

**STATISTICS FOR THE
HOSE & ACCESSORY MARKETPLACE 2024**

<i>Business Statistic</i>	Typical NAHAD Distributor	High Profit NAHAD Distributor	<i>Your Company</i>
Typical Sales Volume	\$10M	\$20M	
Gross Margins % (Not including counter sales)	35%	45%	
Operating Expense %	25%	20%	
Profit Margin (pre-tax) %	3-5%	8-10%	
Sales Per Employee	\$470,000	\$500,000	
Return on Assets % (pretax)	6%	10%	
Asset Turnover	2.5	3.0	
Inventory Turn Over (times)	4.5	6	
Return on Net Worth % (pre-tax)	12%	18%	

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

Reference: NAHAD Markets Monitor: Second Quarter 2024