



## FTT RESEARCH

“Perfect information leads to perfect decisions.”

Fit Too Travel offers the fitness industry the highest quality market research service available in Australia.

Utilising experienced, qualified market research experts in concert with marketing oriented marketing consultants and industry involved senior professionals, FTT can provide a complete array of market research services that include:

- Comprehensive qualitative research studies
- Statistically reliable quantitative surveys
- Full statistical analysis
- Strategic recommendations

FTT Research is lead by two seasoned professionals, Mike Crisp and Leigh Cowan.

### MIKE CRISP

Mike has 19 years industry and work experience spanning market research, strategic planning, business intelligence and tertiary education. Coming from an applied business background he has extensive experience in database/data warehouse software design, installation and application. His market research and statistical background provide the skills necessary to not only develop data analysis models and systems but to analyse and exploit them to their fullest potential. He has extensive experience in the areas of Project Management, Customer Segmentation and Value Management, Statistical Analysis, Data Cleansing, Longitudinal Data Analysis and Management Reporting Systems.

Mikes many years of experience in diverse industries has given him a rich base of skills. His past employers and clients include IBMAustralia, Leo Burnett, National Australia Bank, Mercantile Mutual, ING Bank, Sun Alliance, Astra Pharmaceuticals, TAFE NSW and the

“Established to address the need for accurate market



information in the Australian Fitness Industry”

University of Technology Sydney.

In addition to his industry experience he maintains strong academic links with the University of Technology. He currently lectures to Post Graduate Students in the subject area of Marketing Information Management and E Business Marketing.

He is also co-author of Australia's largest selling Market Research Textbook - "Market Research - An Applied Orientation" - Prentice Hall 1997.

### LEIGH COWAN

Leigh has 21 years advertising, sales promotions, High volume consumer packaged goods, and consumer durable marketing experience. He has extensive strategic planning experience and conducted national and industry market research studies continuously since 1983. His market research background helps shape data analysis models and systems as well as add further depth to the analysis and interpretation. He has extensive experience in the areas of FMCG, low involvement and high Involvement Shopping goods, consumer services, specialty goods, and consumer durables.

Leigh's diverse experience, combined with operational executive involvement in FTT, gives him a unique platform, insight and perspective. Past employers and clients include Edgell, Unilever, Colgate, Bushs Pet Foods, 3M, Morgan & Banks, Philip Morris, Woolworths, University of NSW, Nestle, & General Foods (Cottee's).

Leigh has also taught University students in the subject area of Fundamentals of Marketing and was invited to instruct in Contemporary Issues in Marketing to Masters students at UNSW, and has been published in recognised Marketing publications.

Fit Too Travel Pty Limited ABN: 53 088 437 067

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