUTH - SUNFLOWER DESIGN WOOD BOXES	3,640.35
1900012124	007	414100	476102	Social Resp.	ELAINE COY - ACC N SORO - NOV 2004	2,500.00
1900012144	007	414100	476102	Social Resp.	CIGRE - SPONSORSHIP - INTERNET CAFE	10,000.00
5000013099	007	414100	476102	Social Resp.	SHRT SLV GOLF SHIRT 3 LOGOS	120.00
5000013100	007	414100	476102	Social Resp.	SHRT SLV GOLF SHIRT 3 LOGOS	120.00
5000013101	007	414100	476102	Social Resp.	SHRT SLV GOLF SHIRT 3 LOGOS	120.00
5000013102	007	414100	476102	Social Resp.	SHRT SLV GOLF SHIRT 3 LOGOS	120.00
5000013111	007	414100	476102	Social Resp.	SHRT SLV GOLF SHIRT 3 LOGOS	120.00
5000013112	007	414100	476102	Social Resp.	LNG SLV GOLF SHIRT 3 LOGOS	130.00
5000013271	007	414100	476102	Social Resp.	Sponsorship - Professional Golf Tour 04	150,000.00
100125723	008	414100	476102	Social Resp.	TIRFU RUGBY CLUB - SEPT 2004	10,000.00
100125725	008	414100	476102	Social Resp.	PREPAYMENT - TIRFU RUGBY CLUB - OCT 2004	10,833.33
100125726	008	414100	476102	Social Resp.	SPONSORSHIP OF RAIDERS RFC FOR NOVEMBER 2004	12,500.00
100125726	008	414100	476102	Social Resp.	PGP GOLF SPONSORSHIP FOR NOVEMBER 2004	25,000.00
1900012252	008	414100	476102	Social Resp.	ABASA - GOLF DAY 2004	3,000.00
1900012285	008	414100	476102	Social Resp.	SA POST OFFICE - SPONSORSHIP YEAR END FUNCTION	5,000.00
1900012286	008	414100	476102	Social Resp.	CFG - SPONSORSHIP - SAPO CEO FAREWELL	10,000.00
1900012346	008	414100	476102	Social Resp.	AGAPE - FRUIT BASKET MAGUGU RAPULENG	219.30
1900012399	008	414100	476102	Social Resp.	ELAINE COY - N SORO - ACC DEC 2004	2,500.00
4900009921	008	414100	476102	Social Resp.	Golf Bag Double Decker	440.00
4900009921	008	414100	476102	Social Resp.	Golf Travel Bag	552.00
4900009921	008	414100	476102	Social Resp.	Cooler Bag Navy	312.00
4900009921	008	414100	476102	Social Resp.	Silver Pens	200.00
100128102	009	414100	476102	Social Resp.	SORO N - CLAIM GOLF SPONSORSHIP EFT 028315	209.00
100128301	009	414100	476102	Social Resp.	SORO N - CLAIM GOLF SPONSORSHIP EFT 028398	209.00
100129074	009	414100	476102	Social Resp.	PREPAYMENT - TIRFU RUGBY CLUB - OCT 2004	(10,833.33)
100129075	009	414100	476102	Social Resp.	TIRFU RUGBY CLUB - SEPT 2004	(10,000.00)
100129076	009	414100	476102	Social Resp.	SPONSORSHIP OF RAIDERS RFC FOR NOVEMBER 2004	(12,500.00)
100129076	009	414100	476102	Social Resp.	PGP GOLF SPONSORSHIP FOR NOVEMBER 2004	(25,000.00)
100129085	009	414100	476102	Social Resp.	SPONSORSHIP OF RAIDERS RFC FOR NOVEMBER 2004	12,500.00
100129085	009	414100	476102	Social Resp.	PGP GOLF SPONSORSHIP FOR NOVEMBER 2004	25,000.00
100129086	009	414100	476102	Social Resp.	TIRFU RUGBY CLUB - SEPT 2004	10,000.00
100129087	009	414100	476102	Social Resp.	PREPAYMENT - TIRFU RUGBY CLUB - OCT 2004	10,833.33
100129089	009	414100	476102	Social Resp.	SPONSORSHIP OF RAIDERS RFC FOR DECEMBER 2004	12,500.00
100129089	009	414100	476102	Social Resp.	PGP GOLF SPONSORSHIP FOR DECEMBER 2004	25,000.00
100129090	009	414100	476102	Social Resp.	TIRFU RUGBY CLUB - DEC 2004	10,000.00
100129091	009	414100	476102	Social Resp.	PREPAYMENT - TIRFU RUGBY CLUB - DEC 2004	10,833.33
1900012462	009	414100	476102	Social Resp.	ELAINE COY - ACCOMMODATION - N SORO	2,500.00
1900012465	009	414100	476102	Social Resp.	*	1,710.53
1900012472	009	414100	476102	Social Resp.	SPONSOR PATRIOTS OF PHELI GOLF DAY 7 DEC'	3,000.00
1900012506	009	414100	476102	Social Resp.	TOP COMPANIES-GALA NATIONAL 2004 SALES	14,800.00
1900012507	009	414100	476102	Social Resp.	TERRAPIN-BLACK EMPOWERMENT PARTNERSHIP 2005	85,000.00
100133495	010	414100	476102	Social Resp.	TIRFU RUGBY CLUB - JAN 2005	10,000.00
100133497	010	414100	476102	Social Resp.	SPONSORSHIP OF RAIDERS RFC FOR JANUARY 2005	12,500.00
100133497	010	414100	476102	Social Resp.	PGP GOLF SPONSORSHIP FOR JANUARY 2005	25,000.00
100133498	010	414100	476102	Social Resp.	PREPAYMENT - TIRFU RUGBY CLUB - JAN 2005	10,833.33
1900012697	010	414100	476102	Social Resp.	SABC - SPONSORSHIP WORLD TV DAY GOLF 19/11	43,859.68
1900012786	010	414100	476102	Social Resp.	ELAINE COY - ACCOMMODATION - N SORO FEB'2005	2,500.00
1900012814	010	414100	476102	Social Resp.	BUSINESS AGAINST CRIME SA - DINATION MAGUGU	175,438.60
1900012861	010	414100	476102	Social Resp.	DONATION OF 4 ROUNDABOUT PLAYPUMPS	200,000.00
100133302	011	414100	476102	Social Resp.	SORO RM - GOLF SPONSORSHIP EFT 029350	209.00
100134702	011	414100	476102	Social Resp.	TIRFU RUGBY CLUB - FEB 2005	10,000.00
100134703	011	414100	476102	Social Resp.	SPONSORSHIP OF RAIDERS RFC FOR FEBRUARY 2005	12,500.00
100134703	011	414100	476102	Social Resp.	PGP GOLF SPONSORSHIP FOR FEBRUARY 2005	25,000.00
100134704	011	414100	476102	Social Resp.	PREPAYMENT - TIRFU RUGBY CLUB - FEB 2005	10,833.33
100135411	011	414100	476102	Social Resp.	SORO N - GOLFSPONSORSHIP EFT 029710	6,838.00
1900012953	011	414100	476102	Social Resp.	RAND CLUB SPONSOR MINING MAGNATES BALL	10,000.00
1900012958	011	414100	476102	Social Resp.	ROWING S.A. - ROWSA FINAL PAYMENT 2004/5	70,000.00
1900012962	011	414100	476102	Social Resp.	COMPUTER SOCIETY - CSSA PRESIDENT AWARDS BANQUET	6,578.95
1900012975	011	414100	476102	Social Resp.	ELAINE COY - ACCOMMODATION - N SORO MARCH 2005	2,500.00
1900013011	011	414100	476102	Social Resp.	THE SMME - SPONSORSHIP - ENTERPRISE GOLF CHALLENGE	4,800.00
100138041	012	414100	476102	Social Resp.	PHELOPHEPA TRAIN 04 COST	115,310.71
100139347	012	414100	476102	Social Resp.	RE-ALLOCATION FROM ACC 113103 TO ACC 476102	(7,500.00)
100139538	012	414100	476102	Social Resp.	RE-ALLOCATION FROM ACC 113103 TO ACC 476102	7,500.00
100139539	012	414100	476102	Social Resp.	RE-ALLOCATION FROM ACC 113103 TO ACC 476102	(7,500.00)
100139878	012	414100	476102	Social Resp.	SPONSORSHIP OF RAIDERS RFC FOR JANUARY 2005	12,500.00
100139878	012	414100	476102	Social Resp.	PGP GOLF SPONSORSHIP FOR JANUARY 2005	25,000.00
100139879	012	414100	476102	Social Resp.	TIRFU RUGBY CLUB - JAN 2005	10,000.00
100139880	012	414100	476102	Social Resp.	PREPAYMENT - TIRFU RUGBY CLUB - JAN 2005	10,833.33
1900013177	012	414100	476102	Social Resp.	NUBIAN TOUCH - BOJANALE GOLF DAY	5,000.00
1900013217	012	414100	476102	Social Resp.	UGS- CEO SUPPORTED UGS AWARD DINNER	10,000.00
1900013336	012	414100	476102	Social Resp.	AFSM - 4 BALL ENTRY AT AFSM GOLFDAY 5TH APRIL	2,938.60
4900011664	012	414100	476102	Social Resp.	4Sun shades	480.00
4900011664	012	414100	476102	Social Resp.	Boot Mats	480.00
4900011664	012	414100	476102	Social Resp.	Golf Umbrella	516.00
4900011664	012	414100	476102	Social Resp.	Golf Bag Double Decker	880.00
4900011664	012	414100	476102	Social Resp.	Golf Travel Bag	620.00
4900011665	012	414100	476102	Social Resp.	Bushmaster Binoculars	125.00
4900011666	012	414100	476102	Social Resp.	Bushmaster Binoculars	(125.00)
5000014774	012	414100	476102	Social Resp.	PC & MONITORS MARINA JUN SEC SCHOOL BIZA	14,595.00
			476102 Total			**2,874,602.40**

5000011797	003	414100	477000	External relations	16 SEATER MERCEDES BUS	2,520.00
100125951	008	414100	477000	External relations	HOOSAIN VL - GIFTS FOR NEDBANK GOLG CHALLENGE	2,192.98
1900012348	008	414100	477000	External relations	COMPUTICKET - METRO FM MUSIC AWARDS 27/11/04	4,421.05
4900009885	008	414100	477000	External relations	A4 Ariston Leather Folder	165.00
100134688	011	414100	477000	External relations	VISSER S - RECON FOR WORLD CUP GOLF	409.10
100136418	012	414100	477000	External relations	FANOE M - CLAIM MEALS EFT 030058	693.65
100136443	012	414100	477000	External relations	VISSER S - ADVANCE EFT 029967	2,749.75
100138802	012	414100	477000	External relations	VISSER S - ADVANCE EFT 029967	(2,749.75)
100138959	012	414100	477000	External relations	VISSER S - ADVANCE EFT 029967	2,749.75
5105645299	012	414100	477000	External relations	GROCERIES PURCHASED VISIT DBN OFFICE FEB'	866.97
			477000 Total			**14,018.50**
4900006031	001	414100	477010	Promotions	Khaki Golf Shirt (medium)	129.63
4900006034	001	414100	477010	Promotions	Sports Bag	250.00
4900006036	001	414100	477010	Promotions	Papermate Pens	700.00
4900006269	002	414100	477010	Promotions	Navy & White Golf Shirt (Large)	125.00
4900006301	002	414100	477010	Promotions	Bushmaster Binoculars	372.00
4900009772	008	414100	477010	Promotions	Windbreaker (L)	270.00
4900009772	008	414100	477010	Promotions	Kaleidoscope	160.00
4900009772	008	414100	477010	Promotions	Cooler Bag Navy	156.00
4900009772	008	414100	477010	Promotions	Voyager Stainless Steel Flask & Mug Set	157.00
100137222	012	414100	477010	Promotions	ZEELIE A - RECON FOR NOCC ROADSHOW	1,433.67
100137223	012	414100	477010	Promotions	ZEELIE A - RECON FOR NOCC ROADSHOW	(1,433.67)
			477010 Total			**2,319.63**
5105632007	003	414100	477040	Investor Relations	INCE - ANNUAL RESULTS - INVITES AND ENV	22,250.00
5105632802	003	414100	477040	Investor Relations	INCE (PTY) LTD - 600 ARIVIA.KOM RESULTS BOOKLETS	12,300.00
5105632805	003	414100	477040	Investor Relations	INCE (PTY) LTD - 600 ARIVIA.KOM RESULTS BOOKLETS	20,000.00
1900011150	004	414100	477040	Investor Relations	POSTAGE DELIVERY FINANCIAL RESULTS INVITATIONS	875.00
1900011151	004	414100	477040	Investor Relations	POSTAGE DELIVERY FINANCIAL RESULTS INVITATIONS	420.00
1900011152	004	414100	477040	Investor Relations	POSTAGE DELIVERY FINANCIAL RESULTS INVITATIONS	2,195.00
5105638782	007	414100	477040	Investor Relations	INCE - 2000 FOLDERS FOR ANNUAL REPORT	65,900.00
5105639669	008	414100	477040	Investor Relations	INCE - ANNUAL REPORT	359,760.00
			477040 Total			**483,700.00**

5105629192	001	414100	477050	Internal Communicat	INCE - 1000 LEAFLETS PRINTED BOTH SIDES	8,500.00
5105630114	002	414100	477050	Internal Communicat	INCE (PTY) LTD - TRANSP BROCHURE & FOLDER	4,500.00
5105630126	002	414100	477050	Internal Communicat	ITWEB LTD - NEWS SERV AGREE 01/03/04-28/02/05	5,033.33
5105630128	002	414100	477050	Internal Communicat	ITWEB LTD - SPONS BE 01/03/04-28/02/05	4,400.00
5105630131	002	414100	477050	Internal Communicat	ITWEB LTD - ADV ITWEB AS PER SHEDULE INV 2 OF 12	4,800.00
5105630132	002	414100	477050	Internal Communicat	ITWEB LTD - NEWS SERV AGREE 01/03/04-28/02/05	(5,033.33)
5105630133	002	414100	477050	Internal Communicat	ITWEB LTD - NEWS SERV AGREE 01/03/04-28/02/05	5,033.33
5105631497	002	414100	477050	Internal Communicat	IT WEB - ADVERISING IT WEB INV 3 OF 12	4,000.00
5105631498	002	414100	477050	Internal Communicat	IT WEB - IT WEB NEWS SERV AGREE INV 3 OF 12	5,033.33
5105631499	002	414100	477050	Internal Communicat	IT WEB - IT WEB NEWS BLACK EMP INV 3 OF 12	4,400.00
100111206	003	414100	477050	Internal Communicat	INTERNAL COMMUNICATION INCE	(13,000.00)
5105632358	003	414100	477050	Internal Communicat	INTERMEDIATE CREDIT ADMIN-ENTERPRISE INTEGRATION T	5,033.33
5105632359	003	414100	477050	Internal Communicat	ITWEB - ADVERTISING ON ITWEB INV 4 OF 12	3,200.00
5105632360	003	414100	477050	Internal Communicat	ITWEB - BEE SECTION SPONSORSHIP	4,400.00
5000012197	004	414100	477050	Internal Communicat	HADDONS IVORY BOARD WHITE ULTRA 335 GSM	567.04
5105633787	004	414100	477050	Internal Communicat	INCE - 1 DESIGN POWERPOINT TEMPLATE 2004 ICON BAR	4,500.00
5105633811	004	414100	477050	Internal Communicat	ITWEB - JULY 2004 BRAINSTORM MAGAZINE	185,800.00
5105633814	004	414100	477050	Internal Communicat	ITWEB - NEWS SERV AGREE 1/03/04-28/02/2005	2,750.00
5105633817	004	414100	477050	Internal Communicat	ITWEB - VISUAL PRESS RELEASE INV 5 OF 12	2,283.33
5105633819	004	414100	477050	Internal Communicat	ITWEB - SPONSORHIP BLACK EMP 01/03/04-28/02/05	4,400.00
5105633821	004	414100	477050	Internal Communicat	ITWEB - ADVERT AGREEMENT INV 5 OUT OF 12	4,000.00
5105634827	005	414100	477050	Internal Communicat	INCE - 1 PANTONE CART CDS	4,350.00
100001502	006	414100	477050	Internal Communicat	INCE (PTY) LTD - FACE TECH BROCHURE AND FOLDER	(42,220.00)
5105637138	006	414100	477050	Internal Communicat	INCE - PHOTOGRAPHY BOARD & EXECUTIVE COMMITTEE	16,500.00
5105637141	006	414100	477050	Internal Communicat	IT WEB - VISUAL PRESS RELEASE INV 6 OF 12	2,283.33
5105637258	006	414100	477050	Internal Communicat	IT WEB - ITWEB ADVERT AGREEMENT INV 6 OF 12	3,200.00
5105637259	006	414100	477050	Internal Communicat	IT WEB - SPONSORSHIP 01/03-28/02/2005	4,400.00
5105637260	006	414100	477050	Internal Communicat	IT WEB - NEWS SERV 01/03-28/02/05 INV 6 OF 12	2,750.00
5105637392	006	414100	477050	Internal Communicat	INCE - DESIGN OF FACE BROCHURE AND FOLDER	42,220.00
1700000571	007	414100	477050	Internal Communicat	AGAP'E - FOR FUNCTION VALENCIA	(980.00)
1900012114	007	414100	477050	Internal Communicat	AGAP'E - FOR FUNCTION VALENCIA	980.00
1900012115	007	414100	477050	Internal Communicat	AGAPE - FOR FUCTION VALENCIA	980.00
1900012145	007	414100	477050	Internal Communicat	UNIQUE AVCOM - AUDIO VISUAL EQUIPMENT LAUNCH	5,400.00
5105638260	007	414100	477050	Internal Communicat	PAKLITE COMMUTER MOBILE OFFICE BAGS X70	41,650.00
5105638783	007	414100	477050	Internal Communicat	ITWEB - VISUAL PRESS RELEASE INV 8 OF 12	2,283.33
5105638784	007	414100	477050	Internal Communicat	ITWEB - ADVETISING AGREEMENT INV 8 OF 12	3,200.00
5105638785	007	414100	477050	Internal Communicat	ITWEB - NEWS SERVICE AGREEMENT INV 8 OF 12	2,750.00
5105638786	007	414100	477050	Internal Communicat	ITWEB - SPONSORSHIP BE PORTAL INV 8 OF 12	4,400.00
5105639585	008	414100	477050	Internal Communicat	INCE - 6 PAGE BEE BROCHURE	28,740.00
5105639586	008	414100	477050	Internal Communicat	INCE - 13 BROCHURE	167,720.00
5105639587	008	414100	477050	Internal Communicat	INCE - PHASE ON OF CORP BROCHURE SPECIFICATIONS	20,000.00
5105639588	008	414100	477050	Internal Communicat	INCE - BROCHURE/REPORT 6P ROLL FOLD X 1000	24,940.00
5105639589	008	414100	477050	Internal Communicat	INCE - 6 PAGE BROCHURE	12,700.00
5105639590	008	414100	477050	Internal Communicat	INCE - CSI BROCHURE/REPORT 8PP SELFCOVER X 1000	25,240.00
5105639591	008	414100	477050	Internal Communicat	INCE - O/TIME & AUTHOR'S CORREC BROCHURES	8,730.00
5105639592	008	414100	477050	Internal Communicat	INCE - ADD COST CSI BROCHURE 6-12 PAGES	1,367.00
5105639593	008	414100	477050	Internal Communicat	INCE - 6 PAGE BROCHURE	80,500.00
5105639665	008	414100	477050	Internal Communicat	ITWEB - E-NEWS	5,200.00
5105639666	008	414100	477050	Internal Communicat	ITWEB - VISUAL PRESS RELEASE ON ITWEB	2,283.33
5105639667	008	414100	477050	Internal Communicat	ITWEB - SPONSORSHIP BE - 01/03/04 TO 28/02/05	4,400.00
5105639668	008	414100	477050	Internal Communicat	ITWEB - NEWS SERV AGR - 01/03/04 TO 28/02/05	2,750.00
5105639670	008	414100	477050	Internal Communicat	INCE - FREIGHT AND AUTHORS ANNUAL REPORT	20,661.09
5105639671	008	414100	477050	Internal Communicat	INCE - CORP PROFILE A4 SHEETS	48,080.00
5105640339	008	414100	477050	Internal Communicat	IT WEB - ADV AGREEMENT PER SCHEDULE INV 9 OF 12	4,000.00
5105640340	008	414100	477050	Internal Communicat	IT WEB - VISUAL PRESS RELEASE INV 9 OF 12	2,283.33
5105640341	008	414100	477050	Internal Communicat	IT WEB - SPONSORSHIP BE PORTAL INV 9 OF 12	4,400.00
5105640342	008	414100	477050	Internal Communicat	IT WEB - NEWS SERVICE AGREEMENT INV 9 OF 12	2,750.00
5105641222	009	414100	477050	Internal Communicat	ITWEB - ADVERTISING AGREE DEC'04 INV 10 OF 12	3,200.00
5105641223	009	414100	477050	Internal Communicat	ITWEB - VISUAL PRES RELEASE DEC'04 INV 10 OF 12	2,283.33
5105641224	009	414100	477050	Internal Communicat	ITWEB - SPONSORSHIP BE PORTAL DEC'04 INV 10 OF 12	4,400.00
5105641225	009	414100	477050	Internal Communicat	ITWEB - NEWS SERVICE AGREEM DEC'04	2,750.00
5105641961	010	414100	477050	Internal Communicat	ITWEB - VISUAL PRESS RELEASE ITWEB INV11 0F 12	2,283.33
5105641963	010	414100	477050	Internal Communicat	ITWEB - SPONSORSHIP BE PRTAL INV11 0F 12	4,400.00
5105641964	010	414100	477050	Internal Communicat	ITWEB - NEWS SERVICE AGREEMENT INV11 0F 12	2,750.00
5105641968	010	414100	477050	Internal Communicat	ITWEB - ADVETISING AGREEMENT INV11 0F 12	4,000.00
1900012901	011	414100	477050	Internal Communicat	AGAPE - FLOWER FRAMEWORK OF AFRICAN CLOTHES	7,480.00
5105643484	011	414100	477050	Internal Communicat	INCE - 1 CORPORATE IDENTITY PHASE 2	25,000.00
5105643485	011	414100	477050	Internal Communicat	ITWEB LIMITED - ADVERTISING AGREEMENT	3,200.00
5105643486	011	414100	477050	Internal Communicat	ITWEB LIMITED - SPONSORSHIP OF BLACK EMPOWERMENT P	4,400.00
5105643488	011	414100	477050	Internal Communicat	ITWEB LIMITED - VISUAL PRESS RELEASE ON ITWEB	2,283.37
5105643489	011	414100	477050	Internal Communicat	ITWEB LIMITED - NEWS SERVICE AGREEMENT	2,750.00
1900013156	012	414100	477050	Internal Communicat	CATERING FOR EXCO MEDIA TRAINING SESSION	680.00
4900011080	012	414100	477050	Internal Communicat	POST IT PADS 76X76 100	32.90
4900011080	012	414100	477050	Internal Communicat	CD ENVELOPES	90.00
4900011080	012	414100	477050	Internal Communicat	Bostic clear adhesive	61.11
4900011080	012	414100	477050	Internal Communicat	CELLOTAPE DISPENSER	50.88
4900011080	012	414100	477050	Internal Communicat	CELLOTAPE	8.76
4900011080	012	414100	477050	Internal Communicat	WHITEBOARD ERASER	260.00
4900011080	012	414100	477050	Internal Communicat	VERBATIM CD R 50'S SPINDLE	520.00
4900011080	012	414100	477050	Internal Communicat	CD R'S	372.00
5105644580	012	414100	477050	Internal Communicat	IT WEB - VISUAL PRESS RELEASE INV 1 OF 12	1,666.67
5105644582	012	414100	477050	Internal Communicat	IT WEB - NEWS SERV AGREEMENT INV 1 OF 12	2,291.67
5105644584	012	414100	477050	Internal Communicat	IT WEB - SPONSORSHIP BEE INV 1 OF 12	4,833.33
			477050 Total			**887,539.12**

1900010564	001	414100	477060	Client Relation Mark	TIME CLOTHING -RAIDERS CLOTHING	36,853.50
4900006044	001	414100	477060	Client Relation Mark	A4 Ariston Leather Folder	390.00
4900006044	001	414100	477060	Client Relation Mark	Golf Umbrella	330.00
4900006044	001	414100	477060	Client Relation Mark	Sports Bag	125.00
4900006044	001	414100	477060	Client Relation Mark	Windbreaker (XL)	270.00
4900006044	001	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XXXXXL)	125.00
4900006044	001	414100	477060	Client Relation Mark	Beanies	50.00
4900006046	001	414100	477060	Client Relation Mark	Orange Golf Shirt (2XL)	125.00
4900006047	001	414100	477060	Client Relation Mark	Navy & White Golf Shirt (Medium)	125.00
4900006054	001	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XXL)	125.00
4900006058	001	414100	477060	Client Relation Mark	Fleece Top 2XL	165.00
4900006060	001	414100	477060	Client Relation Mark	Sunvisors (Navy)	26.00
4900006060	001	414100	477060	Client Relation Mark	Sunvisors (Khaki)	26.00
4900006060	001	414100	477060	Client Relation Mark	Ethnic arivia.kom Tie	50.00
4900006060	001	414100	477060	Client Relation Mark	Icon arivia.kom Tie	50.00
4900006060	001	414100	477060	Client Relation Mark	Spec Cases	25.00
4900006060	001	414100	477060	Client Relation Mark	Golf Balls	33.00
4900006060	001	414100	477060	Client Relation Mark	Black Swivel head torch	105.00
4900006060	001	414100	477060	Client Relation Mark	Irish Coffee Set	65.00
4900006060	001	414100	477060	Client Relation Mark	Navy & White Golf Shirt (Medium)	125.00
4900006060	001	414100	477060	Client Relation Mark	Drop Down Handle Leather Folder	175.00
4900006060	001	414100	477060	Client Relation Mark	A5 Leather Folder	64.00
4900006060	001	414100	477060	Client Relation Mark	Voyager Stainless Steel Flask & Mug Set	157.00
4900006061	001	414100	477060	Client Relation Mark	A4 Ariston Leather Folder	195.00
4900006061	001	414100	477060	Client Relation Mark	Sports Bag	125.00
4900006061	001	414100	477060	Client Relation Mark	Spec Cases	25.00
4900006061	001	414100	477060	Client Relation Mark	Golf Caps	26.00
4900006061	001	414100	477060	Client Relation Mark	Unisex Vanity Bag	50.00
4900006061	001	414100	477060	Client Relation Mark	Khaki Golf Shirt (XL)	125.00
4900006061	001	414100	477060	Client Relation Mark	Tight Orange Shirt (2XL)	110.00
4900006061	001	414100	477060	Client Relation Mark	Tight Black T-Shirt (2XL)	110.00
4900006061	001	414100	477060	Client Relation Mark	Loose Orange Shirt (XL)	110.00
4900006061	001	414100	477060	Client Relation Mark	Loose Black T-Shirt (XL)	110.00
4900006062	001	414100	477060	Client Relation Mark	Orange Golf Shirt (XL)	125.00
4900006062	001	414100	477060	Client Relation Mark	Black Golf Shirt (XL)	125.00
4900006062	001	414100	477060	Client Relation Mark	Golf Umbrella	165.00
4900006062	001	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XL)	125.00
4900006062	001	414100	477060	Client Relation Mark	Sleeveless Jacket & Pants (2XL)	140.00
4900006062	001	414100	477060	Client Relation Mark	Windbreaker (XL)	270.00
4900006063	001	414100	477060	Client Relation Mark	Fleece Top X Large	165.00
100105231	002	414100	477060	Client Relation Mark	LEN CARVER - FNB CREDIT CARD EXPEN MAKRO WOODMEAD	77.11
1900010635	002	414100	477060	Client Relation Mark	LOFTUS CLEANING SERVICES - PRE-SEASON CLEANING	150.00
1900010657	002	414100	477060	Client Relation Mark	SAATCHI & SAATCHI-FRAMING/CALLIGRAPHY	2,750.00
1900010693	002	414100	477060	Client Relation Mark	JAMES GILBERT S.A. (PTY) LTD - RAIDERS RUGBY	10,964.00
1900010831	002	414100	477060	Client Relation Mark	JOHNNY'S LIQUOR HYPERMARKET - LOFTUS	2,120.16
1900010840	002	414100	477060	Client Relation Mark	LOFTUS CLEANING SERVICE - BULLS vs CATS	150.00
4900006239	002	414100	477060	Client Relation Mark	Golf Umbrella	165.00
4900006239	002	414100	477060	Client Relation Mark	Filofax Leather	210.00
4900006239	002	414100	477060	Client Relation Mark	Navy & White Golf Shirt (Medium)	125.00
4900006239	002	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XL)	250.00
4900006240	002	414100	477060	Client Relation Mark	A4 Ariston Leather Folder	3,900.00
4900006242	002	414100	477060	Client Relation Mark	Sports Bag	125.00
4900006243	002	414100	477060	Client Relation Mark	A4 Ariston Leather Folder	(3,900.00)
4900006244	002	414100	477060	Client Relation Mark	A4 Ariston Leather Folder	(3,900.00)
4900006246	002	414100	477060	Client Relation Mark	A4 Ariston Leather Folder	7,800.00
4900006249	002	414100	477060	Client Relation Mark	Sports Bag	(125.00)
4900006284	002	414100	477060	Client Relation Mark	Orange Golf Shirt (XL)	(125.00)
4900006587	002	414100	477060	Client Relation Mark	Makeup Mirror Bag	(25.00)
4900006587	002	414100	477060	Client Relation Mark	Spec Cases	(25.00)
4900006588	002	414100	477060	Client Relation Mark	Makeup Mirror Bag	50.00
4900006588	002	414100	477060	Client Relation Mark	Spec Cases	50.00
4900006608	002	414100	477060	Client Relation Mark	BROWN SUGAR	5.50
4900006608	002	414100	477060	Client Relation Mark	CANDEREL SACHETS	134.33
4900006608	002	414100	477060	Client Relation Mark	COFFEE FILTERS 1X4 / 1X2	4.53
4900006608	002	414100	477060	Client Relation Mark	CREMORA COFFEE CREAMER 1KG	23.40
4900006608	002	414100	477060	Client Relation Mark	DISH CLOTHS (BIG)	47.20
4900006608	002	414100	477060	Client Relation Mark	DISH SWABS	10.95
4900006608	002	414100	477060	Client Relation Mark	ENDEARMINTS WRAPPED (1KG)	30.01
4900006608	002	414100	477060	Client Relation Mark	KITCHEN PAPER TOWEL ROLLS	35.54
4900006608	002	414100	477060	Client Relation Mark	NESCAFE COFFEE 200G	49.95
4900006608	002	414100	477060	Client Relation Mark	QUALITY STREET (900G)	131.86
4900006608	002	414100	477060	Client Relation Mark	SPONGE SCOURERS 3'S	15.28
4900006608	002	414100	477060	Client Relation Mark	SUGAR - 2.5KG	14.16
4900006608	002	414100	477060	Client Relation Mark	TEA FIVE ROSES	17.60
4900006608	002	414100	477060	Client Relation Mark	TEA ROOIBOS	11.67
4900006608	002	414100	477060	Client Relation Mark	TENDERMINT (GREEN)	36.04
4900006608	002	414100	477060	Client Relation Mark	HOUSE OF COFFEE VIP BLEND	26.12
4900006783	002	414100	477060	Client Relation Mark	Fleece Top X Large	165.00
5105631317	002	414100	477060	Client Relation Mark	MONNA - LOFTUS BOX 8 MAY 2004	2,600.00
100108396	003	414100	477060	Client Relation Mark	VISSER S - GIFTS WAPPING MATERIAL FOR CLIENTS GIFT	1,411.30
100109646	003	414100	477060	Client Relation Mark	VISSER S - PURCHASE OF GIFTS FOR CLIENTS(RUGBY TS)	613.99
1900011015	003	414100	477060	Client Relation Mark	UNIQUE AVCOM-AUDIO VISUAL EQUIP.-FINANCIAL RESULTS	6,970.00
1900011094	003	414100	477060	Client Relation Mark	JOHNBNY'S LIQUOR HYPERMARKET - DRINKS LOFTUS26/06/	410.60
1900011095	003	414100	477060	Client Relation Mark	JOHNNY'S LIQUOR HYPERMARKET - DRINKS LOFTUS26/06/	3,111.96

1900011096	003	414100	477060	Client Relation Mark	LOFTUS CLEANING SERV - CLEANING SA V/S WALES	150.00
5000011599	003	414100	477060	Client Relation Mark	INSTALLATION OF A SECURITY GATE @ LOFTUS	950.00
100111921	004	414100	477060	Client Relation Mark	FNB CARD PURCHASES FOR SUIT AT LOFTUS J WESSELS	983.86
100111921	004	414100	477060	Client Relation Mark	FNB CARD PURCHASES CLICKS RE TEST MATCH JURGENS	1,613.93
5000011995	004	414100	477060	Client Relation Mark	35 xVuvuzela for the Vodacom Challenge	358.60
5000012017	004	414100	477060	Client Relation Mark	35 xVuvuzela for the Vodacom Challenge	(358.60)
5000012026	004	414100	477060	Client Relation Mark	35 xVuvuzela for the Vodacom Challenge	358.60
5105632989	004	414100	477060	Client Relation Mark	ROLLER BALL CHROME PENS X200	9,990.00
5105632994	004	414100	477060	Client Relation Mark	SNACK PACKS & DRINKS FOR BUS LOFTUS 26 JUN'	1,277.00
5105632995	004	414100	477060	Client Relation Mark	CATERING FOR SUITE AT LOFTUS 26 JUN'	3,150.00
1900011449	005	414100	477060	Client Relation Mark	FORGE AHEAD - TABLE BOOKING AFRICAN ICT	12,500.00
4900007816	005	414100	477060	Client Relation Mark	Unisex Vanity Bag	50.00
4900007818	005	414100	477060	Client Relation Mark	Sleeveless Jacket & Pants (M)	140.00
4900007836	005	414100	477060	Client Relation Mark	Waterman Pens	(180.00)
4900007839	005	414100	477060	Client Relation Mark	Fleece Top Large	165.00
4900007840	005	414100	477060	Client Relation Mark	Sports Bag	250.00
4900007841	005	414100	477060	Client Relation Mark	A4 Ariston Leather Folder	(9,750.00)
4900007847	005	414100	477060	Client Relation Mark	A4 Ariston Leather Folder	9,750.00
4900007848	005	414100	477060	Client Relation Mark	Drop Down Handle Leather Folder	(8,750.00)
4900007858	005	414100	477060	Client Relation Mark	Orange Golf Shirt (2XL)	1,980.00
4900007860	005	414100	477060	Client Relation Mark	Fleece Top Large	165.00
4900007861	005	414100	477060	Client Relation Mark	Fleece Top Large	(330.00)
4900007862	005	414100	477060	Client Relation Mark	Fleece Tops Small	165.00
4900009394	005	414100	477060	Client Relation Mark	Navy & White Golf Shirt (small)	500.00
4900009394	005	414100	477060	Client Relation Mark	Khaki Golf Shirt (small)	500.00
4900009404	005	414100	477060	Client Relation Mark	Navy & White Golf Shirt (Medium)	125.00
4900009405	005	414100	477060	Client Relation Mark	A4 Ariston Leather Folder	(9,750.00)
4900009406	005	414100	477060	Client Relation Mark	Silver Pens	(2,500.00)
4900009407	005	414100	477060	Client Relation Mark	Silver Pens	(17,750.00)
4900009408	005	414100	477060	Client Relation Mark	Sleeveless Jacket & Pants (M)	140.00
4900009410	005	414100	477060	Client Relation Mark	Ethnic arivia.kom Tie	3,000.00
4900009410	005	414100	477060	Client Relation Mark	Unisex Vanity Bag	1,400.00
4900009411	005	414100	477060	Client Relation Mark	Double Decker Cooler Bag	50.00
4900009412	005	414100	477060	Client Relation Mark	Double Decker Cooler Bag	50.00
4900009412	005	414100	477060	Client Relation Mark	Picnic Cooler Bag	61.00
4900009413	005	414100	477060	Client Relation Mark	Fleece Tops Small	165.00
4900009420	005	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XL)	250.00
4900009420	005	414100	477060	Client Relation Mark	Navy & White Golf Shirt (Large)	250.00
4900009420	005	414100	477060	Client Relation Mark	Sunvisors (Navy)	104.00
4900009433	005	414100	477060	Client Relation Mark	Papermate Pens	600.00
4900009433	005	414100	477060	Client Relation Mark	A4 Ariston Leather Folder	390.00
4900009433	005	414100	477060	Client Relation Mark	Windbreaker (M)	270.00
4900009433	005	414100	477060	Client Relation Mark	Windbreaker (L)	270.00
4900009435	005	414100	477060	Client Relation Mark	Double Decker Cooler Bag	200.00
4900009435	005	414100	477060	Client Relation Mark	Golf Balls	44.00
4900009435	005	414100	477060	Client Relation Mark	Golf Towels	100.00
5105634616	005	414100	477060	Client Relation Mark	A4 DROP HANDLE KOSKIN FOLDERS INCL. BRANDING	8,750.00
5105634856	005	414100	477060	Client Relation Mark	PICTO BUSBY - KOSKIN ZIP AROUND FOLD	8,085.00
5105635084	005	414100	477060	Client Relation Mark	VODACOM CHALLENGE SUITE - SOCCER	64,809.00
1900011730	006	414100	477060	Client Relation Mark	SANDILE IMAGES - STAINLESS STEEL FLASK SET	4,687.50
1900011839	006	414100	477060	Client Relation Mark	LOWTHER TECHNOLOGIES - 21"LCD TOUCH SCREENS	4,536.00
1900011879	006	414100	477060	Client Relation Mark	SABC - TV LICENCES - 01/10/2004-30/09/2005	452.81
4900009516	006	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XXL)	(125.00)
4900009517	006	414100	477060	Client Relation Mark	Navy & White Golf Shirt (Large)	125.00
4900009524	006	414100	477060	Client Relation Mark	Fleece Top Large	330.00
4900009524	006	414100	477060	Client Relation Mark	Fleece Top 2XL	330.00
4900009524	006	414100	477060	Client Relation Mark	Fleece Tops Small	330.00
4900009536	006	414100	477060	Client Relation Mark	Fleece Top Large	(165.00)
4900009540	006	414100	477060	Client Relation Mark	Fleece Top 2XL	165.00
4900009558	006	414100	477060	Client Relation Mark	Fleece Top Large	(165.00)
4900009559	006	414100	477060	Client Relation Mark	Fleece Tops Small	165.00
4900009560	006	414100	477060	Client Relation Mark	Voyager Stainless Steel Flask & Mug Set	(7,850.00)
4900009561	006	414100	477060	Client Relation Mark	Golf Caps	(7,800.00)
4900009564	006	414100	477060	Client Relation Mark	Bucket Hats Khaki	(7,250.00)
4900009567	006	414100	477060	Client Relation Mark	Cooler Bag Navy	(3,900.00)
4900009571	006	414100	477060	Client Relation Mark	Bushmaster Binoculars	(6,250.00)
4900009572	006	414100	477060	Client Relation Mark	Golf Travel Bag	276.00
4900009573	006	414100	477060	Client Relation Mark	Unisex Vanity Bag	100.00
4900009574	006	414100	477060	Client Relation Mark	Sunvisors (Navy)	780.00
4900009575	006	414100	477060	Client Relation Mark	Coasters Set	300.00
4900009576	006	414100	477060	Client Relation Mark	Miniature Manicure Set	30.00
4900009577	006	414100	477060	Client Relation Mark	Makeup Mirror Bag	25.00
4900009577	006	414100	477060	Client Relation Mark	Spec Cases	25.00
4900009577	006	414100	477060	Client Relation Mark	Silver Pens	50.00
4900009578	006	414100	477060	Client Relation Mark	Cricket Cap	40.00
4900009578	006	414100	477060	Client Relation Mark	Miniature Manicure Set	150.00
4900009578	006	414100	477060	Client Relation Mark	Unisex Vanity Bag	100.00
4900009603	006	414100	477060	Client Relation Mark	Golf Travel Bag	138.00
4900009603	006	414100	477060	Client Relation Mark	Fleece Top 3XL	165.00
4900009603	006	414100	477060	Client Relation Mark	Orange Golf Shirt (L)	750.00
4900009603	006	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XXL)	1,125.00
4900009603	006	414100	477060	Client Relation Mark	Tight Black T-Shirt (3XL)	110.00
4900009603	006	414100	477060	Client Relation Mark	Loose Black T-Shirt (2XL)	110.00
4900009603	006	414100	477060	Client Relation Mark	Tight Black T-Shirt (4XL)	220.00

4900009603	006	414100	477060	Client Relation Mark	Loose Black T-Shirt (2XL)	110.00
4900009603	006	414100	477060	Client Relation Mark	Tight Black T-Shirt (4XL)	220.00
4900009603	006	414100	477060	Client Relation Mark	Tight Orange Shirt (L)	220.00
4900009610	006	414100	477060	Client Relation Mark	Loose Orange Shirt (S)	110.00
4900009610	006	414100	477060	Client Relation Mark	Fleece Tops Small	165.00
4900009610	006	414100	477060	Client Relation Mark	Loose Orange Shirt (XL)	110.00
4900009610	006	414100	477060	Client Relation Mark	Fleece Top Large	165.00
4900009610	006	414100	477060	Client Relation Mark	Loose Orange Shirt (S)	110.00
4900009610	006	414100	477060	Client Relation Mark	Fleece Tops Small	165.00
4900009610	006	414100	477060	Client Relation Mark	Loose Orange Shirt (L)	110.00
4900009610	006	414100	477060	Client Relation Mark	Fleece Top Large	165.00
4900009610	006	414100	477060	Client Relation Mark	Tight Orange Shirt (3XL)	110.00
4900009610	006	414100	477060	Client Relation Mark	Fleece Top 5XL	165.00
4900009610	006	414100	477060	Client Relation Mark	Fleece Tops Small	165.00
4900009610	006	414100	477060	Client Relation Mark	Loose Orange Shirt (S)	110.00
4900009610	006	414100	477060	Client Relation Mark	Fleece Top Large	165.00
4900009610	006	414100	477060	Client Relation Mark	Loose Orange Shirt (2XL)	110.00
4900009610	006	414100	477060	Client Relation Mark	Fleece Top Large	165.00
4900009610	006	414100	477060	Client Relation Mark	Fleece Tops Small	165.00
4900009610	006	414100	477060	Client Relation Mark	Loose Orange Shirt (S)	110.00
4900009610	006	414100	477060	Client Relation Mark	Beanies	3,250.00
4900009610	006	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XL)	125.00
4900009610	006	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XXL)	125.00
4900009610	006	414100	477060	Client Relation Mark	Navy & White Golf Shirt (Large)	250.00
4900009613	006	414100	477060	Client Relation Mark	Khaki Golf Shirt (large)	125.00
4900009613	006	414100	477060	Client Relation Mark	Navy & White Golf Shirt (Medium)	125.00
4900009617	006	414100	477060	Client Relation Mark	Bushmaster Binoculars	125.00
5000012824	006	414100	477060	Client Relation Mark	NAVY & STONE SHRT SLV GOLF SHIRT - MEN	15,450.00
5000012825	006	414100	477060	Client Relation Mark	KHAKI BRUSHED COTTON GOLF CAP	10,400.00
5000012854	006	414100	477060	Client Relation Mark	SILVER PROOF COIN SET	5,700.00
5000012854	006	414100	477060	Client Relation Mark	SINGLE SILVER PROOF COIN SET	5,710.00
5000012886	006	414100	477060	Client Relation Mark	Horizontal Pop Up Banners	15,800.00
5000012886	006	414100	477060	Client Relation Mark	Artwork & setup cost	250.00
5105636433	006	414100	477060	Client Relation Mark	CATERING FOR BUS. DEVELOPMENT SECRETARY DAY	1,150.00
5105637049	006	414100	477060	Client Relation Mark	BRUSHED COTTON BUCKET X250	7,250.00
5105637052	006	414100	477060	Client Relation Mark	COOLER BAG LARGE NAVY X50	3,900.00
5105637054	006	414100	477060	Client Relation Mark	SILVER KALEIDOSCOPES X50	8,000.00
5105637056	006	414100	477060	Client Relation Mark	BINOCULAR RUBY LENS 8 X50	6,250.00
5105637276	006	414100	477060	Client Relation Mark	SANDILE IMAGES - BLACK T-SHIRTS	17,457.00
5105637278	006	414100	477060	Client Relation Mark	SANDILE IMAGES - GOLF BAGS	19,288.50
1700000566	007	414100	477060	Client Relation Mark	SANDILE IMAGES-WHITE T-SHIRTS - ANNUAL GOLF DAY	(2,859.60)
1700000567	007	414100	477060	Client Relation Mark	SANDILE IMAGES - CARD HOLDER/LASER POINTER/VUVUZEL	(21,763.70)
1700000568	007	414100	477060	Client Relation Mark	SANDILE IMAGES - BLACK CAPS	(10,800.00)
1900012107	007	414100	477060	Client Relation Mark	SANDILE IMAGES-WHITE T-SHIRTS - ANNUAL GOLF DAY	2,859.60
1900012108	007	414100	477060	Client Relation Mark	SANDILE IMAGES - CARD HOLDER/LASER POINTER/VUVUZEL	21,763.70
1900012109	007	414100	477060	Client Relation Mark	SANDILE IMAGES - BLACK CAPS	10,800.00
1900012141	007	414100	477060	Client Relation Mark	FNB CARD LEN CARVER BLOU BULLE MAATSKAPPY	1,263.16
1900012141	007	414100	477060	Client Relation Mark	FNB CARD LEN CARVER THE PRO SHOP VOUCHERS GOLF DAY	2,105.26
1900012141	007	414100	477060	Client Relation Mark	FNB CARD LEN CARVER MACRO CADAC COMBO GOLF DAY	659.65
1900012141	007	414100	477060	Client Relation Mark	FNB CARD LEN CARVER MACRO PRIZES ARIVIA GOLF DAY	20,726.58
1900012141	007	414100	477060	Client Relation Mark	FNB CARD LEN CARVER MACRO SNACKS ARIVIA GOLF DAY	1,561.14
4900009623	007	414100	477060	Client Relation Mark	Orange Golf Shirt (S)	250.00
4900009623	007	414100	477060	Client Relation Mark	Black Golf Shirt (Small)	250.00
4900009623	007	414100	477060	Client Relation Mark	Khaki Golf Shirt (small)	250.00
4900009623	007	414100	477060	Client Relation Mark	Navy & White Golf Shirt (small)	250.00
4900009631	007	414100	477060	Client Relation Mark	Kaleidoscope	(8,000.00)
4900009633	007	414100	477060	Client Relation Mark	Spec Cases	25.00
4900009633	007	414100	477060	Client Relation Mark	Boot Mats	80.00
4900009633	007	414100	477060	Client Relation Mark	Papermate Pens	40.00
4900009633	007	414100	477060	Client Relation Mark	Silver Pens	100.00
4900009633	007	414100	477060	Client Relation Mark	Golf Balls	33.00
4900009633	007	414100	477060	Client Relation Mark	Golf Caddies	5.00
4900009633	007	414100	477060	Client Relation Mark	A4 Ariston Leather Folder	165.00
4900009633	007	414100	477060	Client Relation Mark	Cooler Bag Navy	78.00
4900009646	007	414100	477060	Client Relation Mark	Large Manicure Set	265.00
4900009646	007	414100	477060	Client Relation Mark	Silver Pens	50.00
4900009646	007	414100	477060	Client Relation Mark	Coasters Set	50.00
4900009649	007	414100	477060	Client Relation Mark	Long Sleeve Shirt	(18,000.00)
4900009650	007	414100	477060	Client Relation Mark	Fleece Top Large	165.00
4900009651	007	414100	477060	Client Relation Mark	Makeup Mirror Bag	25.00
4900009652	007	414100	477060	Client Relation Mark	Unisex Vanity Bag	50.00
4900009652	007	414100	477060	Client Relation Mark	Double Decker Cooler Bag	50.00
4900009655	007	414100	477060	Client Relation Mark	Filofax Leather	210.00
4900009658	007	414100	477060	Client Relation Mark	Long Sleeve Shirt	480.00
4900009658	007	414100	477060	Client Relation Mark	Tight Black T-Shirt (M)	440.00
4900009658	007	414100	477060	Client Relation Mark	Sunvisors (Khaki)	104.00
4900009658	007	414100	477060	Client Relation Mark	Golf Caps	104.00
4900009658	007	414100	477060	Client Relation Mark	Kaleidoscope	800.00

4900009658	007	414100	477060	Client Relation Mark	Golf Umbrella	330.00
4900009658	007	414100	477060	Client Relation Mark	Golf Travel Bag	414.00
4900009658	007	414100	477060	Client Relation Mark	Papermate Pens	100.00
4900009658	007	414100	477060	Client Relation Mark	Silver Pens	150.00
4900009710	007	414100	477060	Client Relation Mark	Navy & White Golf Shirt (Medium)	125.00
4900009710	007	414100	477060	Client Relation Mark	Navy & White Golf Shirt (Large)	125.00
4900009710	007	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XL)	250.00
4900009710	007	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XXL)	625.00
4900009710	007	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XXXXXL)	125.00
4900009716	007	414100	477060	Client Relation Mark	Navy & Khaki Golf Shirt	(30,000.00)
4900009725	007	414100	477060	Client Relation Mark	Golf Travel Bag	138.00
4900009725	007	414100	477060	Client Relation Mark	Golf Umbrella	165.00
4900009725	007	414100	477060	Client Relation Mark	Black Swivel head torch	105.00
5000013095	007	414100	477060	Client Relation Mark	Silver Oval Cufflinks with logo	4,500.00
5000013095	007	414100	477060	Client Relation Mark	Silver Tie Pins with logo	4,250.00
5000013095	007	414100	477060	Client Relation Mark	10 Year of Freedom Lapel Badges	1,750.00
5000013332	007	414100	477060	Client Relation Mark	NAVY & STONE SHRT SLV GOLF SHIRT - MEN	18,849.00
5000013333	007	414100	477060	Client Relation Mark	NAVY & STONE SHRT SLV GOLF SHIRT - LAD	5,665.00
5105637774	007	414100	477060	Client Relation Mark	CATERING SUIT AT LOFTUS BULLS VS SHARKS 28/08	2,600.00
5105638800	007	414100	477060	Client Relation Mark	CATERING LOFTUS BULLS VS LIONS 25 SEP'04	2,600.00
5105638806	007	414100	477060	Client Relation Mark	SANDILE IMAGES-WHITE T-SHIRTS - ANNUAL GOLF DAY	2,859.60
5105638807	007	414100	477060	Client Relation Mark	SANDILE IMAGES - CARD HOLDER/LASER POINTER/VUVUZEL	21,763.70
5105638808	007	414100	477060	Client Relation Mark	SANDILE IMAGES - BLACK CAPS	10,800.00
5105638809	007	414100	477060	Client Relation Mark	SANDILE IMAGES - SUNGLASSES	9,724.50
5105638842	007	414100	477060	Client Relation Mark	NEDBANK GOLF CHALLENGE AT SUN CITY	278,090.00
5105638843	007	414100	477060	Client Relation Mark	PHANTOM OF THE OPERA 13 & 14 OCT'	40,580.00
5105638844	007	414100	477060	Client Relation Mark	CLIENT EVENT DRIVING COURSE	22,770.00
5105638845	007	414100	477060	Client Relation Mark	CLIENT FLY FISHING GETAWAY KLOPPENHEIM	94,927.90
5105638846	007	414100	477060	Client Relation Mark	CLIENT HOT AIR BALLOONING	2,532.00
5105638847	007	414100	477060	Client Relation Mark	DRIVING COURSE AUDI JAN'05	800.00
5105638848	007	414100	477060	Client Relation Mark	GREAT MOSCOW CIRCUS - JAN'05	10,637.50
100126385	008	414100	477060	Client Relation Mark	VISSER S - CLAIM SWEETS FOR GROUP MARKETING	82.50
100127025	008	414100	477060	Client Relation Mark	HOOSAIN V - WRAPPING PAPERS RECON	2,565.83
1700000577	008	414100	477060	Client Relation Mark	JOHNNY'S LIQUOR HYPER - CR INV40668 INCORR COST	(3,111.96)
1700000578	008	414100	477060	Client Relation Mark	JOHNNY'S LIQUOR HYPER - INV WRONG REFER INV47698	(121.05)
1900012174	008	414100	477060	Client Relation Mark	TONY NDORO - MASTER OF CEREMONIES GOLF DAY	8,000.00
1900012175	008	414100	477060	Client Relation Mark	HANDS ON TREATMENT - GOLF DAY 12 X THERAPISTS	16,800.00
1900012228	008	414100	477060	Client Relation Mark	LOFTUS CLEANING SERV - LOFTUS BULLS V/S W/PROV	150.00
1900012229	008	414100	477060	Client Relation Mark	JOHNNY'S LIQUOR HYPER - DRINKS SUITE LOFTUS	976.94
1900012230	008	414100	477060	Client Relation Mark	JOHNNY'S LIQUOR HYPER - DRINKS SUITE LOFTUS	672.63
1900012231	008	414100	477060	Client Relation Mark	JOHNNY'S LIQUOR HYPER - DRINKS SUITE LOFTUS	57.90
1900012232	008	414100	477060	Client Relation Mark	CENTURION CC - A.K GOLF DAY	39,668.31
1900012336	008	414100	477060	Client Relation Mark	JOHNNY'S LIQUOR HYPERMARKET - DRINKS LOFTUS 7/11/4	720.23
1900012337	008	414100	477060	Client Relation Mark	JOHNNY'S LIQUOR HYPERMARKET - DRINKS LOFTUS OCT'04	812.15
1900012338	008	414100	477060	Client Relation Mark	JOHNNY'S LIQUOR HYPERMARKET - DRINKS LOFTUS 28/10/	70.13
1900012339	008	414100	477060	Client Relation Mark	JOHNNY'S LIQUOR HYPERMARKET - DRINKS LOFTUS 28/8/4	660.82
1900012340	008	414100	477060	Client Relation Mark	LOFTUS CLEANING SERV - SOCCER PIRATES V/S SUNDOWNS	150.00
1900012341	008	414100	477060	Client Relation Mark	LOFTUS CLEANING SERV - BULLS V/S SHEETAHS	150.00
1900012342	008	414100	477060	Client Relation Mark	LOFTUS CLEANING SERV - BULLS V/S LIONS	150.00
1900012343	008	414100	477060	Client Relation Mark	LOFTUS CLEANING SERV - BULLS V/S SHARKS	150.00
1900012408	008	414100	477060	Client Relation Mark	SHINE PHOTOGRAPHERS-ANNUAL GOLF DAY	6,716.16
1900012440	008	414100	477060	Client Relation Mark	IMPACT TRADE MARKETING - GIFT BASKETS	2,295.00
4900009787	008	414100	477060	Client Relation Mark	Bushmaster Binoculars	125.00
4900009788	008	414100	477060	Client Relation Mark	Navy & Khaki Golf Shirt	250.00
4900009788	008	414100	477060	Client Relation Mark	Khaki Golf Shirt (XL)	250.00
4900009788	008	414100	477060	Client Relation Mark	Golf Caps	52.00
4900009788	008	414100	477060	Client Relation Mark	Icon arivia.kom Tie	50.00
4900009788	008	414100	477060	Client Relation Mark	Cooler Bag Navy	78.00
4900009791	008	414100	477060	Client Relation Mark	Sunvisors (Navy)	156.00
4900009792	008	414100	477060	Client Relation Mark	Sleeveless Jacket & Pants (M)	140.00
4900009793	008	414100	477060	Client Relation Mark	Golf Travel Bag	276.00
4900009826	008	414100	477060	Client Relation Mark	A4 Ariston Leather Folder	165.00
4900009833	008	414100	477060	Client Relation Mark	Long Sleeve Shirt	180.00
4900009841	008	414100	477060	Client Relation Mark	Sleeveless Jacket & Pants (M)	140.00
4900009841	008	414100	477060	Client Relation Mark	Tight Orange Shirt (M)	110.00
4900009854	008	414100	477060	Client Relation Mark	Silver Notepad	(2,300.00)
4900009855	008	414100	477060	Client Relation Mark	Vuvuzela`s	(2,600.00)
4900009856	008	414100	477060	Client Relation Mark	Mini Maglight	(6,200.00)
4900009857	008	414100	477060	Client Relation Mark	Golf Bag Double Decker	(10,560.00)
4900009858	008	414100	477060	Client Relation Mark	Business Card Holder Silver	(1,920.00)
4900009885	008	414100	477060	Client Relation Mark	Fleece Tops Small	165.00
4900009885	008	414100	477060	Client Relation Mark	Navy & White Golf Shirt (small)	125.00
4900009885	008	414100	477060	Client Relation Mark	Papermate Pens	30.00
4900009886	008	414100	477060	Client Relation Mark	Pointer Keyring	(9,000.00)
4900009888	008	414100	477060	Client Relation Mark	Silver Pens	50.00
4900009888	008	414100	477060	Client Relation Mark	Papermate Pens	10.00
4900009888	008	414100	477060	Client Relation Mark	Navy & Khaki Golf Shirt	125.00
4900009890	008	414100	477060	Client Relation Mark	Pointer Keyring	90.00
4900009893	008	414100	477060	Client Relation Mark	Ladies Black & White Golf shirts	(3,080.00)
4900009894	008	414100	477060	Client Relation Mark	Men`s Black & White Golf Shirt	(17,825.00)
4900009902	008	414100	477060	Client Relation Mark	Sleeveless Jacket & Pants (M)	140.00
4900009902	008	414100	477060	Client Relation Mark	Business Card Holder Silver	96.00
4900009902	008	414100	477060	Client Relation Mark	Voyager Stainless Steel Flask & Mug Set	628.00
4900009902	008	414100	477060	Client Relation Mark	Golf Umbrella	2,475.00

4900009902	008	414100	477060	Client Relation Mark	Miniature Manicure Set	120.00
4900009902	008	414100	477060	Client Relation Mark	Cooler Bag Navy	312.00
4900009902	008	414100	477060	Client Relation Mark	Boot Mats	160.00
4900009902	008	414100	477060	Client Relation Mark	4Sun shades	160.00
4900009902	008	414100	477060	Client Relation Mark	Pointer Keyring	360.00
4900009902	008	414100	477060	Client Relation Mark	Kaleidoscope	640.00
4900009902	008	414100	477060	Client Relation Mark	Golf Bag Double Decker	440.00
4900009902	008	414100	477060	Client Relation Mark	Mini Maglight	496.00
4900009906	008	414100	477060	Client Relation Mark	Ladies Navy & Khaki Golf Shirt	(5,610.00)
4900009910	008	414100	477060	Client Relation Mark	Silver Pens	(2,500.00)
4900009910	008	414100	477060	Client Relation Mark	Navy & Khaki Golf Shirt	345.00
4900009910	008	414100	477060	Client Relation Mark	Navy & White Golf Shirt (Large)	125.00
4900009910	008	414100	477060	Client Relation Mark	Coasters Set	50.00
4900009910	008	414100	477060	Client Relation Mark	Ladies Navy & Khaki Golf Shirt	110.00
4900009917	008	414100	477060	Client Relation Mark	Silver Pens	(2,500.00)
4900009918	008	414100	477060	Client Relation Mark	Silver Pens	5,000.00
4900009919	008	414100	477060	Client Relation Mark	Silver Pens	2,500.00
4900009920	008	414100	477060	Client Relation Mark	Vuvuzela`s	130.00
4900009922	008	414100	477060	Client Relation Mark	Loose Black T-Shirt (S)	110.00
4900009922	008	414100	477060	Client Relation Mark	Loose Orange Shirt (S)	110.00
4900009922	008	414100	477060	Client Relation Mark	Spec Cases	3,000.00
4900009922	008	414100	477060	Client Relation Mark	Golf Towels	1,000.00
4900009922	008	414100	477060	Client Relation Mark	Bucket Hats Khaki	2,610.00
4900009922	008	414100	477060	Client Relation Mark	Unisex Vanity Bag	1,200.00
4900009942	008	414100	477060	Client Relation Mark	Golf Bag Double Decker	110.00
5000013583	008	414100	477060	Client Relation Mark	BLUE & BLACK M SHORT SLEEVE GOLF SHIRT	38,295.00
5000013584	008	414100	477060	Client Relation Mark	BLUE & BLACK F SHORT SLEEVE GOLF SHIRT	6,050.00
5105639295	008	414100	477060	Client Relation Mark	CATERING LOFTUS BULLS VS WP 09 OCT'	2,600.00
5105639472	008	414100	477060	Client Relation Mark	CAM CLOTHING - S/SGOLF SHIRTS	24,375.00
5105639664	008	414100	477060	Client Relation Mark	PICTO BUSBY - SILVER ROLLERBALL W/CU	20,229.75
5105639693	008	414100	477060	Client Relation Mark	OASYS - EXTRA TICKETS - NEDBANK CHALLENGE	94,000.00
5105639963	008	414100	477060	Client Relation Mark	CATERING AT LOFTUS FOR FINAL & SEMI FINAL	2,600.00
5105639964	008	414100	477060	Client Relation Mark	CATERING AT LOFTUS FOR FINAL & SEMI FINAL	2,600.00
5105639965	008	414100	477060	Client Relation Mark	CATERING AT LOFTUS OPEN DAY 15 NOV'	14,756.06
5105639966	008	414100	477060	Client Relation Mark	GOLD FOILED COINS FOR NEDBANK GOLF CHALLENGE	375.00
5105640397	008	414100	477060	Client Relation Mark	AGAPE - FLOWERS GOLFDAY VALENCIA	1,000.00
5105640463	008	414100	477060	Client Relation Mark	SANDILE IMAGES - COLLAPSIBLE ARMCHAIRS	12,614.40
5105640476	008	414100	477060	Client Relation Mark	OUTSOURCE DIVISION CLIENT WHISKEY FESTIVAL	11,948.50
5105640485	008	414100	477060	Client Relation Mark	BILTONG PACKS FOR ARIVIA.KOM GOLF DAY	3,000.00
5105640486	008	414100	477060	Client Relation Mark	CATERING LOFTUS - SUNDOWNS VS PIRATES 06 NOV'	2,600.00
100128088	009	414100	477060	Client Relation Mark	HOOSAINE VL - CLAIM PURCHASE OF TEASARS	65.00
1900012442	009	414100	477060	Client Relation Mark	AFRICAN GREEN - SUITE LOFTUS SOCCER 04/12/2005	17,365.00
1900012451	009	414100	477060	Client Relation Mark	C SPORT SA-HOSPITALITY PACKAGE CRICKET -ENG VS SA	15,000.00
1900012453	009	414100	477060	Client Relation Mark	C SPORT SA-HOSPITALITY PACKAGE CRICKET -ENG VS SA	24,900.00
1900012473	009	414100	477060	Client Relation Mark	OUT OF AFRICA - TICKETS SA VS ENGLAND CENT 13 FEB	72,000.00
1900012549	009	414100	477060	Client Relation Mark	HIPPO BAG - DOUBLE DECKER GOLF BAGS	440.00
1900012550	009	414100	477060	Client Relation Mark	HIPPO BAG - DOUBLE DECKER GOLF BAGS	10,560.00
4900009964	009	414100	477060	Client Relation Mark	Miniature Manicure Set	120.00
4900009998	009	414100	477060	Client Relation Mark	Khaki Golf Shirt (large)	125.00
4900009998	009	414100	477060	Client Relation Mark	Khaki Golf Shirt (small)	125.00
4900009998	009	414100	477060	Client Relation Mark	Khaki Golf Shirt (XL)	125.00
4900009998	009	414100	477060	Client Relation Mark	Khaki Golf Shirt (XXL)	125.00
4900009999	009	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XXL)	125.00
4900009999	009	414100	477060	Client Relation Mark	Loose Orange Shirt (3XL)	110.00
4900009999	009	414100	477060	Client Relation Mark	Loose Orange Shirt (S)	110.00
4900009999	009	414100	477060	Client Relation Mark	Loose Orange Shirt (XL)	110.00
4900009999	009	414100	477060	Client Relation Mark	Black Golf Shirt (3XL)	125.00
4900009999	009	414100	477060	Client Relation Mark	Black Golf Shirt (2XL)	125.00
4900009999	009	414100	477060	Client Relation Mark	Black Golf Shirt (Small)	125.00
4900009999	009	414100	477060	Client Relation Mark	4Sun shades	40.00
4900009999	009	414100	477060	Client Relation Mark	Irish Coffee Set	65.00
4900009999	009	414100	477060	Client Relation Mark	Golf Bag Double Decker	110.00
4900009999	009	414100	477060	Client Relation Mark	Orange Golf Shirt (XL)	125.00
4900010001	009	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XXL)	125.00
4900010086	009	414100	477060	Client Relation Mark	Khaki Golf Shirt (small)	125.00
4900010090	009	414100	477060	Client Relation Mark	Titlest Pro V1 Golf Balls	(8,700.00)
4900010091	009	414100	477060	Client Relation Mark	Tic Tack Mice	(5,750.00)
4900010093	009	414100	477060	Client Relation Mark	Golf Bag Double Decker	110.00
4900010149	009	414100	477060	Client Relation Mark	Multi tool set	(5,100.00)
4900010150	009	414100	477060	Client Relation Mark	Cooler Bag Navy	156.00
4900010150	009	414100	477060	Client Relation Mark	Multi tool set	51.00
4900010152	009	414100	477060	Client Relation Mark	Silver Pens	(12,000.00)
5000013683	009	414100	477060	Client Relation Mark	GOLF SHIRTS - BLACK BEIGE	45,030.00
5000013684	009	414100	477060	Client Relation Mark	GOLF SHIRTS - BLACK BEIGE	95.00
5105641026	009	414100	477060	Client Relation Mark	CURVED MUNTI TOOL SETS X 100	5,100.00
5105641155	009	414100	477060	Client Relation Mark	SOCCER PACKAGE - BAFANA VS NIGERIA ELLIS PARK	10,747.50
5105641271	009	414100	477060	Client Relation Mark	SANDILE IMAGES - COOL LOOP	(11,750.00)
5105641694	009	414100	477060	Client Relation Mark	SANDILE IMAGES-COOL LOOP	11,750.00
5105641695	009	414100	477060	Client Relation Mark	SANDILE IMAGES-COOL LOOP	11,750.00

4900010370	010	414100	477060	Client Relation Mark	Voyager Stainless Steel Flask & Mug Set	3,140.00
4900010434	010	414100	477060	Client Relation Mark	Silver Pens	240.00
4900010435	010	414100	477060	Client Relation Mark	Khaki Golf Shirt (small)	125.00
4900010476	010	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XXXL)	625.00
4900010476	010	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XXL)	625.00
4900010478	010	414100	477060	Client Relation Mark	Unisex Vanity Bag	100.00
4900010481	010	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XL)	125.00
4900010481	010	414100	477060	Client Relation Mark	A4 Ariston Leather Folder	165.00
4900010481	010	414100	477060	Client Relation Mark	Silver Pens	24.00
4900010482	010	414100	477060	Client Relation Mark	Silver Pens	48.00
4900010483	010	414100	477060	Client Relation Mark	Golf Balls	165.00
4900010484	010	414100	477060	Client Relation Mark	Black Swivel head torch	105.00
4900010484	010	414100	477060	Client Relation Mark	Pointer Keyring	90.00
4900010484	010	414100	477060	Client Relation Mark	Mini Maglight	124.00
4900010484	010	414100	477060	Client Relation Mark	Business Card Holder Silver	24.00
4900010484	010	414100	477060	Client Relation Mark	Multi tool set	51.00
4900010486	010	414100	477060	Client Relation Mark	Cooler Bag Navy	(5,928.00)
5000014046	010	414100	477060	Client Relation Mark	DOWN SIZING GOLF SHIRTS	1,680.00
5105641957	010	414100	477060	Client Relation Mark	PICTO BUSBY - TIC TACK MICE INC LASER ENGRAVING	14,450.00
5105642583	010	414100	477060	Client Relation Mark	WORLD CUP GOLF PACKAGE-11/02/2005	184,145.00
5105642907	010	414100	477060	Client Relation Mark	SANDILE IMAGES-SILVER PENS	11,525.00
5105642908	010	414100	477060	Client Relation Mark	SANDILE IMAGES-CANDLES	4,690.50
5105642931	010	414100	477060	Client Relation Mark	COOLER BAGS ROYAL X 76	5,928.00
1900012909	011	414100	477060	Client Relation Mark	NEDBANK GOLF CHALLENGE 4 BALL FOR ZETH	1,600.00
1900012959	011	414100	477060	Client Relation Mark	CIRCA EVENTS - VIEWING SUITE HOSPITALITY	52,800.00
1900012974	011	414100	477060	Client Relation Mark	CIRCA EVENTS - SHARED MARQUEE HOSPITALITY	16,500.00
1900012977	011	414100	477060	Client Relation Mark	BLOU BULLE - MOMENTUM - PAWILJOEN	96,006.34
1900013023	011	414100	477060	Client Relation Mark	PGP SPONSOR OF LADIES & LEGENDS GOLF TOUR	129,400.00
1900013034	011	414100	477060	Client Relation Mark	CIRCA EVENTS- ONE DAY INTERNAT CRICKET	60,000.00
4900010513	011	414100	477060	Client Relation Mark	Black Golf Shirt (2XL)	2,000.00
4900010513	011	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XXL)	750.00
4900010513	011	414100	477060	Client Relation Mark	Navy & Khaki Golf Shirt	5,865.00
4900010513	011	414100	477060	Client Relation Mark	Ladies Navy & Khaki Golf Shirt	330.00
4900010513	011	414100	477060	Client Relation Mark	Men`s Black & White Golf Shirt	4,945.00
4900010513	011	414100	477060	Client Relation Mark	Ladies Black & White Golf shirts	110.00
4900010550	011	414100	477060	Client Relation Mark	Golf Balls	132.00
4900010550	011	414100	477060	Client Relation Mark	Ethnic arivia.kom Tie	200.00
4900010550	011	414100	477060	Client Relation Mark	Boot Mats	160.00
4900010550	011	414100	477060	Client Relation Mark	Spec Cases	100.00
4900010550	011	414100	477060	Client Relation Mark	Silver Notepad	184.00
4900010550	011	414100	477060	Client Relation Mark	Papermate Pens	1,560.00
4900010550	011	414100	477060	Client Relation Mark	Business Card Holder Silver	48.00
4900010550	011	414100	477060	Client Relation Mark	Pointer Keyring	180.00
4900010551	011	414100	477060	Client Relation Mark	Cooler Bag Navy	936.00
4900010681	011	414100	477060	Client Relation Mark	Golf Umbrella	(6,450.00)
4900010682	011	414100	477060	Client Relation Mark	Cooling Loops	(11,600.00)
4900010683	011	414100	477060	Client Relation Mark	Golf Caps	780.00
4900010683	011	414100	477060	Client Relation Mark	Cooling Loops	1,798.00
4900010683	011	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XXL)	125.00
4900010687	011	414100	477060	Client Relation Mark	Golf Bag Double Decker	1,760.00
4900010687	011	414100	477060	Client Relation Mark	Tic Tack Mice	1,725.00
4900010687	011	414100	477060	Client Relation Mark	Golf Umbrella	2,064.00
4900010687	011	414100	477060	Client Relation Mark	Cooling Loops	290.00
4900010689	011	414100	477060	Client Relation Mark	Golf Caps	130.00
4900010689	011	414100	477060	Client Relation Mark	Sunvisors (Navy)	260.00
4900010689	011	414100	477060	Client Relation Mark	Sunvisors (Black)	26.00
4900010689	011	414100	477060	Client Relation Mark	Filofax Leather	420.00
4900010710	011	414100	477060	Client Relation Mark	Cufflinks & Tie Pin Set	(15,500.00)
4900010733	011	414100	477060	Client Relation Mark	Men`s Black & White Golf Shirt	115.00
4900010733	011	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XXL)	125.00
4900010733	011	414100	477060	Client Relation Mark	Black Swivel head torch	105.00
4900010733	011	414100	477060	Client Relation Mark	Cufflinks & Tie Pin Set	45.00
4900010733	011	414100	477060	Client Relation Mark	Tic Tack Mice	115.00
4900010733	011	414100	477060	Client Relation Mark	Kaleidoscope	160.00
4900010733	011	414100	477060	Client Relation Mark	Cooling Loops	58.00
4900010733	011	414100	477060	Client Relation Mark	Silver Notepad	46.00
4900010733	011	414100	477060	Client Relation Mark	Bushmaster Binoculars	125.00
4900010734	011	414100	477060	Client Relation Mark	Mini Maglight	124.00
4900010734	011	414100	477060	Client Relation Mark	Multi tool set	51.00
4900010734	011	414100	477060	Client Relation Mark	Pointer Keyring	90.00
4900010734	011	414100	477060	Client Relation Mark	Business Card Holder Silver	24.00
4900010734	011	414100	477060	Client Relation Mark	Spec Cases	25.00
4900010734	011	414100	477060	Client Relation Mark	A4 Ariston Leather Folder	165.00
4900010734	011	414100	477060	Client Relation Mark	A5 Leather Folder	64.00
4900010734	011	414100	477060	Client Relation Mark	A4 Zip Around Folder	155.00
4900010775	011	414100	477060	Client Relation Mark	Golf Bag Double Decker	440.00
4900010775	011	414100	477060	Client Relation Mark	Kaleidoscope	640.00

4900010781	011	414100	477060	Client Relation Mark	Cufflinks & Tie Pin Set	(10,395.00)
4900010784	011	414100	477060	Client Relation Mark	Ethnic arivia.kom Tie	50.00
4900010784	011	414100	477060	Client Relation Mark	Icon arivia.kom Tie	50.00
4900010784	011	414100	477060	Client Relation Mark	Silver Mousepad	50.00
4900010784	011	414100	477060	Client Relation Mark	Silver Pens	24.00
4900010784	011	414100	477060	Client Relation Mark	Papermate Pens	10.00
4900010784	011	414100	477060	Client Relation Mark	Miniature Manicure Set	30.00
4900010784	011	414100	477060	Client Relation Mark	Large Manicure Set	265.00
4900010784	011	414100	477060	Client Relation Mark	Coasters Set	50.00
4900010784	011	414100	477060	Client Relation Mark	Boot Mats	40.00
4900010784	011	414100	477060	Client Relation Mark	Cooler Bag Navy	78.00
4900010784	011	414100	477060	Client Relation Mark	Golf Bag Double Decker	110.00
4900010785	011	414100	477060	Client Relation Mark	Golf Travel Bag	552.00
4900010786	011	414100	477060	Client Relation Mark	Golf Travel Bag	(7,750.00)
4900010791	011	414100	477060	Client Relation Mark	Golf Travel Bag	(155.00)
4900010791	011	414100	477060	Client Relation Mark	Golf Caps	26.00
4900010791	011	414100	477060	Client Relation Mark	Golf Caddies	5.00
4900010791	011	414100	477060	Client Relation Mark	Windbreaker (3XL)	270.00
4900010791	011	414100	477060	Client Relation Mark	Drop Down Handle Leather Folder	175.00
4900010791	011	414100	477060	Client Relation Mark	Orange Golf Shirt (2XL)	125.00
4900010828	011	414100	477060	Client Relation Mark	Beanies	25.00
4900010828	011	414100	477060	Client Relation Mark	A4 Ariston Leather Folder	165.00
4900010828	011	414100	477060	Client Relation Mark	Navy & Khaki Golf Shirt	230.00
4900010828	011	414100	477060	Client Relation Mark	Vuvuzela`s	520.00
4900010828	011	414100	477060	Client Relation Mark	Cooler Bag Navy	78.00
5000014278	011	414100	477060	Client Relation Mark	A5 PAGE A DAY DIARY	44,100.00
5000014278	011	414100	477060	Client Relation Mark	ARTWORK	100.00
5000014278	011	414100	477060	Client Relation Mark	FOIL BLOCK	350.00
5000014278	011	414100	477060	Client Relation Mark	FOIL LOGO	1,600.00
5000014279	011	414100	477060	Client Relation Mark	A5 PAGE A DAY DIARY	(44,100.00)
5000014279	011	414100	477060	Client Relation Mark	ARTWORK	(100.00)
5000014279	011	414100	477060	Client Relation Mark	FOIL BLOCK	(350.00)
5000014279	011	414100	477060	Client Relation Mark	FOIL LOGO	(1,600.00)
5000014336	011	414100	477060	Client Relation Mark	TRAVEL GOLF BAG WITH WITH 2 COLOUR LOGO	7,750.00
5105643647	011	414100	477060	Client Relation Mark	SANDILE IMAGES - GOLF UMBRELLAS	6,426.00
5105643648	011	414100	477060	Client Relation Mark	SANDILE IMAGES - MENS/LADIES SHIRTS	7,768.82
5105643649	011	414100	477060	Client Relation Mark	SANDILE IMAGES - MENS/LADIES SHIRTS	14,962.10
5105643882	011	414100	477060	Client Relation Mark	WOMENS WORLD CUP-27/01/2005	57,488.00
1900013178	012	414100	477060	Client Relation Mark	WBCGD - GOLF DAY PACKAGE	51,929.83
1900013337	012	414100	477060	Client Relation Mark	CIRCA EVENTS - SOCCER HOSPITALITY	26,600.00
1900013393	012	414100	477060	Client Relation Mark	PROUDLY SA RENEW MEMBERSHIP 2005 TO 2006	17,282.00
4900011092	012	414100	477060	Client Relation Mark	Papermate Pens	100.00
4900011097	012	414100	477060	Client Relation Mark	Drop Down Handle Leather Folder	175.00
4900011097	012	414100	477060	Client Relation Mark	Silver Pens	24.00
4900011103	012	414100	477060	Client Relation Mark	Khaki Golf Shirt (XXL)	125.00
4900011120	012	414100	477060	Client Relation Mark	Cufflinks & Tie Pin Set	1,575.00
4900011120	012	414100	477060	Client Relation Mark	Cooler Bag Navy	780.00
4900011120	012	414100	477060	Client Relation Mark	Sunvisors (Khaki)	26.00
4900011120	012	414100	477060	Client Relation Mark	Loose Black T-Shirt (S)	220.00
4900011120	012	414100	477060	Client Relation Mark	Loose Black T-Shirt (4XL)	110.00
4900011120	012	414100	477060	Client Relation Mark	Tight Black T-Shirt (L)	660.00
4900011120	012	414100	477060	Client Relation Mark	Loose Orange Shirt (2XL)	770.00
4900011120	012	414100	477060	Client Relation Mark	Loose Orange Shirt (4XL)	330.00
4900011120	012	414100	477060	Client Relation Mark	TSHIRTORLOOSE5XL	330.00
4900011120	012	414100	477060	Client Relation Mark	Tight Orange Shirt (2XL)	110.00
4900011120	012	414100	477060	Client Relation Mark	Tight Orange Shirt (M)	110.00
4900011120	012	414100	477060	Client Relation Mark	Papermate Pens	440.00
4900011669	012	414100	477060	Client Relation Mark	Golf Bag Double Decker	220.00
4900011669	012	414100	477060	Client Relation Mark	Mini Maglight	124.00
4900011669	012	414100	477060	Client Relation Mark	Pointer Keyring	90.00
4900011770	012	414100	477060	Client Relation Mark	Khaki Golf Shirt (XL)	125.00
4900011770	012	414100	477060	Client Relation Mark	Golf Bag Double Decker	110.00
4900011771	012	414100	477060	Client Relation Mark	Bushmaster Binoculars	125.00
4900011772	012	414100	477060	Client Relation Mark	Men`s Black & White Golf Shirt	230.00
4900011772	012	414100	477060	Client Relation Mark	Business Card Holder Silver	24.00
4900011773	012	414100	477060	Client Relation Mark	Golf Caps	26.00
4900011774	012	414100	477060	Client Relation Mark	Black Golf Shirt (3XL)	1,000.00
4900011774	012	414100	477060	Client Relation Mark	Black Golf Shirt (5XL)	625.00
4900011774	012	414100	477060	Client Relation Mark	Black Golf Shirt (2XL)	1,125.00
4900011774	012	414100	477060	Client Relation Mark	Khaki Golf Shirt (XXXXXL)	500.00
4900011774	012	414100	477060	Client Relation Mark	Khaki Golf Shirt (large)	2,125.00
4900011774	012	414100	477060	Client Relation Mark	Khaki Golf Shirt (small)	625.00
4900011774	012	414100	477060	Client Relation Mark	Khaki Golf Shirt (XL)	375.00
4900011774	012	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XXXL)	875.00
4900011774	012	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XXXXXL)	250.00
4900011774	012	414100	477060	Client Relation Mark	Navy & White Golf Shirt (Large)	375.00
4900011774	012	414100	477060	Client Relation Mark	Navy & White Golf Shirt (XXL)	250.00
4900011774	012	414100	477060	Client Relation Mark	Fleece Top 2XL	4,950.00
4900011774	012	414100	477060	Client Relation Mark	Fleece Top 3XL	2,805.00
4900011774	012	414100	477060	Client Relation Mark	Fleece Top 5XL	330.00
4900011774	012	414100	477060	Client Relation Mark	Fleece Top Large	165.00
4900011774	012	414100	477060	Client Relation Mark	Fleece Tops Small	2,970.00
4900011774	012	414100	477060	Client Relation Mark	Orange Golf Shirt (3XL)	1,625.00
4900011774	012	414100	477060	Client Relation Mark	Orange Golf Shirt (5XL)	375.00

4900011774	012	414100	477060	Client Relation Mark	Orange Golf Shirt (L)	3,250.00
4900011774	012	414100	477060	Client Relation Mark	Orange Golf Shirt (XL)	250.00
4900011774	012	414100	477060	Client Relation Mark	Orange Golf Shirt (2XL)	4,125.00
4900011774	012	414100	477060	Client Relation Mark	Sleeveless Jacket & Pants (3XL)	420.00
4900011774	012	414100	477060	Client Relation Mark	Sleeveless Jacket & Pants (L)	9,660.00
4900011774	012	414100	477060	Client Relation Mark	Sleeveless Jacket & Pants (M)	7,280.00
4900011774	012	414100	477060	Client Relation Mark	Sleeveless Jacket & Pants (S)	1,960.00
4900011774	012	414100	477060	Client Relation Mark	Sleeveless Jacket & Pants (XL)	9,520.00
4900011774	012	414100	477060	Client Relation Mark	Sleeveless Jacket & Pants (2XL)	140.00
4900011775	012	414100	477060	Client Relation Mark	Loose Black T-Shirt (3XL)	1,210.00
4900011775	012	414100	477060	Client Relation Mark	Loose Black T-Shirt (XL)	1,540.00
4900011775	012	414100	477060	Client Relation Mark	Loose Black T-Shirt (S)	660.00
4900011775	012	414100	477060	Client Relation Mark	Loose Black T-Shirt (2XL)	1,760.00
4900011775	012	414100	477060	Client Relation Mark	Tight Black T-Shirt (3XL)	660.00
4900011775	012	414100	477060	Client Relation Mark	Tight Black T-Shirt (4XL)	220.00
4900011775	012	414100	477060	Client Relation Mark	Tight Black T-Shirt 5xl	220.00
4900011775	012	414100	477060	Client Relation Mark	Tight Black T-Shirt (S)	660.00
4900011775	012	414100	477060	Client Relation Mark	Tight Black T-Shirt (XL)	1,760.00
4900011775	012	414100	477060	Client Relation Mark	Tight Black T-Shirt (2XL)	2,090.00
4900011775	012	414100	477060	Client Relation Mark	Tight Orange Shirt (3XL)	1,320.00
4900011775	012	414100	477060	Client Relation Mark	Tight Orange Shirt (4XL)	330.00
4900011775	012	414100	477060	Client Relation Mark	Tight Orange Shirt (XL)	4,400.00
4900011775	012	414100	477060	Client Relation Mark	Tight Orange Shirt (L)	2,530.00
4900011775	012	414100	477060	Client Relation Mark	Tight Orange Shirt (M)	2,310.00
4900011775	012	414100	477060	Client Relation Mark	Tight Orange Shirt (S)	2,530.00
4900011775	012	414100	477060	Client Relation Mark	Tight Orange Shirt (2XL)	3,740.00
4900011775	012	414100	477060	Client Relation Mark	TSHIRTORLOOSE5XL	110.00
4900011775	012	414100	477060	Client Relation Mark	Loose Orange Shirt (XL)	1,870.00
4900011775	012	414100	477060	Client Relation Mark	Loose Orange Shirt (2XL)	1,100.00
4900011775	012	414100	477060	Client Relation Mark	Loose Orange Shirt (S)	880.00
4900011783	012	414100	477060	Client Relation Mark	Fleece Tops	(11,220.00)
4900011784	012	414100	477060	Client Relation Mark	Khaki Golf Shirts	(3,625.00)
4900011785	012	414100	477060	Client Relation Mark	Navy Golf Shirt	(1,750.00)
4900011786	012	414100	477060	Client Relation Mark	Orange Golf Shirt	(9,625.00)
4900011787	012	414100	477060	Client Relation Mark	Black Golf Shirt	(2,750.00)
4900011788	012	414100	477060	Client Relation Mark	Sleeveless Jackets	(28,980.00)
4900011789	012	414100	477060	Client Relation Mark	Loose Black T-Shirt	(5,170.00)
4900011790	012	414100	477060	Client Relation Mark	Tight Black T-Shirt	(5,610.00)
4900011791	012	414100	477060	Client Relation Mark	Orange Loose T-Shirt	(3,960.00)
4900011792	012	414100	477060	Client Relation Mark	Tight Orange T-Shirt	(17,160.00)
4900011813	012	414100	477060	Client Relation Mark	Business Card Holder Silver	48.00
4900011813	012	414100	477060	Client Relation Mark	Cooling Loops	1,798.00
4900011813	012	414100	477060	Client Relation Mark	Men`s Black & White Golf Shirt	805.00
4900011813	012	414100	477060	Client Relation Mark	Khaki Golf Shirts	750.00
4900011813	012	414100	477060	Client Relation Mark	Golf Balls	319.00
4900011813	012	414100	477060	Client Relation Mark	Navy & Khaki Golf Shirt	1,150.00
4900011813	012	414100	477060	Client Relation Mark	Golf Travel Bag	465.00
4900011813	012	414100	477060	Client Relation Mark	Kaleidoscope	160.00
4900011813	012	414100	477060	Client Relation Mark	Large Manicure Set	795.00
4900011813	012	414100	477060	Client Relation Mark	4Sun shades	160.00
4900011813	012	414100	477060	Client Relation Mark	Sunvisors (Khaki)	26.00
4900011813	012	414100	477060	Client Relation Mark	Sunvisors (Navy)	78.00
4900011817	012	414100	477060	Client Relation Mark	Khaki Golf Shirt (XXL)	4,750.00
4900011819	012	414100	477060	Client Relation Mark	Khaki Golf Shirt (XXXL)	3,125.00
4900011820	012	414100	477060	Client Relation Mark	Khaki Golf Shirts	2,875.00
4900011821	012	414100	477060	Client Relation Mark	Khaki Golf Shirts	(12,250.00)
4900011822	012	414100	477060	Client Relation Mark	Navy Golf Shirt	1,750.00
4900011823	012	414100	477060	Client Relation Mark	Navy & White Golf Shirt	(3,750.00)
4900011824	012	414100	477060	Client Relation Mark	Spec Cases	(3,000.00)
4900011825	012	414100	477060	Client Relation Mark	Icon arivia.kom Tie	(2,550.00)
4900011826	012	414100	477060	Client Relation Mark	Ethnic arivia.kom Tie	(2,500.00)
4900011827	012	414100	477060	Client Relation Mark	Black Golf Shirt	(2,750.00)
4900011828	012	414100	477060	Client Relation Mark	Flask Set	(16,000.00)
4900011946	012	414100	477060	Client Relation Mark	Bushmaster Binoculars	1,500.00
5000014533	012	414100	477060	Client Relation Mark	A4 PAGE A DAY DIARY	35,610.00
5000014533	012	414100	477060	Client Relation Mark	ARTWORK	100.00
5000014533	012	414100	477060	Client Relation Mark	FOIL BLOCK	350.00
5000014533	012	414100	477060	Client Relation Mark	FOIL LOGO	1,000.00
5000014534	012	414100	477060	Client Relation Mark	A5 PAGE A DAY DIARY	44,100.00
5000014534	012	414100	477060	Client Relation Mark	ARTWORK	100.00
5000014534	012	414100	477060	Client Relation Mark	FOIL BLOCK	350.00
5000014534	012	414100	477060	Client Relation Mark	FOIL LOGO	1,600.00
5000014676	012	414100	477060	Client Relation Mark	1000 X WALL CALENDARS	68,212.17
5000014677	012	414100	477060	Client Relation Mark	1500 X CROMATICO ENVELOPES	4,598.48
5000014704	012	414100	477060	Client Relation Mark	STORM IN A TEACUP SALAD BOWLS	2,775.00
5000014704	012	414100	477060	Client Relation Mark	PACKAGING	400.00
5000014705	012	414100	477060	Client Relation Mark	STORM IN A TEACUP SALAD BOWLS	(2,775.00)
5000014705	012	414100	477060	Client Relation Mark	PACKAGING	(400.00)
5000014706	012	414100	477060	Client Relation Mark	STORM IN A TEACUP SALAD BOWLS	3,700.00
5000014706	012	414100	477060	Client Relation Mark	PACKAGING	300.00
5105644967	012	414100	477060	Client Relation Mark	WOMENS WORLD CUP-AFRICAN GREEN GOLF	32,916.00
5105645543	012	414100	477060	Client Relation Mark	SANDILE IMAGES-FLASK SETS	16,000.00
5105645783	012	414100	477060	Client Relation Mark	PART PMNT SPONSOR LADIES & LEGENDS GOLF TOUR	388,200.00
5105646126	012	414100	477060	Client Relation Mark	SANDILE IMAGES - PERISCOPES	9,975.00

5105646128	012	414100	477060	Client Relation Mark	SANDILE IMAGES - GOLF BALLS	2,100.00
5105646195	012	414100	477060	Client Relation Mark	SANDILE IMAGES-GOLF CADDY	22,357.50
			477060 Total			**2,611,064.49**
1900010441	001	414100	477070	Media Relation Manag	NEWSCLIP - MONITORING APRIL 2004	3,687.51
5105630859	002	414100	477070	Media Relation Manag	MEDIA MONITORING & ELECTRONIC DELIVERY A44 APR'	3,687.50
5105632437	003	414100	477070	Media Relation Manag	MEDIA MONITORING & ELECTRONIC DEL +A44 MAY'04	3,687.50
5105633786	004	414100	477070	Media Relation Manag	FHC HOLDINGS - SERV RENDERED MEDIA COVER JULY 2004	36,000.00
5105633964	004	414100	477070	Media Relation Manag	MEDIA MONITORING & ELECTRONIC DEL. + A44 JUL'04	3,687.50
5105634824	005	414100	477070	Media Relation Manag	FHC HOLDINGS - SERV RENDERED MEDIA COV AUG 2004	36,000.00
5105635582	005	414100	477070	Media Relation Manag	NEWSCLIP - MEDIA MONITORING SERV SEPT 2004	3,687.50
1900011736	006	414100	477070	Media Relation Manag	SHINE - CSI ROWERS	5,500.00
1900011816	006	414100	477070	Media Relation Manag	MARC SHOUL - ARIVIA.K BROCHURES - DAY 1	9,800.00
1900011817	006	414100	477070	Media Relation Manag	MARC SHOUL - ARIVIA.K BROCHURES - DAY 2	10,100.00
1900011818	006	414100	477070	Media Relation Manag	MARC SHOUL - ARIVIA.K BROCHURES - DAY 3	10,060.00
1900011819	006	414100	477070	Media Relation Manag	MARC SHOUL - ARIVIA.K BROCHURES - FILM PROC & PRN	10,640.00
1900011820	006	414100	477070	Media Relation Manag	MARC SHOUL - ARIVIA.K BROCHURES - SCANNING IMAGES	3,300.00
1900011827	006	414100	477070	Media Relation Manag	SUBURBAN &INDUSTRIAL DESIGN - SNMSS011A-07	2,091.20
5105637135	006	414100	477070	Media Relation Manag	FHC HOLDINGS - CONTENT GENERATION ANNUAL REPORT	6,240.00
5105637137	006	414100	477070	Media Relation Manag	FHC HOLDINGS - PUBLIC RELATIONS SEPT'2004	36,000.00
5105637140	006	414100	477070	Media Relation Manag	INCE - PHOTOGRAPHY 3 BOARD MEMEBERS	9,920.00
5105637186	006	414100	477070	Media Relation Manag	MEDIA MONITORING & ELECTR. DELIVERY RE: SEP'	3,687.50
5105637261	006	414100	477070	Media Relation Manag	IT WEB - 300 COPIES BRAINSTORM JULY'04 ISSUE	3,600.00
1900011958	007	414100	477070	Media Relation Manag	PHOTOGRAPHIC PRINTS OF FACE OF ARIVIA CAMPAIGN	7,860.00
1900012103	007	414100	477070	Media Relation Manag	CLEAR CHANNEL INDEPENDENT - DR CANCELLATION FEE OC	14,638.42
1900012106	007	414100	477070	Media Relation Manag	THE STAR - SUBSCRIPTIONS - P PHILLIP	625.62
5105637588	007	414100	477070	Media Relation Manag	FHC HOLDINGS - MEDIA COVERAGE OCT'04	36,000.00
5105638801	007	414100	477070	Media Relation Manag	MEDIA MONITORING & ELECTR. DELIVERY RE: SEP'04	2,255.00
5105638802	007	414100	477070	Media Relation Manag	MEDIA MONITORING & ELECTR. DELIVERY RE: OCT'04	4,510.00
5105638804	007	414100	477070	Media Relation Manag	CREDIT NOTE REF. TO DOC. IN000041785 AUG' EXP.	(2,318.75)
5105639971	008	414100	477070	Media Relation Manag	NEWSCLIP MEDIA MONITORING FOR NOV'04	5,080.00
5105640329	008	414100	477070	Media Relation Manag	FHC HOLDINGS - PUBLIC RELATIONS - NOV 2004	36,000.00
5000013890	009	414100	477070	Media Relation Manag	1500 X FESTIVE SEASON CARDS FOR 2004	3,408.74
5105641033	009	414100	477070	Media Relation Manag	NEWSCLIP MEDIA MONITORING RE: DEC'04	4,510.00
5105641034	009	414100	477070	Media Relation Manag	ADDITIONAL COSTS FOR MONITORING OVER 100 PLACEMENT	1,780.00
5105641210	009	414100	477070	Media Relation Manag	FHC HOLDINGS - PUBLIC RELATIONS - DEC 2004	36,000.00
5105641212	009	414100	477070	Media Relation Manag	FHC HOLDINGS - PUBLIC RELATIONS - JAN 2005	36,000.00
5105642176	010	414100	477070	Media Relation Manag	MEDIA MONITORING & ELECTR. DEL. JAN'05	4,610.00
5105642177	010	414100	477070	Media Relation Manag	MEDIA MONITORING & ELECTR. DEL. EXTRA NOV+DEC	710.00
1900012889	011	414100	477070	Media Relation Manag	PHOTOGRAPHY FOR OUTSOURCE GOLFER EVENT	8,615.00
5105643479	011	414100	477070	Media Relation Manag	FHC HOLDINGS - SERVICES RENDERED FOR MEDIA - FEB05	36,000.00
5105644219	011	414100	477070	Media Relation Manag	NEWSCLIP MEDIA MONITORING WEB RE: FEB'05	4,610.00
5105644221	011	414100	477070	Media Relation Manag	NEWSCLIP MEDIA MONITORING WEB DIMENSION DATA	210.00
1900013212	012	414100	477070	Media Relation Manag	JOHNNIC PUBLISHING - COMPUTING SA	6,000.00
1900013218	012	414100	477070	Media Relation Manag	JANINE LAZARUS - MEDIA TRAINING/CAMERA MAN & EQUIP	13,680.00
1900013318	012	414100	477070	Media Relation Manag	PREDICTIVE COMMUNICATIONS - MEDIA COVERAGE MARCH'5	36,000.00
5105644652	012	414100	477070	Media Relation Manag	NEWSCLIP- MEDIA MONITORING & ELECT. DEL. MRT	4,610.00
5105644653	012	414100	477070	Media Relation Manag	NEWSCLIP- MEDIA MONITORING & ELECT. DEL. MRT	870.00
			477070 Total			**503,640.24**

1900010402	001	414100	477080	Brand Management	SAATCHI & SAATCHI-GOLF DIGEST BRAINSTORM X2 ADS	51,980.00
1900010494	001	414100	477080	Brand Management	THE WESTCLIFF-LUNCH PRESENTATION	47,543.86
1900010566	001	414100	477080	Brand Management	SAATCHI & SAATCHI-MEDIA PLAN MARCH	51,173.00
1900010567	001	414100	477080	Brand Management	SAATCHI & SAATCHI-SERIOUS INTELLIGENCE GETS BRAINS	15,304.00
5105629329	001	414100	477080	Brand Management	FHC - SERV RENDERED - MEDIA COVERAGE APRIL'04	36,000.00
1700000497	002	414100	477080	Brand Management	INT PROTOCAL CONSULTANTS - PROTOCOL DOCUMENT	(9,000.00)
1900010621	002	414100	477080	Brand Management	ESSENTIAL PUBLISHING - 4 PAGES ADVERTISEMENT	74,600.00
1900010761	002	414100	477080	Brand Management	SAATCHI & SAATCHI-PHOTOGRAPHY	3,750.00
1900010762	002	414100	477080	Brand Management	SAATCHI & SAATCHI-DTB RETRIEVAL	3,250.00
1900010763	002	414100	477080	Brand Management	SAATCHI & SAATCHI-ILLUSTRATIONS/DTP MAKE UP/TYPE S	12,120.00
1900010764	002	414100	477080	Brand Management	SAATCHI & SAATCHI-ILLUSTRATIONS/DTP MAKE UP/TYPE S	4,650.00
1900010765	002	414100	477080	Brand Management	SAATCHI & SAATCHI-PHOTOGRAPHIC MATERIAL/PRINT/SUPE	17,787.50
1900010837	002	414100	477080	Brand Management	INT PROTOCAL CONSULTANTS - PROTOCOL DOCUMENT	9,000.00
1900010838	002	414100	477080	Brand Management	INT PROTOCAL CONSULTANTS - PROTOCOL SESSION	1,000.00
1900010839	002	414100	477080	Brand Management	INT PROTOCAL CONSULTANTS - PROTOCOL DOCUMENT	900.00
1900010857	002	414100	477080	Brand Management	SAATCHI & SAATCHI - BEELD	61,007.76
5105631310	002	414100	477080	Brand Management	FHC HOLDINGS - MEDIA COVERAGE MAY 2004	36,000.00
100111206	003	414100	477080	Brand Management	BRAND MANAGEMENT - SAATCHI & SAATCHI	(130,767.22)
1700000502	003	414100	477080	Brand Management	SAATCHI & SAATCHI - OVERPAYMENT	(22,518.75)
1900010873	003	414100	477080	Brand Management	VIVID DISPLAYS - HANGING BANNERS	9,250.00
1900011106	003	414100	477080	Brand Management	SAATCHI & SAATCHI - ADVERTISING	39,602.99
5105631713	003	414100	477080	Brand Management	SAATCHI & SAATCHI - DESIGN INTERSOLVE HEALTH LOGO	7,000.00
5105632357	003	414100	477080	Brand Management	FHC HOLDINGS - MEDIA CONF JUNE 2004	36,000.00
5105632795	003	414100	477080	Brand Management	FHC HOLDINGS - MEDIA CONV FEBRUARY 2004	36,000.00
5105632803	003	414100	477080	Brand Management	INCE (PTY) LTD - 1 PHOTOSETTING ARIVIA.KOM PRELIM	145,073.00
5105632806	003	414100	477080	Brand Management	INCE (PTY) LTD - 1 PHOTOSETTING ARIVIA.KOM PRELIM	139,754.00
1900011157	004	414100	477080	Brand Management	SAATCHI&SAATCHI-DTP RETOUCHING/MAKE UP/TRANSLATION	5,555.00
1900011161	004	414100	477080	Brand Management	SAATCHI & SAATCHI-RETRIVAL OF AD FOR CSIPER	830.00
1900011162	004	414100	477080	Brand Management	SAATCHI & SAATCHI-PHOTOGRAPHY OF PHONE FOR FACE AD	2,188.00
1900011359	004	414100	477080	Brand Management	GREAT STOCK PHOTOGRAPHIC - AFRICA WORKS	8,400.00
1700000519	005	414100	477080	Brand Management	SAATCHI & SAATCHI-RETRIVAL EXISTING MATERIAL	(1,450.00)
1700000520	005	414100	477080	Brand Management	SAATCHI & SAATCHI-RETRIVAL EXISTING MATERIAL-BRAIN	(5,975.00)
1700000521	005	414100	477080	Brand Management	SAATCHI & SAATCHI-COPYWRITING,DESIGN & CONCEPT DTP	(11,300.00)

1900011386	005	414100	477080	Brand Management	SAATCHI & SAATCHI-RETRIVAL EXISTING MATERIAL	1,450.00
1900011387	005	414100	477080	Brand Management	SAATCHI & SAATCHI-RETRIVAL EXISTING MATERIAL-BRAIN	5,975.00
1900011388	005	414100	477080	Brand Management	SAATCHI & SAATCHI-COPYWRITING,DESIGN & CONCEPT DTP	11,300.00
1900011421	005	414100	477080	Brand Management	MEDIA 24 - BEELD ADVERT SERIOUS ABOUT BEE	13,932.00
1900011436	005	414100	477080	Brand Management	SUBURBAN & INDUSTRIAL - SNMSSOO5B-07	2,091.20
1900011665	005	414100	477080	Brand Management	SANDILE IMAGES - TROPHIES	2,504.62
1900011666	005	414100	477080	Brand Management	SUBURBAN & INDUSTRIAL - SNMSS005B-07	2,091.20
1900011667	005	414100	477080	Brand Management	SUBURBAN & INDUSTRIAL - SNMSS011A-06	2,091.20
1900011668	005	414100	477080	Brand Management	SUBURBAN & INDUSTRIAL - SNBSS005B-07	2,091.20
5105634599	005	414100	477080	Brand Management	SAATCHI & SAATCHI-COPYWRITING,DESIGN & CONCEPT DTP	11,300.00
5105634600	005	414100	477080	Brand Management	SAATCHI & SAATCHI-RETRIVAL EXISTING MATERIAL	1,450.00
5105634601	005	414100	477080	Brand Management	SAATCHI & SAATCHI-RETRIVAL EXISTING MATERIAL-BRAIN	5,975.00
5105634602	005	414100	477080	Brand Management	SAATCHI & SAATCHI-DIGITAL ASSEMBLY/SCANNING	6,401.25
5105634603	005	414100	477080	Brand Management	SAATCHI & SAATCHI-COLOUR PROOFS/DTP/MAKE UP-COFFE	5,355.00
5105634808	005	414100	477080	Brand Management	AFRICAN BUSINESS CHANNEL - SUMMIT TV SPONSORSHIP	215,000.00
5105634826	005	414100	477080	Brand Management	SAATCHI & SAATCHI - ADVERTISMENT	11,760.00
5105635537	005	414100	477080	Brand Management	OASYS - CONSTRUCTION, GRAPHICS, CARPET CLEANING	121,540.00
100118671	006	414100	477080	Brand Management	FX PROCEEDS - USD 1 464.50 - JL DESIGN ENTERPRISE	9,903.19
1900011732	006	414100	477080	Brand Management	SAATCHI & SAATCHIE - MAKE UP ARTIST AT SHOOT	2,375.00
1900011733	006	414100	477080	Brand Management	SAATCHI & SAATCHIE - REPRODUCTION PHELOPHEPA TRAIN	800.00
1900011808	006	414100	477080	Brand Management	SAATCHI & SAATCHI - THERE IS STILL COMES THINGS	17,280.00
1900011809	006	414100	477080	Brand Management	SAATCHI & SAATCHI - SERIOUS INTELLIGENCE	15,120.00
1900011810	006	414100	477080	Brand Management	SAATCHI & SAATCHI - CENCEPT FEE DESIGN/COPYSRITE	15,000.00
5105636579	006	414100	477080	Brand Management	INCE - CORPORATE BOX FOLDERS	62,400.00
1900011989	007	414100	477080	Brand Management	SAATCHI & SAATCHI - SUNDAY TIMES RECRUITMENT	23,520.00
1900012257	008	414100	477080	Brand Management	SAATCHI & SAATCHI -THE STAR - SNR MANAGER RECRUITM	12,138.24
1900012357	008	414100	477080	Brand Management	EMPOWERDEX - RESEARCH - ARIVIA.KOM	45,000.00
1900012407	008	414100	477080	Brand Management	TRIALOGUE-ADVERT IN CSI HANDBOOK 2004	23,000.00
5105640345	008	414100	477080	Brand Management	AFRICAN BUSINESS CHANNEL - 29/10/2004 AB1461	215,000.00
5105640707	008	414100	477080	Brand Management	SAATCHI & SAATCHI - ARTWORK FOR NEW OUTSOURCE AD	21,325.00
5105640708	008	414100	477080	Brand Management	SAATCHI & SAATCHI-COFFEE POT AD-AFRICAN LEADER MAG	1,305.00
5105640709	008	414100	477080	Brand Management	SAATCHI & SAATCHI-EXTERNAL BRAND RESEARCH	13,831.25
5105640710	008	414100	477080	Brand Management	SAATCHI & SAATCHI-OPENING/CLOSING BILLBOARDS	64,489.85
5105640711	008	414100	477080	Brand Management	SAATCHI & SAATCHI-RETRIEVAL -OUTSOURCE AD	1,190.00
5105640712	008	414100	477080	Brand Management	SAATCHI & SAATCHI-ERP ADVERT IMPUMELELO MAGAZINE	1,305.00
1900012509	009	414100	477080	Brand Management	SAATCHI & SAATCHI-OUTSOURCE ADVERT IN CIO MAGAZINE	18,000.00
5000013725	009	414100	477080	Brand Management	MINING AFRICA YEARBOOK 2004 CD VERSION	900.00
1900012853	010	414100	477080	Brand Management	SAATCHI & SAATCHI -PLACEMENTS OF BEE ADVERT	151,709.21
1900012854	010	414100	477080	Brand Management	SAATCHI & SAATCHI -BIOMETRIC ALIEN BADGE ADVERT	7,950.00
1900012855	010	414100	477080	Brand Management	SAATCHI & SAATCHI -ADVERT IN COMPLEAT GOLFER MAG.	890.00
1900012856	010	414100	477080	Brand Management	SAATCHI & SAATCHI -BIOMETRIC CAR ADVERT	5,550.00
1900012857	010	414100	477080	Brand Management	SAATCHI & SAATCHI -OUTSOURCING COFFEE POT ADVERT	5,510.00
1900012858	010	414100	477080	Brand Management	SAATCHI & SAATCHI -3 SCRIPTS VOICE PERFORMANCE	24,936.00
5105641960	010	414100	477080	Brand Management	INCE (PTY) LTD - 1 DESIGN RAIDERS STATIONARY CSI	9,000.00
1900012956	011	414100	477080	Brand Management	AFRICAN LEADER ADVERTISING THROUGH BMF	22,000.00
1900012965	011	414100	477080	Brand Management	WORLD WIDE WORX-SMART CARD MARKET SA	9,200.00
5105643443	011	414100	477080	Brand Management	ABC - SUMMIT TV -SPONSORHIP 3RD QUTER 2004/2005	215,000.00
1700000630	012	414100	477080	Brand Management	SAATCHI & SAATCHI - ADVERT FINANSIES EN TEGNIEK	(29,350.00)
1700000631	012	414100	477080	Brand Management	SAATCHI & SAATCHI - BEE ADVERT/FINANCIAL MAIL	(154,677.77)
1700000639	012	414100	477080	Brand Management	SAATCHI & SAATCHI-THABO ADVERT TO SOCCER LIFE	(2,510.00)
1700000640	012	414100	477080	Brand Management	SAATCHI & SAATCHI-DTP RETRIVAL 3 ADS	(555.00)
1700000641	012	414100	477080	Brand Management	SAATCHI & SAATCHI-GOLFER	(9,595.00)
1700000642	012	414100	477080	Brand Management	SAATCHI & SAATCHI-BEE ADVERT	(6,685.00)
1700000643	012	414100	477080	Brand Management	SAATCHI & SAATCHI-SAA DECALS	(9,175.00)
1900013116	012	414100	477080	Brand Management	SAATCHI & SAATCHI - ADVERT FINANSIES EN TEGNIEK	29,350.00
1900013117	012	414100	477080	Brand Management	SAATCHI & SAATCHI - BEE ADVERT/FINANCIAL MAIL	154,677.77
1900013342	012	414100	477080	Brand Management	TEQUILA-BRANDING ON LEAFLETS	8,771.93
1900013343	012	414100	477080	Brand Management	TEQUILA-CAMPAIGN - NATIONAL WATER WEEK	3,902.63
1900013344	012	414100	477080	Brand Management	TEQUILA-LSM POSTERS NATIONAL WATER WEEK	25,282.46
1900013345	012	414100	477080	Brand Management	ELAINE COY - ACCOMMODATION - N SORO APRIL 2005	2,500.00
1900013349	012	414100	477080	Brand Management	SAATCHI & SAATCHI-THABO ADVERT TO SOCCER LIFE	2,510.00
1900013350	012	414100	477080	Brand Management	SAATCHI & SAATCHI-DTP RETRIVAL 3 ADS	555.00
1900013351	012	414100	477080	Brand Management	SAATCHI & SAATCHI-GOLFER	9,595.00
1900013352	012	414100	477080	Brand Management	SAATCHI & SAATCHI-BEE ADVERT	6,685.00
1900013353	012	414100	477080	Brand Management	SAATCHI & SAATCHI-SAA DECALS	9,175.00
1900013365	012	414100	477080	Brand Management	TEQUILA - NATIONAL WATER WEEK 21-27/03/2005	312,920.17
1900013389	012	414100	477080	Brand Management	PIPER FOX - GIFT WRAPPING	9,797.91
1900013391	012	414100	477080	Brand Management	CATERING FOR STAFF WORKSHOP SESSION 23/03	248.00
1900013402	012	414100	477080	Brand Management	BEELD - SUB FOR 2005	937.98
1900013407	012	414100	477080	Brand Management	C SPORT SA - SA VS NZ - 6 AUG 05	31,200.00
5105644566	012	414100	477080	Brand Management	SAATCHI & SAATCHI - ADVERT FINANSIES EN TEGNIEK	29,350.00
5105644567	012	414100	477080	Brand Management	SAATCHI & SAATCHI - BEE ADVERT/FINANCIAL MAIL	154,677.76
5105644568	012	414100	477080	Brand Management	SAATCHI & SAATCHI -AD BUSINESS DAY/SAWUBONA	70,747.07
5105644569	012	414100	477080	Brand Management	SAATCHI & SAATCHI -ADVERT E-GOVERNMENT	15,000.00
5105644570	012	414100	477080	Brand Management	SAATCHI & SAATCHI -RADIO ADVERTS -OUTSOURCE CAMPAI	37,990.00
5105645794	012	414100	477080	Brand Management	SAATCHI & SAATCHI-THABO ADVERT TO SOCCER LIFE	2,510.00
5105645795	012	414100	477080	Brand Management	SAATCHI & SAATCHI-DTP RETRIVAL 3 ADS	555.00
5105645796	012	414100	477080	Brand Management	SAATCHI & SAATCHI-GOLFER	9,595.00
5105645797	012	414100	477080	Brand Management	SAATCHI & SAATCHI-BEE ADVERT	6,685.00
5105645798	012	414100	477080	Brand Management	SAATCHI & SAATCHI-SAA DECALS	9,175.00
5105645799	012	414100	477080	Brand Management	SAATCHI & SAATCHI-COFFEE POT AD	1,850.00
5105645800	012	414100	477080	Brand Management	SAATCHI & SAATCHI-BEE ADVERT OPTIPON 2	6,185.00

5105645801	012	414100	477080	Brand Management	SAATCHI & SAATCHI-BASKETBALL AD	10,160.00
5105645803	012	414100	477080	Brand Management	SAATCHI & SAATCHI- PHELOPHEPA TRAIN	6,715.00
5105645816	012	414100	477080	Brand Management	SAATCHI & SAATCHI- DTP RETRIEVAL	5,505.00
5105645818	012	414100	477080	Brand Management	SAATCHI & SAATCHI- DTP RETRIEVAL	8,720.00
5105646006	012	414100	477080	Brand Management	SAATCHI & SAATCHI-RADIO ADVERTS OUTSOURCE CAMPAIGN	24,078.00
5105646010	012	414100	477080	Brand Management	SAATCHI & SAATCHI-ROWING BANNER LIGHTED -SUPERSPOR	42,000.00
5105646011	012	414100	477080	Brand Management	SAATCHI & SAATCHI-THE COMPLEAT GOLFER	18,500.00
5105646414	012	414100	477080	Brand Management	SAATCHI & SAATCHI-BUSINESS DAY/BEELD/FINANCIAL MAI	160,972.00
5105646415	012	414100	477080	Brand Management	SAATCHI & SAATCHI-BUSINESS DAY/BEELD/FINANCIAL MAI	188,497.55
5105646416	012	414100	477080	Brand Management	SAATCHI & SAATCHI-FINANCE WEEK/FINANSIES & TEGNIEK	87,500.00
5105646417	012	414100	477080	Brand Management	SAATCHI & SAATCHI-SOCCER LIFE /RUNNERS WORLD MAG.	95,115.00
5105646418	012	414100	477080	Brand Management	SAATCHI & SAATCHI-BEE ADVERT BUS. DAY/BEELD/FINANC	80,486.00
5105646419	012	414100	477080	Brand Management	SAATCHI & SAATCHI-BUSINESS DAY/BEELD/FINANCIAL MAI	134,602.00
5105646420	012	414100	477080	Brand Management	SAATCHI & SAATCHI-FINANCE WEEK/FINANSIES & TEGNIEK	72,800.00
5105646421	012	414100	477080	Brand Management	SAATCHI & SAATCHI-COMPLEATE GOLFER/RUNNERS WORL	95,115.00
5105646422	012	414100	477080	Brand Management	SAATCHI & SAATCHI-ROWING/RAIDERS BANNER	69,500.00
5105646423	012	414100	477080	Brand Management	SAATCHI & SAATCHI-BRAINSTORM	91,500.00
5105646424	012	414100	477080	Brand Management	SAATCHI & SAATCHI-RADIO ADVERTS OUTSOURCE CAMPAIGN	62,068.00
			477080 Total			**4,106,358.01**
1900013392	012	414100	477090	Sponsorships	SITA - SPONSORSHIP	61,403.51
			477090 Total			**61,403.51**
1900011825	006	414100	477110	Divisional Communica	CONFCON - 40PAX-FULLDAY DCP	10,561.40
100124205	007	414100	477110	Divisional Communica	HILLMAN DS - CLAIM BATTERIES & FRAMES EFT 027357	420.92
4900009912	008	414100	477110	Divisional Communica	Navy & Khaki Golf Shirt	2,530.00
4900009912	008	414100	477110	Divisional Communica	Navy & White Golf Shirt (Large)	125.00
4900009912	008	414100	477110	Divisional Communica	Navy & White Golf Shirt (XL)	125.00
1900012460	009	414100	477110	Divisional Communica	SNACKS FOR SUNNHILL NOCC INFORMATION SESSION	788.00
5000013768	009	414100	477110	Divisional Communica	5M X 4M OUTSIDE BANNER with velcro strip	4,950.00
5000013768	009	414100	477110	Divisional Communica	3M X 3M INSIDE BANNER with velcro strip	14,500.00
5105641031	009	414100	477110	Divisional Communica	OFFICE RENOVATIONS SANDRA VISSER	56,000.00
1900012864	011	414100	477110	Divisional Communica	CORRIE SE PLAASKOMBUIS - LUNCH - RETHA	526.32
100137224	012	414100	477110	Divisional Communica	ZEELIE A - RECON FOR NOCC ROADSHOW	1,433.67
1900013184	012	414100	477110	Divisional Communica	ROOI KOMBUIS - REFRESHMENTS	887.28
1900013314	012	414100	477110	Divisional Communica	SIYENZA MANAGEMENT-BUSINESS NETWORK CENTRE	50,000.00
1900013382	012	414100	477110	Divisional Communica	BOJANGLES RESTAURANT - SNACKS	780.00
5105645239	012	414100	477110	Divisional Communica	INCE (PTY) LTD - 72 ARVIA A1 POSTERS	24,000.00
			477110 Total			**167,627.59**
			Grand Total			**11,754,441.23**

APPENDIX B - CUSTOMER SATISFACTION SURVEY

CUSTOMER SATISFACTION SURVEY

SAMPLE REPORTS

CRRI: Customer Retention Index

Company …

Recommend to colleagues & friends (Yes / No)	Yes ★
CSI > 90%	★
CSI > Competitor	★
No Pulse-point Weaknesses (Critical Importance)	★
Anticipated spend for Next 12 months (Less / Same / More)	More ★
Preferred / Sole Supplier Yes / No	Yes ★
Relationship with Key People (Worse / Same/ Better than Competitor)	Better ★
Annual Spend	(R)

★★★★★★★

RISK PROFILE	★	Anticipated Annual Sales Value (R)	
Low Risk (Secure)	**7 Star**	R	
	6 Star	R	R
Marginal Risk	**5 Star**	R	
	4 Star	R	R
High Risk (Ready to Leave)	**3 Star**	R	
	2 Star	R	
	1 Star	R	R
		TOTAL:	**R**

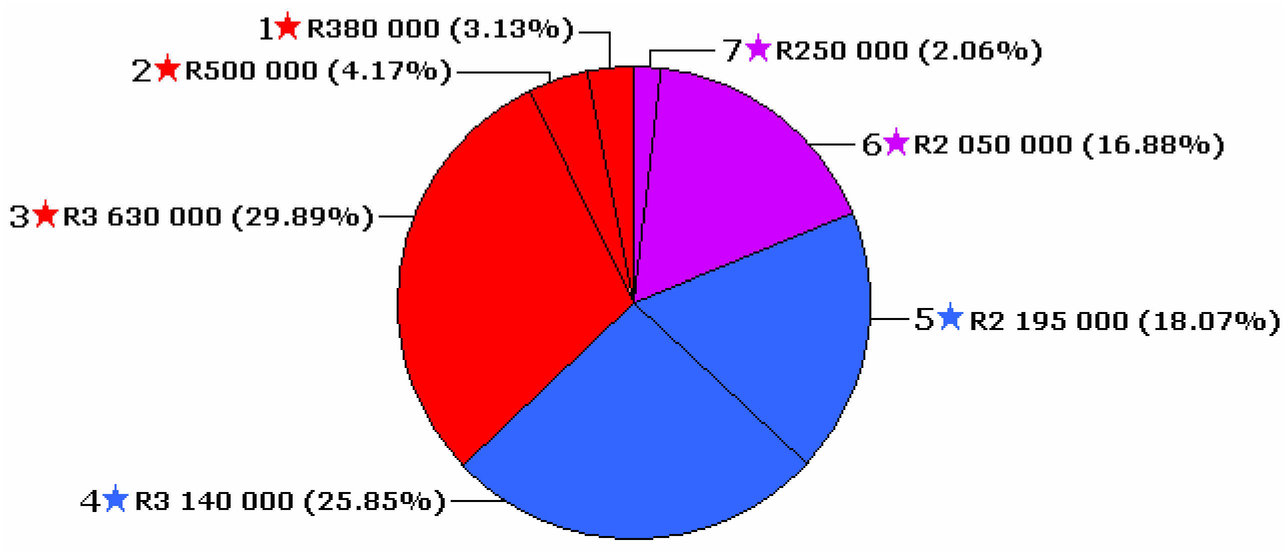
CUSTOMER 1 - 7★ CRRI Customer Report

Customer:	Recommend:	CSI >90%:	CSI > Competitor:	No Pulse-Point Weakness:	Anticipated Spend:	Preferred Supplier:	Relationship:	TOTAL:	Annual Spend (R Value):
Sales Rep 1 - Customer 1	★	★	★	★	★	★	★	★★★★★★★	R250 000
Sales Rep 1 - Customer 2	★	★	★	★	-	★	★	★★★★★★	R700 000
Sales Rep 1 - Customer 3	★	★	★	-	★	★	★	★★★★★★	R1 350 000
Sales Rep 2 - Customer 4	★	-	★	-	★	★	★	★★★★★	R950 000
Sales Rep 2 - Customer 5	★	★	★	-	★	★	-	★★★★★	R425 000
Sales Rep 2 - Customer 6	★	-	★	-	★	★	★	★★★★★	R820 000
Sales Rep 3 - Customer 7	★	★	★	-	-	★	-	★★★★	R340 000
Sales Rep 3 - Customer 8	★	-	★	-	-	★	★	★★★★	R600 000
Sales Rep 3 - Customer 9	★	-	★	-	★	★	-	★★★★	R1 700 000
Sales Rep 4 - Customer 10	★	-	★	-	-	★	★	★★★★	R500 000
Sales Rep 4 - Customer 11	★	-	★	-	-	★	-	★★★	R550 000
Sales Rep 4 - Customer 12	★	-	★	-	-	-	★	★★★	R2 800 000
Sales Rep 5 - Customer 13	★	-	★	-	-	★	-	★★★	R280 000
Sales Rep 5 - Customer 14	★	-	-	-	-	-	★	★★	R500 000
Sales Rep 6 - Customer 15	-	-	-	-	-	-	★	★	R380 000

CUSTOMER X Risk Profile:

RISK PROFILE	★	Anticipated Annual Sales Value (R)		% Spend
Low Risk (Secure)	**7 Star**	R250 000		2.06%
	6 Star	R2 050 000	(R2 300 000)	16.88%
Marginal Risk	**5 Star**	R2 195 000		18.07%
	4 Star	R3 140 000	(R5 335 000)	25.85%
High Risk (Ready to Leave)	**3 Star**	R3 630 000		29.89%
	2 Star	R500 000		4.17%
	1 Star	R380 000	(R4 510 000)	3.13%
		TOTAL:	**R12 145 000**	**100.00%**

Customer Equity Retention Mix:



CRRI

CUSTOMER X

Recommend to colleagues & friends (Yes / No)	-
CSI > 90%	-
CSI > Competitor	-
No Pulse-point Weaknesses (Critical Importance)	-
Anticipated spend for Next 12 months (Less / Same / More)	-
Preferred / Sole Supplier Yes / No	-
Relationship with Key People (Worse / Same/ Better than Competitor)	★
Annual Spend	**R380 000**

★★★★★★★

RETENTION RISK PROFILE	★
Low Risk (Secure)	**7 Star** **6 Star**
Marginal Risk	**5 Star** **4 Star**
High Risk (Ready to Leave)	**3 Star** **2 Star** **1 Star**

CSI Score Card

Results

Company: CUSTOMER X BIZ Per4mance (Classification: 1)

Total No of Evaluations = 50 - JOHN DOE - (CUSTOMER X)

Competencies	Importance	Best Competitor	National Floors & Carpets	Expectation	CSI	Competitive Comparison
01. Service/ After Sales Service	Important	71.43%	42.86%	71.43%	**60.00** %	-28.57 %
02. Price	Important	71.43%	57.14%	71.43%	**79.99** %	-14.29 %
03. Delivery/ Transport	Important	57.14%	57.14%	57.14%	100.00 %	0.00 %
04. Stock Availability	Critical	85.71%	42.86%	71.43%	**60.00** %	-42.85 %
05. Product Range	Important	85.71%	42.86%	85.71%	**50.01** %	-42.85 %
06. Technical Back-up	Critical	85.71%	28.57%	85.71%	**33.33** %	-57.14 %
07. Integrity/ Dedication	Important	71.43%	85.71%	85.71%	100.00 %	14.28 %
08. Sampling	Unimportant	85.71%	14.29%	71.43%	**20.01** %	-71.42 %
09. Communication	Critical	71.43%	42.86%	71.43%	**60.00** %	-28.57 %
10. Reliability	Important	85.71%	42.86%	71.43%	**60.00** %	-42.85 %
11. Good Product Knowledge	Important	71.43%	71.43%	85.71%	**83.34** %	0.00 %
12. Sales Consultant	Important	71.43%	85.71%	85.71%	100.00 %	14.28 %
Totals		**76.19%**	**51.19%**	**76.19%**	**67.19 %**	**-25.00%**

Would you recommend CUSTOMER X to friends and colleagues? No

Preferred / Sole Supplier or Neither? **Neither**

Anticipated Spend? **R230 000 (less)**

Sales Performance Study- Sales Representatives

Attribute Per4mance (sorted by Attribute)

Competencies	Sales Rep 1	Sales Rep 2	Sales Rep 3	Sales Rep 4	Sales Rep 5	Sales Rep 6	Sales Rep 7	Ave:
01. Analyses and clarifies customer needs	97.34	74.62	91.25	64.77	95.58	78.05	88.65	84.84
02. Behaves in a professional manner	99.50	83.33	91.25	78.50	97.38	83.13	96.38	89.94
03. Clarifies mutual expectations and responsibilities	98.46	72.99	92.42	67.86	96.82	78.57	97.16	86.27
04. Communicates effectively	101.06	83.74	93.27	74.11	96.79	87.29	95.98	88.98
05. Develops plans, goals and solutions for customers	99.47	62.49	85.43	64.47	91.94	74.12	90.18	82.81
06. Establishes a relationship with customers	100.00	78.81	90.77	69.19	92.51	84.71	94.08	87.01
07. Follows up well	99.48	67.66	88.35	62.12	93.05	75.00	93.84	84.10
08. Has a high level of product knowledge	100.00	85.78	95.66	76.76	93.56	89.42	99.01	91.30
09. Helps customers to systematically clarify the issues affecting their business	98.94	73.39	87.32	66.66	95.17	76.05	93.38	85.91
10. Is effective at negotiating final arrangements with customers	100.00	70.93	90.82	63.19	94.68	80.24	95.74	85.86
11. Is trustworthy	100.00	80.60	89.38	70.76	97.46	83.33	94.85	88.12
12. Is well prepared and follows a structured framework	99.48	73.76	89.85	68.18	94.27	91.76	97.22	88.16
13. Keeps in regular contact with customers	96.40	68.34	90.77	64.80	93.19	67.66	92.39	83.14
14. Listens to customer concerns and deals with them effectively	98.45	71.87	88.89	66.50	97.86	78.57	97.24	86.77
15. Proposes realistic and workable solutions that address customers real issues	98.42	75.00	89.26	69.19	94.71	84.94	96.07	86.42
16. Responds quickly to customer needs	97.89	70.80	85.51	64.64	95.38	77.98	95.23	84.50
17. Shows genuine interest in the customers situation	98.43	76.73	90.77	67.17	97.85	82.25	94.59	86.34
18. Understands the customers organisation and its environment	98.41	86.20	90.29	72.87	95.79	88.75	92.23	87.94
19. Uses the correct amount of pressure to gain a commitment from customers	98.97	75.75	88.23	67.01	95.79	84.94	90.06	86.52
20. Is enthusiastic	100.00	87.37	98.07	72.22	95.34	90.11	97.99	89.82
21. Has belief in (Company)	98.52	92.65	97.10	78.11	99.01	87.79	100.00	92.79
22. Has a positive attitude	100.00	90.69	94.68	77.38	96.52	91.86	100.00	91.82
AVERAGE	**99.06**	**77.43**	**90.88**	**69.38**	**95.48**	**82.57**	**95.10**	**87.24**

SALES REP 1 - Overall CSI Score Card

Results

(Company)- SALES REP 1

Total No of Evaluations = 30   Refer to friends? Yes: 90%, No: 6%, Don't Know: 3%

Competencies	Imp	Best Competitor Sales Person	(Company) Mfundo	Expectation	CSI	Competitive Comparison
01. Analyses and clarifies customer needs	62	78.10%	82.38%	86.19%	95.58 %	4.28 %
02. Behaves in a professional manner	61	88.10%	88.57%	90.95%	97.38 %	0.47 %
03. Clarifies mutual expectations and responsibilities	61	84.29%	86.67%	89.52%	96.82 %	2.38 %
04. Communicates effectively	61	81.90%	86.19%	89.05%	96.79 %	4.29 %
05. Develops plans, goals and solutions for customers	61	78.57%	81.43%	88.57%	91.94 %	2.86 %
06. Establishes a relationship with customers	61	78.57%	82.38%	89.05%	92.51 %	3.81 %
07. Follows up well	60	81.90%	82.86%	89.05%	93.05 %	0.96 %
08. Has a high level of product knowledge	60	88.57%	90.00%	96.19%	93.56 %	1.43 %
09. Helps customers to systematically clarify the issues affecting their business	60	79.05%	84.29%	88.57%	95.17 %	5.24 %
10. Is effective at negotiating final arrangements with customers	60	85.71%	84.76%	89.52%	94.68 %	-0.95 %
11. Is trustworthy	61	89.05%	91.43%	93.81%	97.46 %	2.38 %
12. Is well prepared and follows a structured framework	61	82.38%	86.19%	91.43%	94.27 %	3.81 %
13. Keeps in regular contact with customers	61	80.48%	84.76%	90.95%	93.19 %	4.28 %
14. Listens to customer concerns and deals with them effectively	60	81.90%	87.14%	89.05%	97.86 %	5.24 %
15. Proposes realistic and workable solutions that address customers real issues	60	79.05%	85.24%	90.00%	94.71 %	6.19 %
16. Responds quickly to customer needs	60	82.86%	88.57%	92.86%	95.38 %	5.71 %
17. Shows genuine interest in the customers situation	60	81.43%	86.67%	88.57%	97.85 %	5.24 %
18. Understands the customers organisation and its environment	60	81.90%	86.67%	90.48%	95.79 %	4.77 %
19. Uses the correct amount of pressure to gain a commitment from customers	60	82.86%	86.67%	90.48%	95.79 %	3.81 %
20. Is enthusiastic	61	85.24%	87.62%	91.90%	95.34 %	2.38 %
21. Has belief in (Company)	61	92.86%	95.71%	96.67%	99.01 %	2.85 %
22. Has a positive attitude	61	90.48%	92.38%	95.71%	96.52 %	1.90 %
Totals		**83.41%**	**86.76%**	**90.84%**	**95.51 %**	**3.33%**

CSI Score Card

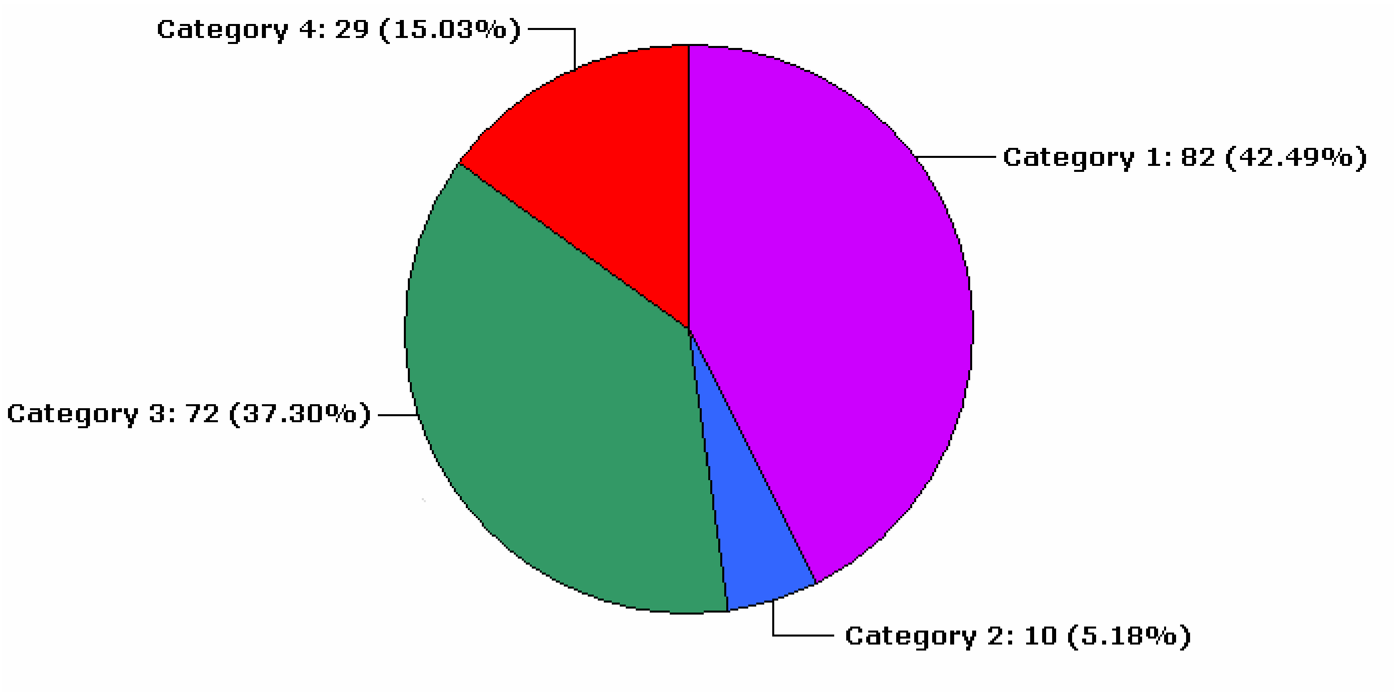
Sales Competency & Productivity Study

Results for: Dave

(Company)- SALES REP 1

Competencies	Imp	Best Competitor Sales Person	(Company) Mfundo	Expectation	CSI	Competitive Comparison
01. Analyses and clarifies customer needs	Imp	71.43%	71.43%	71.43%	100.00 %	0.00 %
02. Behaves in a professional manner	Imp	71.43%	71.43%	71.43%	100.00 %	0.00 %
03. Clarifies mutual expectations and responsibilities	Imp	71.43%	71.43%	71.43%	100.00 %	0.00 %
04. Communicates effectively	Imp	85.71%	85.71%	85.71%	100.00 %	0.00 %
05. Develops plans, goals and solutions for customers	Imp	71.43%	71.43%	85.71%	**83.34** %	0.00 %
06. Establishes a relationship with customers	Imp	85.71%	71.43%	85.71%	**83.34** %	-14.28 %
07. Follows up well	Imp	85.71%	71.43%	85.71%	**83.34** %	-14.28 %
08. Has a high level of product knowledge	Imp	85.71%	85.71%	100.00%	**85.71** %	0.00 %
09. Helps customers to systematically clarify the issues affecting their business	Imp	85.71%	85.71%	100.00%	**85.71** %	0.00 %
10. Is effective at negotiating final arrangements with customers	Imp	85.71%	85.71%	85.71%	100.00 %	0.00 %
11. Is trustworthy	Imp	85.71%	85.71%	85.71%	100.00 %	0.00 %
12. Is well prepared and follows a structured framework	Imp	85.71%	100.00%	100.00%	100.00 %	14.29 %
13. Keeps in regular contact with customers	Imp	85.71%	100.00%	85.71%	116.67 %	14.29 %
14. Listens to customer concerns and deals with them effectively	Imp	85.71%	100.00%	100.00%	100.00 %	14.29 %
15. Proposes realistic and workable solutions that address customers real issues	Imp	71.43%	100.00%	100.00%	100.00 %	28.57 %
16. Responds quickly to customer needs	Imp	85.71%	85.71%	100.00%	**85.71** %	0.00 %
17. Shows genuine interest in the customers situation	Imp	85.71%	85.71%	85.71%	100.00 %	0.00 %
18. Understands the customers organization and its environment	Imp	100.00%	100.00%	85.71%	116.67 %	0.00 %
19. Uses the correct amount of pressure to gain a commitment from customers	Imp	100.00%	100.00%	100.00%	100.00 %	0.00 %
20. Is enthusiastic	Imp	71.43%	71.43%	85.71%	**83.34** %	0.00 %
21. Has belief in (Company)	Imp	85.71%	85.71%	85.71%	100.00 %	0.00 %
22. Has a positive attitude	Imp	85.71%	85.71%	85.71%	100.00 %	0.00 %
Totals		**83.12%**	**85.06%**	**88.31%**	**96.54 %**	**1.95%**

(COMPANY) Customer Rating Analysis Pie Chart



Note:

1. 44.56 % of all customers are satisfied with both (Company) and the Sales Representatives.
2. Only 5.43% are satisfied with (Company), but not with the Sales Representative.
3. An alarming 39.73% of the customers are satisfied with the Sales Representatives but not with (Company).
4. Of concern is the fact that a further 15.76 % of the customers are dissatisfied with both (Company) and the Sales Representatives.
5. If one looks at the 3 and 4 Category customer, 54.86% of customers are dissatisfied with (Company) as a business.
6. If one looks at the Category 2 and 4 customers 21.19 % of customers are dissatisfied with the Sales Representatives.

ANNEXURE 4

STRUCTURED QUESTIONS

Sales Per4mance

1. Analyses & clarifies customer needs
2. Behaves in a professional manner
3. Clarifies mutual expectations & responsibilities
4. Communicates effectively
5. Develops plans, goals, & solutions for Customers
6. Establishes a relationship with customers
7. Follows up well
8. Has a high level of product knowledge
9. Helps customers to systematically clarify the issues affecting our business
10. Is effective at negotiating final arrangements with customers
11. Is trustworthy
12. Is well prepared and follows a structured framework
13. Keeps in regular contact with customers
14. Listens to customer concerns and deals with them effectively
15. Proposes realistic and workable solutions that address customers real issues
16. Responds quickly to customer needs
17. Shows genuine interest in the customers situation
18. Understands customers organization and its environment
19. Uses the correct amount of pressure to gain a commitment from customers
20. Is Enthusiastic

21. Has belief in (Company)

22. Has a positive attitude

BIZ Per4mance

- Stock Availability
- Relationships
- Quality
- On-time Delivery
- Technical Support
- Product Range
- Knowledge
- Pricing

Additional 7★CRRI Questions

- Anticipated Spend in next 12 months
- Would you recommend (Company) to friends and colleagues?
- Is (Company) your Preferred supplier, Sole Supplier or Neither