



# The 2009 CBA State of the Industry Report

Each year, as the Association for the Christian Retail Channel, CBA compiles the annual State of the Industry report. This year's report is gathered from the anonymous survey data of more than 223 retail stores in the Christian retail industry, each answering 30 questions. Questions range from employee training to changes in sales to plans for the future. Furthermore, these 223 reporting stores make up a broad representation of the variety of types and sizes of stores that make up this industry. Though the report provides a look at the previous year, its findings offer retailers a glimpse into the practices that colleagues utilized to achieve desired results. The data contained in this report will set business direction as retailers make plans for the remainder of 2009 and into the future.

## Who can purchase the final survey results?

The 2009 CBA State of the Industry Report is available as follows:

### Retail Segment

- FREE to all CBA member retailers who participated in the survey
- \$39 to all CBA member retailers who did not participate in the survey
- \$59 to all non-member retailers who participated in the survey
- Not available to non-member retailers who did not participate in the survey

### Supplier Segment

- \$79 to all CBA member suppliers
- Not available to non-member suppliers

To place an order, please check the appropriate box above, and then return this form to CBA with your payment. Upon receipt of payment for your order, the report will be emailed to you in PDF format.

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CBA ID # \_\_\_\_\_ Customer Name \_\_\_\_\_ Phone # \_\_\_\_\_

Company Name \_\_\_\_\_ Email \_\_\_\_\_

Company Address \_\_\_\_\_

City, State + Zip \_\_\_\_\_

#### Method of Payment

Visa    MasterCard    AMEX    Discover    Check (US funds payable on US bank)

Card number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

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