

Your Industry Performance Benchmarks Report

Make your business more profitable & valuable

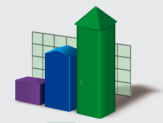
Introduction

Your **Industry Performance Benchmarks Report** lists 18 key performance benchmarks, to help you to firstly identify and then plan your priorities to change your business' strengths and weaknesses for increased profit and value. We encourage you to analyse these industry benchmarks and then compare your business performance with your industry average as well as top benchmark performers.

ABOVE BENCHMARK PERFORMANCE - you are a top performer, minimal improvement is required.

AVERAGE TO BENCHMARK PERFORMANCE - you are achieving above industry average performance, but improvement is still available to achieve benchmark performance.

BELOW AVERAGE PERFORMANCE - you are performing below the industry average; substantial improvement is required.



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Comparable Performance Benchmarking Information

We have prepared your Report on the basis of 17 comparable businesses for benchmarking purposes.

Industry

Business Profile		Post Code Range	Date Range	Sample
Turnover Range	FTE Range			
All	All	All	Jan 2009 - Sep 2011	17

Key Industry Benchmarks and Performance Indicators

The following three tables list your industry's average and top 20% performer's performance benchmarks/key performance indicators.

1. Growth Benchmarks

What is your average change in sales (%), are your sales growing above or below the industry average and benchmark sales growth rates?

	Industry Average	Industry Benchmark
Sales Growth	16.6%	56.7%

2. Profitability Benchmarks

Where is your business performing well and where can you improve when compared with the following key industry profitability benchmarks?

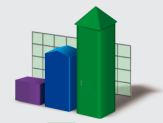
	Industry Average	Industry Benchmark
Gross Profit Margin/Sales	43.1%	86.3%
Salaries, Wages and On Costs/Sales	20%	1.6%
Earnings before Interest and Taxation/Sales	20.9%	64.6%
Net Profit before Tax/Sales	19.1%	63.8%
Gross Margin Return on Inventory	2520.6	8374.5
Return on Capital Employed	58%	182.1%

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3. Cash Flow and Finance Benchmarks

What can you do to improve your business' cash flow and how will the achievement of cash flow and finance benchmark performance create opportunities for you to secure more Bank finance for business growth, improvement and succession?

	Industry Average	Industry Benchmark
Work in Progress and Debtors Days	42	0
Stock Turnover Days	23	0
Trade Creditor Days	28	0
Cash Cycle Days	37	-4
Working Capital Ratio/Sales	9.7%	0%
Marginal Cash Flow/Sales	33.5%	79.8%
Interest Cover	162.5	689
Current Ratio	2.6	7.3
Quick Ratio	2.5	7.3
Total Debt to EBIT	1.5	-1.1
Total Liabilities to Equity	1.7	-0.6



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Weaknesses/Opportunities for Improvement

Profitability

If you achieved industry benchmark **Gross Profit Margin and Stock Turn** performance, what improvement would that have on your future net profit, cash flow and business value?

Strategy: review your product, services and/or sales mix to improve Gross Profit Margin and Stockturn.

Cash Flow

If you achieved industry benchmark **Work in Progress and Debtors Days** performance, what improvement would that have on your future cash flow and business value?

Strategy: prepare a flow of funds statement to determine changes that can be made to improve net profit cash flow generation from changes to WIP and debtor days.

Business Value

If you achieved industry benchmark **Earnings before Interest and Taxation** performance, what improvement would that have on your future business value?

Strategy: analyse your business value drivers to determine opportunities for value improvement.

Get the 'VIP' Treatment

VIP - Value Improvement Package

For more information on how to make your business more profitable, valuable and an industry 'benchmark' then we recommend our VIP or Value Improvement Package.

Our Package includes Industry Analysis Report(s), Client Business Improvement Report(s), a SWOT Analysis Workshop and Report and a Value Improvement Analysis Workshop and Report.

Invest in this powerful information and advice NOW so you can grow your sales, increase your profits, improve your cash flow and maximise your business value.

Make your business a 'very important performer' today.