

## Custom Categories

Customers		9/2/2011-9/9/2011						8/26/2011-9/1/2011								
CUSTNUM	CUSTOMER	RMATRIX	QTY1	RETAIL1	COST1	GP1	GM1	QTY2	RETAIL2	COST2	GP2	GM2	VARDOL	VARPER	VARIANCE	
99000	99 MART PLUS	0	7,239	235,545	195,228	40,317	17.12	22,613	772,881	621,044	151,837	19.65	537,336	69.52	111,520	
100855	GAS-N-SHOP #6	0	5,990	222,047	138,541	83,506	37.61	5,890	217,657	135,434	82,223	37.78	(4,390)	(2.02)	(1,283)	
100900	JR FOOD MART - ABITA	0	7,335	271,746	195,570	76,176	28.03	7,202	266,773	193,034	73,739	27.64	(4,973)	(1.86)	(2,437)	
260501	BIG JOHN'S QUICK STOP #1	0	7,488	254,373	172,247	82,126	32.29	7,488	254,373	172,247	82,126	32.29	0	0.00	0	
320001	BIG P MINI MART	0	4,845	213,990	130,749	83,240	38.90	1,640	69,817	41,343	28,474	40.78	(144,173)	(206.50)	(54,766)	
320055	OCEAN SPRINGS QUICK STOP	0	6,117	250,780	158,277	92,503	36.89	1,843	76,680	45,319	31,361	40.90	(174,100)	(227.05)	(61,142)	
320091	LIL SHORT STOP - VANCLEVE	0	3,095	90,870	77,570	13,300	14.64	620	31,258	24,362	6,896	22.06	(59,612)	(190.71)	(6,404)	
320092	LIL SHORT STOP - OCEAN SPRINGS	0	5,869	227,705	145,093	82,612	36.28	840	28,377	16,275	12,102	42.65	(199,328)	(702.43)	(70,510)	
380100	MISSISSIPPI STOP N GO	0	5,884	242,485	164,553	77,931	32.14	750	34,334	21,407	12,928	37.65	(208,151)	(606.25)	(65,004)	
380110	MISS STOP N GO #110	0	3,783	119,437	84,685	34,752	29.10	4,203	134,252	95,416	38,836	28.93	14,814	11.03	4,084	
380120	MISS STOP N GO #120	0	0	0	0	0	0.00	7,380	296,158	188,986	107,173	36.19	296,158	100.00	107,173	
380130	MISS STOP N GO #130	0	6,474	209,226	131,465	77,760	37.17	7,491	238,943	156,701	82,243	34.42	29,718	12.44	4,483	
700180	L & M GROCERY	0	6,345	229,810	157,242	72,568	31.58	6,445	236,000	160,490	75,510	32.00	6,190	2.62	2,942	
770001	TEXAS TRUCK STOP	0	0	0	0	0	0.00	5,395	218,922	171,087	47,836	21.85	218,922	100.00	47,836	
770005	PARK IT MARKET	0	6,740	265,787	206,477	59,310	22.31	13,480	531,574	412,943	118,631	22.32	265,787	50.00	59,320	
770031	TAYLOR'S MINI MART	0	5,598	212,648	158,073	54,575	25.66	5,843	219,463	163,987	55,477	25.28	6,815	3.11	902	
770060	PACKS FOOD STORE	0	10	183	222	(40)	(21.62)	16,743	619,074	456,165	162,908	26.31	618,891	99.97	162,948	
771230	B & D FOOD STORE	10	0	0	0	0	0.00	6,888	246,252	198,603	47,649	19.35	246,252	100.00	47,649	
900200	USA CONVENIENCE STORE #200	10	1,933	26,622	19,384	7,238	27.19	1,933	26,622	19,384	7,238	27.19	0	0.00	0	
900300	USA CONVENIENCE STORE #300	10	0	0	0	0	0.00	5,537	129,287	132,082	(2,795)	(2.16)	129,287	100.00	(2,795)	
900400	USA CONVENIENCE STORE #400	10	0	0	0	0	0.00	5,268	87,514	103,355	(15,841)	(18.10)	87,514	100.00	(15,841)	
<b>Totals</b>			84,745	3,073,252	2,135,376	937,876		135,492	4,736,210	3,529,661	1,206,549		1,662,958	(1,188.13)	268,673	