



MARKET SNAPSHOTS

THE DOLLAR

US1.0597
 ¥84.10
 £0.6664
 NZ1.3455
 Euro0.7799
 HK8.3290

RESOURCES

Gold 1730.11
 Silver 33.64
 Oil 95.82
 Copper 353.55
 Sugar 25.27
 Tin \$US/t 22,018

INDICES

All Ordinaries 4356.7 +21.4
 S&P/ASX200 4293.8 +20.4
 Energy 13980 +77.5
 Industrial 3380.1 +11.3
 Materials 11791 +70.1
 PropertyTr 792.7 +2.6

OVERSEAS

Dow Jones 12068.39 +85.15
 Nasdaq 2695.25 +9.10
 Nikkei 8655.51 -111.58

RATES

30-day bills 4.7300
 60-day bills 4.7300
 90-day bills 4.7333
 180-day bills 4.6300

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Targeted: Master Builder Ashlee Jones says customer service is a priority for his business.

Builders work on survival strategies

FOCUSING on customer service is one of the key survival tactics builders have been implementing to endure the tough economic times.

This is one of the key results of a survey undertaken by Master Builders and will be highlighted during the group's annual road show in Cairns in two weeks' time.

Rebuilding the building industry one business at a time is the theme of the road show on November 24.

Master Builders housing policy director Paul Bidwell said the results of the latest members' survey, which explores the top business surviv-

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al tactics used by builders, will be revealed at the road show.

The report said it was clear that many had employed a diverse range of strategies, from cost cutting to changing their product line and focusing on customer service.

High on the list was customer service to retain clients and generate referrals, according to 64 per cent of builders surveyed.

They also reduced staffing levels by hours or numbers (68 per cent), changed one or more suppliers to reduce costs (59 per cent), reduced non-labour overheads (50 per cent), reduced the price of products and/or services (45 per cent), improved business practices (36 per cent) and marketing (23 per cent).

Mr Bidwell said builders were becoming more efficient.

"Far North Queensland builders also focused on strengthening their customer service to generate repeat business and widen their referral network," he said.

The report found that most,

68 per cent, said the Queensland Government's building boost grant had had no impact on residential construction.

"Inquiries and traffic have increased since the introduction of the grant," the report said.

"However, this is not yet translating into higher sales levels. This may change over the coming quarter."

Mr Bidwell said the road show would feature Olympian, television presenter and apprentice carpenter Duncan Armstrong as guest speaker on the theme of Rebuilding Queensland.

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Hilton scales heights

Hotel takes out top state award



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Tough haul

Tiling start-up begins to pay off



News - P27

Oprah's choice

Eco lodge put on the market



Commercial - P28

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