

## Disc Deliverable HTML Report

### Introduction

Spectrum has moved forward with technology, and are now able to deliver reports in HTML format on discs (CD's or DVD's). HTML is a computer programming language, which among other things, enables a user to point and click on text and objects, and navigate through a myriad of information with relative ease.

### Benefits

Such a style of reporting offers the following advantages:

- Access large amounts of information in a very user friendly way, just like browsing an internet website
  - Point and click on National/State maps and sites within to see the associated documentation, data and maps
- Develop a Master disc for the head office with all network information, and custom made discs for franchisees with only the subject site information
  - Include manuals or other documentation you may wish to pass on to existing/prospective franchisees or have for your own references
- Print or download documentation, data sheets or maps from the disc
- Run the program of the disc itself on most operating systems with the option of saving it on to your computers

### Data Packs

From our experience, we find a site data pack, which is a comprehensive and strategic information pack designed for a specific site goes well on these discs. A data pack usually contains

- Demographic summary within a specified radius of a site comparing some essential demographics of the area to a city, state or a national average
- Business demographic summary of the area showing the number of people who work in the area, the size of individual businesses and the industry group local businesses belong to

- Business hit list which gives you contact points into which to market your business, it is broken down by business category and lists the company name, address, suburb, state, phone, fax and type of business it is classified as
- Locator map showing the location of your store, the residential density of population, the location of local businesses and community groups as well as the location of retail hubs and shopping centres. For an additional charge, competitor locations can also be included in the map.

Once a data pack for the entire network is ready, it can be linked to the respective sites on the map and the user can access this information just by pointing and clicking on any site on the overview map.

### **Contact Spectrum**

To obtain a DEMONSTRATION DISC, or to discuss costs and options, please contact Spectrum Analysis Australia on 61 3 9830 0077. Alternatively, e-mail [spectrum@spectrumanalysis.com.au](mailto:spectrum@spectrumanalysis.com.au).