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**This Retail Comparative Analysis Report:**

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- Broken-out in manageable 4 ft. - 8 ft. sections by department and geography throughout the store. This allows for effective and efficient review of audit data.

*Breakdown gives you the actual trend for the past 3 audits.*

*Go out and look at tobacco rack to verify it's full.*

**For Store Managers:**

- Did you verify your precounts?

*You receive ALL detailed reports at every audit.*

STORE 100					10/02/07	
4284 N. HIGH ST. COLUMBUS, OH 43214		Time In: 07:00 AM Time Out: 11:25 AM			(614)261-1190 Jane Smith	
STORE SUMMARY						
Locations: 73,579.28		Specials: 30,237.52		Total: 103,816.80	Difference: -7,798.67	
LOCATION SUMMARY						
		Difference 10/02 -> 09/04	Tues 10/02  --- 28 Days ---	Tues 09/04	Tues 08/07  --- 28 Days ---	Category
<b>RIGHT WALL</b>		<b>-273.41</b>				
1050	Coke 12pk	85	1,570	1,485	1,100	Packaged Beverage
1051	Pepsi 12pk	-150	1,250	1,399	1,495	Packaged Beverage
1052	Top Cooler Maps	-38	803	841	748	Reading Material
1053	Powerade Cooler	-91	131	223	215	Packaged Beverage
1054	Coke Cooler	-91	95	186	123	Packaged Beverage
1055	Drink Cooler	11	146	135	118	Packaged Beverage
<b>BACK WALL</b>		<b>-63.55</b>				
1100	Tobacco Rack	98	3,472	3,374	2,975	Other Tobacco (Cigars,
1101	Coke 2lt/12pk	-162	545	707	666	Packaged Beverage
1102	Pepsi 2lt/12pk	52	715	663	690	Packaged Beverage
1103	Soda 12pk	-74	524	598	651	Packaged Beverage
1104	Auto Trader	23	130	108	141	Reading Material
<b>LEFT WALL</b>		<b>-176.44</b>				
1150	Rockstar Rack	14	127	114	120	Packaged Beverage
1151	Krispy Kreme	4	74	70	41	Grocery
1152	Coffee Bar Mugs	-83	35	119	48	Cups
1153	Coffee On Bar	48	48	0	0	Grocery
1154	Glass Baron	-97	3,726	3,823	2,949	Novelty
1155	Ice Cream Case	-119	337	457	0	Grocery
1156	Bud 18pk	809	1,682 **	873	1,302	Beer/Wine
1157	Charcoal	1	13	12	150	Non Grocery Items
1158	Corona 12pk	-495	225 **	720	1,179	Beer/Wine
1159	Ice Merchandiser	-257	141 **	398	311	Grocery
1199	Water Cases	-1	0	1	188	Packaged Beverage
<b>CHECKOUT</b>		<b>-36.33</b>				
1200	Non Groc	-2,580	691 **	3,271 3	209	Grocery
1201	Ephedra	489	1,065 **	576	314	Grocery
1203	Tobacco	1,152	1,558 **	406	285	Grocery
1204	Front Frito	487	719 **	232	338	Grocery
1205	Candy	201	908 **	707	448	Candy
1211	Phone Cards	215	837 **	622	553	Non Grocery Items
<b>COOLER DOORS</b>		<b>-657.94</b>				
1251	Dairy	-107	391	497	599	Grocery
1252	Juice	-226	448 **	674	616	Packaged Beverage
1253	Water	4	636	632	584	Packaged Beverage
1254	Gatorade	-108	479	587	520	Packaged Beverage
1255	Energy	-250	712 **	962	954	Packaged Beverage
1256	Coke	-126	461	587	516	Packaged Beverage
1257	Pepsi	-46	575	622	550	Packaged Beverage
1258	Singles	14	1,020	1,006	768	Beer/Wine
1259	Corona	-126	753	880	811	Beer/Wine
1260	Michelob	209	884 **	675	754	Beer/Wine
1261	Bud Light	-8	767	775	717	Beer/Wine
1262	Budweiser	-48	745	793	624	Beer/Wine
1263	Busch	26	678	652	530	Beer/Wine
1264	Dr Groc	128	209	81	156	Grocery
1265	Dr Soda	-13	63	75	0	Packaged Beverage
1266	Dr Beer	21	75	55	58	Beer/Wine

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**For Store Managers:**

- Did you verify your precounts?

**You receive ALL detailed reports at every audit.**

*Have Auditor recount/check this location.*

LOCATION SUMMARY		Difference	Tues 10/02	Tues 09/04	Tues 08/07	Category
		10/02 -> 09/04	I--- 28 Days ---I	I--- 28 Days ---I	I--- 28 Days ---I	
<b>WALK-INS</b>		<b>-924.76</b>				
1300	Beer/ Wine	41	1,747	1,706	1,615	Beer/Wine
1301	Soda/juice/water	-1,085	2,860 **	3,945	4,529	Packaged Beverage
1302	Dairy	119	205	86	83	Grocery
<b>STORAGE</b>		<b>-770.49</b>				
1350	Bkrm Beer	19	185	166	1,148	Beer/Wine
1351	Bkrm Soda/water	-155	2,056	2,211	2,042	Packaged Beverage
1352	Bkrm Grocery	15	15	0	0	Grocery
1354	Office Non Groc	-999	1,711 **	2,711	3,154	Non Grocery Items
1355	Office Epedra	419	419	0	0	Ephedra
1356	Office Tobacco	377	377	0	0	Other Tobacco (Cigars,
1361	Stor Water	-283	621 **	904	904	Packaged Beverage
1362	Stor Merch	-203	2,028	2,231	2,161	Non Grocery Items
1363	Stor Auto	311	311	0	0	Automotive
1372	Closet Grocery	316	316	0	0	Grocery
1373	Candy Storage	-626	1,019 **	1,644	1,597	Candy
1374	Closet Mugs	40	40	0	0	Cups
1390	Totes (10)	0	0	0	1,218	Grocery
1399	Dam Tobacco	0	268	268	619	Other Tobacco (Cigars,
<b>DISPLAYS</b>		<b>-88.66</b>				
1450	Chip Rack (3)	-96	22	118	236	Grocery
1451	Jerky (2)	106	753	647	723	Grocery
1452	Bon Appetit (2)	-12	188	199	252	Grocery
1453	Freshleys Rack	43	206	163	206	Grocery
1454	Sport Rack	6	128	122	108	Packaged Beverage
1455	Combos	0	117	117	140	Grocery
1456	Coolers	-14	7	21	28	Non Grocery Items
1457	Hats	-60	66	126	138	Non Grocery Items
1458	Soda 2lt/12pk	40	428	388	468	Packaged Beverage
1459	Candy Shippers (4)	178	734	556	809	Candy
1460	Magazines	-48	269	317	433	Reading Material
1461	Sunglasses	-6	1,085	1,091	1,119	Non Grocery Items
1462	Phone Acc	-19	376	395	393	Non Grocery Items
1463	Slim Jim Rack	24	941	917	1,125	Grocery
1464	Lite 18pk	73	413	340	252	Beer/Wine
1465	Fruit	-7	20	28	64	Grocery
1466	Kelloggs Shipper	-25	43	68	40	Grocery
1467	H S M	-52	337	389	0	Novelty
1468	Pringles	59	59	0	0	Grocery
1494	Dr Pepper 12pk	-278	0	278	0	Packaged Beverage
1495	Freshleys Ship (2)	0	0	0	60	Grocery
1496	Soda Rack	0	0	0	54	Packaged Beverage
<b>GONDOLA 1</b>		<b>-1,231.69</b>				
1500	Front Frito	-90	400	490	245	Grocery
1505	Right Hba	-267	1,882	2,150	2,055	HBA
1510	Right Cleaning	-110	514	623	535	Non Grocery Items
1515	Right Paper	-14	250	264	260	Non Grocery Items
1525	Rear Beer 12pk	-22	399	421	521	Beer/Wine
1530	Left Candy 1	-271	1,353 **	1,624	1,316	Candy
1535	Left Candy 2	-259	1,466	1,724	1,554	Candy
1540	Left Candy 3	-199	1,439	1,639	1,362	Candy
<b>GONDOLA 2</b>		<b>24.90</b>				
1550	Front Novelty	187	2,841	2,655	2,699	Novelty
1555	Right Bag Candy 1	18	787	769	695	Candy
1560	Right Bag Candy 2	6	614	608	636	Candy
1565	Right Jerky	118	1,248	1,130	1,342	Grocery
1575	Rear Beer 18pk	-199	260	458	350	Beer/Wine
1580	Left Snacks 1	67	495	428	513	Grocery
1585	Left Snacks 2	23	544	520	557	Grocery
1590	Left Film/batt	-196	1,023	1,220	1,155	Non Grocery Items

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<b>GONDOLA 3</b>		<b>-293.17</b>				
1600	Front Lance	4	235	231	291	Grocery
1605	Right Frito 1	-16	171	188	189	Grocery
1610	Right Frito 2	-5	180	184	264	Grocery
1615	Right Frito 3	37	226	190	222	Grocery
1620	Right Frito 4	-13	238	251	202	Grocery
1625	Rear Planters	-130	1,150	1,280	1,155	Grocery
1630	Left Water	1	289	288	295	Packaged Beverage
1635	Left Oil 1	-25	551	576	650	Automotive
1640	Left Oil 2	-12	549	561	665	Automotive
1645	Left Auto	-134	763	897	822	Automotive
<b>GONDOLA 4</b>		<b>-284.90</b>				
1650	Front Candy	-96	764	860	862	Candy
1655	Right Cookies 1	-47	518	565	530	Grocery
1660	Right Cookies 2	-42	474	517	512	Grocery
1675	Rear Hostess	29	165	136	124	Grocery
1680	Left Bread	-70	524	594	600	Grocery
1685	Left Soup	-60	434	493	445	Grocery
		<b>-4,776</b>	<b>73,579</b>	<b>78,356</b>	<b>78,448</b>	
<div style="border: 1px solid red; border-radius: 15px; padding: 5px; display: inline-block;">                     ** Items with a variance greater than or equal to 20% and \$200                 </div>						
<b>CATEGORY DIFFERENCES</b>						
Packaged Beverage		-2,925.48				
Lottery		-2,785.00				
Cigarettes		-1,868.47				
Non Grocery Items		-1,404.41				
Candy		-1,046.73				
Grocery		-408.54				
HBA		-267.49				
Reading Material (Mags,Maps)		-63.45				
Novelty		37.13				
Automotive		139.49				
Beer/Wine		313.41				
Ephedra		419.10				
Other Tobacco (Cigars,		474.31				
Cups		1,587.46				

**\*\* Will show up on the Exceptions Report - the KEY AUDIT REPORT!**

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