



**STATISTICS FOR THE
HOSE & FLUID POWER MARKETPLACE - 2015**

Business Statistic	Typical FPDA Distributor	High Profit FPDA Distributor	Typical NAHAD Distributor	High Profit NAHAD Distributor	Your Company
Typical Sales Volume	\$26,802,704	\$22,601,780	\$12,279,359	\$16,876,266	
Total Gross Margin % (not including counter sales)	27.5%	26.9%	35.3%	42%	
Operating Expense %	22.6%	19.2%	30.4%	27.8%	
Profit Margin % (pre-tax)	4.8%	7.7%	4.6%	13.8%	
Sales Per Employee	\$462,266	\$492,661	\$320,685	\$380,663	
Return on Assets % (pre-tax)	13.4%	28.5%	12.0%	35.9%	
Asset Turnover	2.8	3.7	2.6	2.6	
Inventory Turn Over (times)	4.9	5.8	3.8	3.9	
Return on Net Worth %	18.8%	48.4%	20.4%	50.3%	
Average A/R Collection Period (Days)	43.9	43.6	42.3	40.9	

Primary Financial Objective	Return on Assets	Return on Net Worth	Effect on Company Performance
Minimum	4 - 5%	8 - 10%	Minimum long-term return necessary to ensure survival
Target	8 - 10%	15 - 20%	Satisfies owner's minimum needs, but does not provide for growth or offset inflation.
Top Performance	15 - 20%	30 - 40%	Would make the firm one of the profit producers in the industry

Compiled by: Profit Planning Group