



Dear Case Officer,

We, John Smith and Thomas Anderson, are the directors of Trinity Solar Pty Ltd trading as Trinity Solar and Renewable Energy.

Our company is located at Unit 01, Sydney Tower, NSW. We take pride in selling and installing renewable energy equipment such as solar panels and solar inverters.

We started operating our business in May 2011. During this time, we have developed an understanding of Australia's solar panel installation industry. According to our market research, the industry's revenue is forecast to grow at an annualised 3% over the next five years. This means that our business will thrive and be more successful in the years to come.

My co-director and I anticipate that our company will attain great success and profitability along with the growth of the industry. This growth can only be achieved through expansion to key markets that lead to greater sales. In line with this, our business requires a market research analyst who will identify key markets for our products and services as well carefully analyse the current market trends.

With increasing competition, we are under constant pressure to market our business in a more aggressive way to achieve better sales outcomes. To achieve better profits, we need to have a full-time market research analyst who can not only market our products and services but also be able to cultivate solid, long-term relationships with our clients.

The market research analyst will support the current in-house marketing staff. However, our existing marketing is done through subcontracting and buying leads. This process is very unstable due to the huge turnover costs when people leave their jobs. Subcontracting also creates a high turnaround of marketing staff which requires a lot of training every time a new person is recruited. Hence, this intensifies the need for a full-time market research analyst.

In financial terms, over \$175,000 was paid to subcontractors in commissions for marketing activities and the cost of buying leads has reached to \$80,000. With these huge expenses spent on appointments, our company loses the opportunity to maximise sales. The market research analyst streamlines the subcontractor process which save us a great deal. The market research analyst will also be able to increase financial returns by formulating better marketing solutions and strategies based on market trends.

The role of the full-time market research analyst has not been created to facilitate the entry to, or stay in, Australia for our nominee since the position is essential to our growing and expanding company. As I have mentioned, the role is needed in order to carefully assess market trends that would influence our company's sales and profitability.

The main purpose of employing a market research analyst is to identify additional markets for the potential sale of our products and services. The position will also require the nominee to design and implement marketing strategies after careful analysis of current market trends and coordinate such strategies for both domestic and commercial customers based on the results of the data analysis.





The market research analyst will need to perform the following tasks and responsibilities:

- Prepare marketing reports by analysing sales data and support sales staff by providing sales data
- Research competitors to ascertain market trends and company position in the market
- Monitor and forecast marketing and sales trends
- Measure the effectiveness of marketing programs and strategies
- Devise and evaluate methods for collecting data, such as surveys, questionnaires and opinion polls
- Gather data about consumers, competitors and market conditions and analyse data using appropriate tools such as statistical software
- Prepare reports based on the data analysis and communicate the findings with the management and other relevant staff
- Develop marketing strategies for the diverse range of customers including commercial as well as domestic
- Provide recommendations to optimise marketing campaigns
- Identify market segments, estimate consumer demand and position products
- Provide consultation on the pricing strategy, product suitability, supply and delivery and installation process and run different marketing campaigns or promotions
- Design and plan sales and marketing strategies to meet and exceed sales targets
- Promote products to the niche market with an appropriate marketing and advertising pitch which is easy to understand
- Design and implement advertising and marketing campaigns that will ensure the desired business financial and sales outcomes

The market research analyst is required to develop market opportunities for our company's goods and services. The tasks and responsibilities listed above are consistent with the tasks of the nominated occupation as listed in the Australian and New Zealand Standard Classification of Occupations (ANZSCO).

As the directors, we expect the nominee for the market research analyst position to allocate the tasks and responsibilities according to the following:

Tasks and responsibilities	Allocation
Communication with existing and potential customers	20%
Monitor and forecast sales trends	15%
Develop marketing strategies	15%
Improve advertising and marketing	20%
Promote products and services	30%

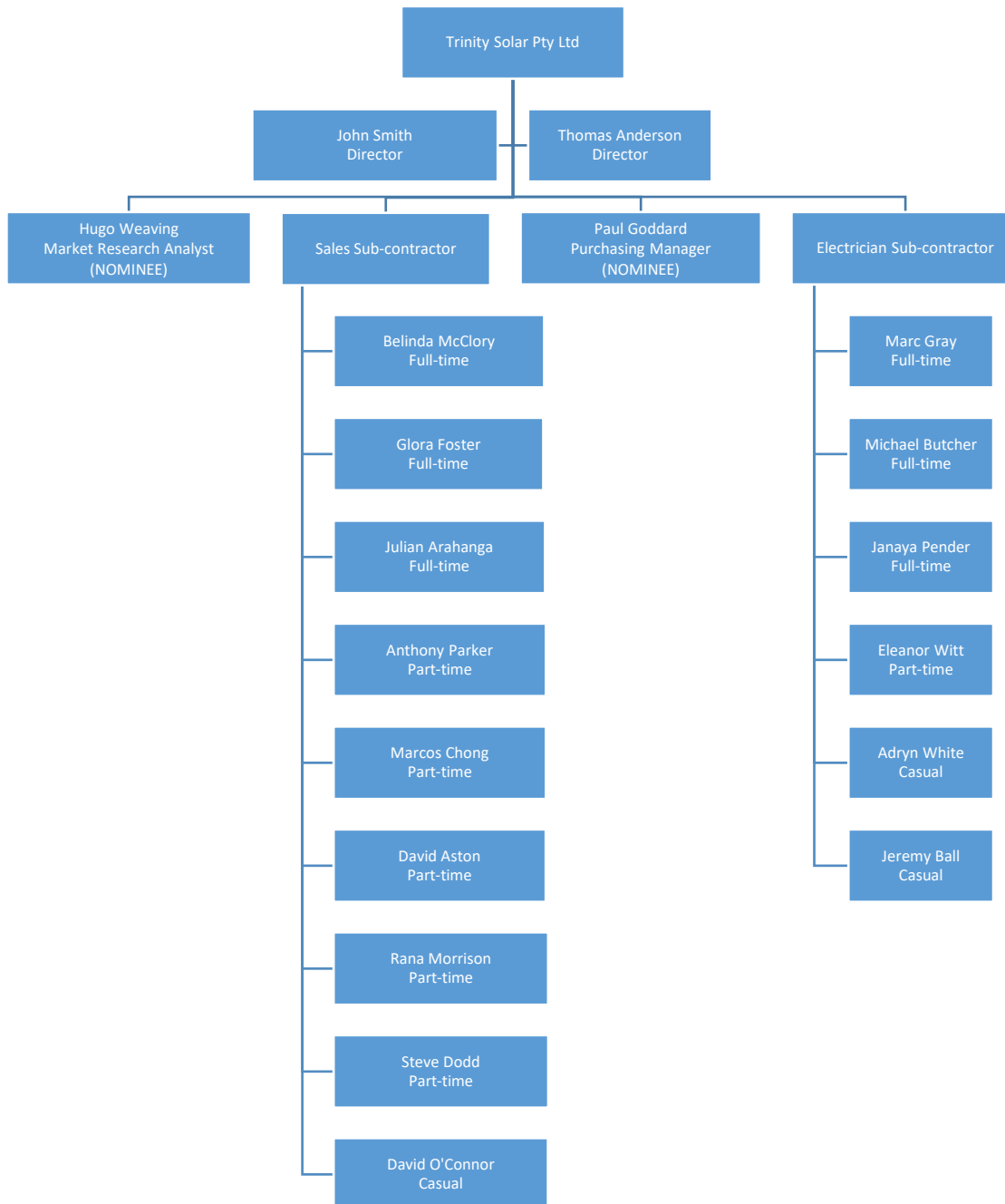
The duties of the market research analyst are specific to the nominated position alone and are not shared between the nominated position and any existing positions in that level in our company. In addition, the market research analyst does not share any tasks and responsibilities with us, the directors. The market research analyst determines the market for our goods and services, develops advertising strategies and fosters relationships with existing and potential clients.





Moreover, we would like to point out that there is no relationship (e.g., family relationship) between us, the directors, and the nominee.

To further explain the structure of our business, I have included our organisational chart and payroll summary. The images also show the employees and their respective residency status.





Name of Sales Sub Contractor	Job Type	Visa Status	Total Paid
Belinda McClory	Full-time Sub Con	Australian Citizen	\$10,306.00
Gloria Foster	Full-time Sub Con	Permanent Resident	\$23,900.00
Julian Arahanga	Full-time Sub Con	Working Visa	\$49,995.00
Anthony Parker	Full-time Sub Con	Overseas Student Dependent	\$16,825.00
Marcos Chong	Part-time	Australian Citizen	\$1,150.00
David Aston	Part-time	Australian Citizen	\$2,490.00
Rena Morrison	Part-time	Student	\$10,686.00
Steve Dodd	Part-time	Student	\$5,000.00
David O'Connor	Casual Sub Con	Student	\$2,750.00

Name of Electrician Sub Contractor		Status	Total Paid
Marc Gray	Full-time	Citizen	\$41,626.19
Michael Butcher	Full-time	Citizen	\$52,454.50
Janaya Pender	Full-time	Citizen	\$118,039.37
Eleanor Witt	Part-time	Citizen	\$34,504.00
Adryn White	Casual	Citizen	\$957.00
Jeremy Ball	Casual	Citizen	\$3,860.00

Name of Directors		Status	Total Paid
John Smith		Citizen	\$61,000.00
Thomas Anderson		Citizen	\$61,000.00
			\$496,543.06

As indicated in our company's payroll summary as of 15 January 2015 to 15 January 2016, we employ a large number of staff and have paid a total of \$496,543.06. We would also like to emphasise that the sales and marketing division of our company is composed of subcontractors and part-time employees who cannot perform the tasks and responsibilities of a market research analyst such as market research, promotion and development of market strategies.

The following images show the location where the market research analyst will perform the aforementioned tasks and responsibilities.





We have included our company's ASIC historical extract, as shown in the image below.

ASIC's historical extract

We hope that you will consider our nomination for the position of a market research analyst. It is very important for our business to maintain a competitive position in the market. This employee will secure a newer and wider market for our goods and services, therefore ensuring sales and profitability.

Sincerely,

John Smith
Director

Thomas Anderson
Director

I have included in this letter a copy of a letter from our accountant as well as our company's financial statements. Our company's total sales have risen from \$381,071 in 31 August 2015 to \$ 601,698 in 31 December 2015, indicating our capability to employ a market research analyst.





Letter from the accountant

Letter from the accountant





Financial statements

Financial statements

