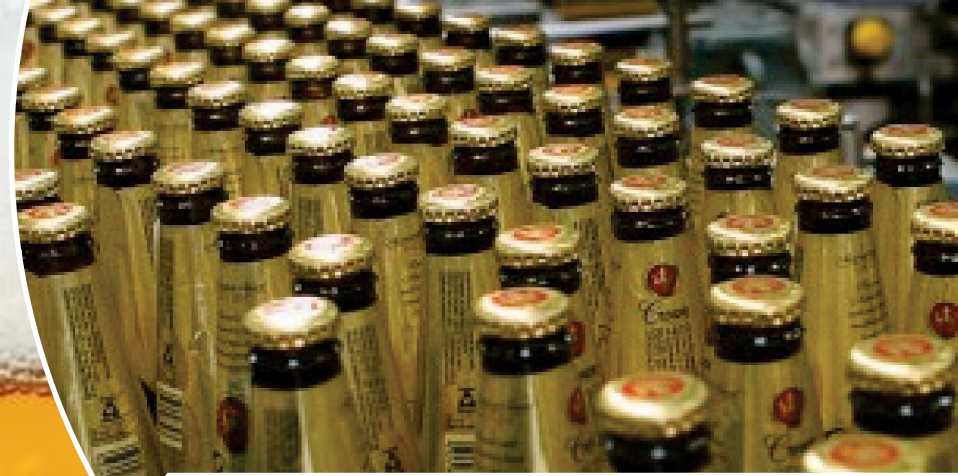


# Client focus is our secret to your success



In 2006 The Fosters Group embarked on a project to source a consistent approach to the management, procurement and distribution of all marketing materials across CUB and its distributors. In July 2006 they awarded the National Tender for these services to PMA.

As part of an aggressive growth and diversification strategy the Fosters Group

needed to increase effective measurement of marketing activity. This needed the provision of a web based catalogue and ordering system, simplified processes, inventory management and reporting to improve processes for all Fosters personnel. Fosters, now CUB, agree they have significantly benefited from the flexible service provided.

The Work in Progress (WIP) system, developed specifically for and in consultation with CUB saw a management of a total of 32,221 kits in its first 3 months. PMA have been able to reduce an average turnaround time for kit packing to only 2 1/2 days from receipt of last item to despatch. Using the WIP system PMA completed over 90 distributions delivering to 5,766 destinations in NSW alone over a 12 week period.

All PMA systems are developed internally which enables us to continually improve our systems and adapt them to new technology. CUB are now able to access many of the services provided by PMA on tablets and smart phones giving them the flexibility in the way they manage their marketing activity.

“ I am very grateful to PMA of their support. Considering some of the busiest times of the year CUB inflict on PMA, they always maintain their focus on our briefs and ensure all our expectations are met. ”

Independence allows PMA to focus its efforts as the manager of the total supply chain and our flexibility ensures clients like CUB enjoy the tailored program their ever-changing requirements demand.

Travis Hearne  
Senior Customer Marketing Manager Foster's Group Limited