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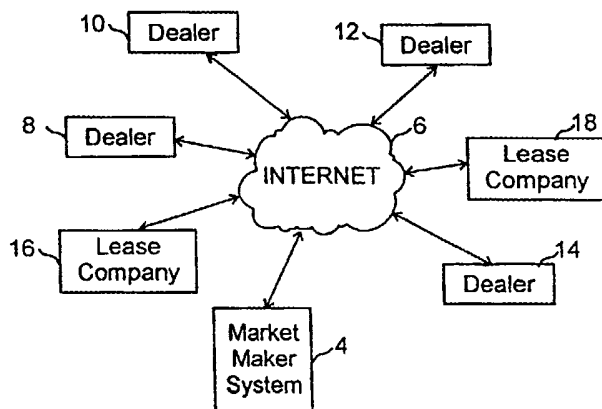
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(54) Title: SYSTEM AND METHOD FOR IDENTIFYING A MARKET BY PROJECTING DEMAND AND IDENTIFYING SUPPLY



(57) Abstract: Inventory data of vehicles is collected from each of a group of dealers (8, 10, 12, 14) within a region on a recurring basis. A dealer profile specifying business rules for managing the inventory is obtained or produced for each dealer. A supply of products is determined by collecting inventory data from suppliers, such as automobile leasing companies (16, 18) and dealers with surplus inventory (8, 10, 12, 14). The demand for products is determined by comparison of the dealer profile for each vehicle category to the actual inventory for the corresponding vehicle category and/or to the sales history for the product. The data collected and produced is aggregated for all of the dealers to generate a composite representation of the demand for each vehicle category. For each vehicle category having a substantive supply and demand, a market is identified (4) and those dealers who have a significant demand for the

products in the market category are invited to participate in the identified market.

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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/60
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According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
U.S. : 705/10, 7, 26

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
EAST, (US Patent Database)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 5,765,143 A (SHELDON et al) 09 June 1998 (09.06.1998), see at least column 2m lines, 26, 28-30, 32-33, 39-46, column 3, lines 12-16, 21-27, 44-51, 61-62, column 4, lines 24-25.	1-19.
A	US 5,832,456 A (FOX et al) 03 November 1998 (03.11.1998), see at least the Abstract.	1-19.
A	US 5,974,395 A (BELLINI et al) 26 October 1999 (26.10.1999), see at least the Abstract, column 8, "Automotive Supply Chain" section.	1-19.

Further documents are listed in the continuation of Box C.

See patent family annex.

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