

**FDFA SUPPLIER Membership Analysis
based on 2018 Membership**

Membership Renewal Retention		89.47%
Number of renewals divided by total eligible to renew	Total Renewals	68
	Total Eligible to Renew	76
	Confectionery/Food	13%
	Fragrance/Cosmetics	14%
	Handbags/Accessories	13%
	Jewellery/Watches	16%
	Liquor/Beer/Spirits	31%
	Souvenir/Misc	16%
	Tobacco/Cigar	13%
	Services	6%

Membership Loss		18.42%
Number of cancelled members divided by total eligible to renew	Total Cancelled	14
	Total Eligible to Renew	76
	Confectionery/Food	14%
	Fragrance/Cosmetics	0%
	Handbags/Accessories	0%
	Jewellery/Watches	14%
	Liquor/Beer/Spirits	7%
	Souvenir/Misc	50%
	TobaccoCigar	7%

Turnover Period	4.13
Total years in which entire membership will disappear at current loss rate if you obtain no new members	