

## MLA International Beef ICA 2009-10 ACTIVITY OUTCOME REPORT

Exporter participant:	ABC Australia Ltd	Activity approval (Purchase Order #)	28628
Country:	China		
In country ICA participant (importer / wholesaler / end user):	Tiptop Supermarket	No of Outlets (if applicable) ACTUAL	48

### ACTIVITY DETAILS

Date activity was conducted (Actual)	July – August 2008
Objective	<ul style="list-style-type: none"> <li>▪ Expand meat buyers' awareness of and use of the targeted cuts</li> <li>▪ Increase sales of targeted branded beef cuts</li> <li>▪ Increase consumer awareness of ABC beef brand</li> </ul>
Outcome measures	<ul style="list-style-type: none"> <li>▪ During promotion 20% increase in sales of targeted cuts compared to pre-promotional sales performance</li> <li>▪ 5% sales increase in targeted cuts 3 months post promotion against pre-promotional sales performance.</li> </ul>

### OUTCOME OF ACTIVITY

Report on outcomes	<ul style="list-style-type: none"> <li>▪ 35% increase in sales of targeted cuts compared to pre-promotional sales performance</li> <li>▪ 3% sales increase in targeted cuts 3 months post promotion against pre-promotional sales performance.</li> </ul>
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Exporter participant:		Activity approval (Purchase Order #)	
Country:			
In country ICA participant (importer / wholesaler / end user):		No of Outlets (if applicable) ACTUAL	

### ACTIVITY DETAILS

Date activity was conducted (Actual)	
Objective	
Outcome measures	

### OUTCOME OF ACTIVITY

Report on outcomes	<p><i>{For example, % increase in sales volume and/or value, Sales of targeted product in store, Increase in volumes being purchased, Feedback from seminar participants, level of attendees at events, new leads gained from trade shows}</i></p>
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