NAICS 44132 - Tire Dealers; Net Sales: from \$500,000 to \$1,275,000

## Industry Metrics Four Years

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## NAICS 44132 - Tire Dealers



This industry comprises establishments primarily engaged in retailing new and/or used tires and tubes or retailing new tires in combination with automotive repair services.

## Industry Risk Indicators



## THIS INDUSTRY IS COMPRISED OF:

Automotive tire dealers
Tire dealers, automotive
Used automotive tire dealers
Used tire dealers

## INDUSTRY METRICS FOUR YEARS

NAICS 44132 - Tire Dealers; Net Sales: from \$500,000 to \$1,275,000

## COMPANY INCOME STATEMENT [\% OF NET SALES]

| INCOME STATEMENT | 2020 | 2021 | 2022 | 2023 |
| :---: | :---: | :---: | :---: | :---: |
| Industry Code | 44132 | 44132 | 44132 | 44132 |
| Sample Size (company count) | 978 | 1031 | 997 | 914 |
| Net Sales | 100.0\% | 100.0\% | 100.0\% | 100.0\% |
| Cost of Sales | 84.1\% | 75.8\% | 78.8\% | 73.6\% |
| Material Cost | 66.6\% | 74.1\% | 77.3\% | 69.9\% |
| Labor Cost | 11.1\% | 0.8\% | 0.9\% | 0.8\% |
| Overhead | 6.4\% | 0.8\% | 0.7\% | 2.9\% |
| Gross Profit | 15.9\% | 24.2\% | 21.2\% | 26.4\% |
| Operating Expenses | 13.2\% | 21.2\% | 17.9\% | 23.7\% |
| Salaries / Wages | 4.6\% | 6.4\% | 6.4\% | 4.6\% |
| Rent | 0.6\% | 0.9\% | 1.5\% | 0.6\% |
| Bad Debt | 0.1\% | 0.0\% | 0.1\% | 0.1\% |
| Advertising / Marketing | 1.3\% | 0.5\% | 1.2\% | 1.3\% |
| Other Operating Expenses | 6.6\% | 13.3\% | 8.6\% | 17.1\% |
| EBITDA | 2.7\% | 3.1\% | 3.3\% | 2.7\% |
| Depreciation \& Amortization | 0.4\% | 0.8\% | 1.0\% | 0.4\% |
| EBIT | 2.3\% | 2.2\% | 2.3\% | 2.3\% |
| Interest Expense | 0.3\% | 0.9\% | 0.5\% | 0.3\% |
| Other Expense | 0.1\% | -1.0\% | -0.6\% | 0.1\% |
| EBT | 1.9\% | 2.3\% | 2.4\% | 1.9\% |
| Income Taxes | 1.0\% | 1.2\% | 1.2\% | 1.0\% |
| Net Income | 0.9\% | 1.1\% | 1.3\% | 0.9\% |

## COMPANY INCOME STATEMENT [\% OF TOTAL ASSETS]

Figure 1: Income Statement Items as \% of Net Sales by Company Size Segment [\%]


Figure 2: Cost Of Goods Sold by Company Size Segment [\%]


Figure 3: Operating Expenses by Company Size Segment [\%]


## INDUSTRY METRICS FOUR YEARS

NAICS 44132 - Tire Dealers; Net Sales: from \$500,000 to \$1,275,000

## COMPANY INCOME STATEMENT [USD]

| INCOME STATEMENT | 2020 | 2021 | 2022 | 2023 |
| :---: | :---: | :---: | :---: | :---: |
| Industry Code | 44132 | 44132 | 44132 | 44132 |
| Sample Size (company count) | 978 | 1031 | 997 | 914 |
| Net Sales | \$792,788 | \$818,803 | \$817,751 | \$823,232 |
| Cost of Sales | \$666,545 | \$620,303 | \$644,753 | \$606,079 |
| Material Cost | \$528,353 | \$606,644 | \$632,047 | \$575,683 |
| Labor Cost | \$87,654 | \$6,782 | \$7,050 | \$6,422 |
| Overhead | \$50,539 | \$6,877 | \$5,656 | \$23,974 |
| Gross Profit | \$126,242 | \$198,500 | \$172,998 | \$217,153 |
| Operating Expenses | \$104,754 | \$173,488 | \$146,120 | \$194,834 |
| Salaries / Wages | \$36,676 | \$52,716 | \$52,547 | \$38,087 |
| Rent | \$4,763 | \$6,977 | \$12,437 | \$4,947 |
| Bad Debt | \$811 | \$277 | \$1,200 | \$842 |
| Advertising / Marketing | \$10,183 | \$4,243 | \$9,885 | \$10,577 |
| Other Operating Expenses | \$52,320 | \$109,274 | \$70,052 | \$140,381 |
| EBITDA | \$21,489 | \$25,012 | \$26,877 | \$22,319 |
| Depreciation \& Amortization | \$3,218 | \$6,840 | \$8,002 | \$3,349 |
| EBIT | \$18,270 | \$18,173 | \$18,875 | \$18,970 |
| Interest Expense | \$1,988 | \$7,058 | \$3,967 | \$2,062 |
| Other Expense | \$1,122 | (\$7,834) | (\$4,916) | \$1,159 |
| EBT | \$15,161 | \$18,949 | \$19,824 | \$15,748 |
| Income Taxes | \$8,021 | \$9,724 | \$9,432 | \$8,327 |
| Net Income | \$7,140 | \$9,224 | \$10,392 | \$7,422 |

## COMPANY INCOME STATEMENT[USD]

Figure 4: Net Sales by Company Size Segment ['000\$]


## INDUSTRY METRICS FOUR YEARS

NAICS 44132 - Tire Dealers; Net Sales: from \$500,000 to \$1,275,000

COMPANY BALANCE SHEET [\% OF TOTAL ASSETS]

| BALANCE SHEET | 2020 | 2021 | 2022 | 2023 |
| :---: | :---: | :---: | :---: | :---: |
| Industry Code | 44132 | 44132 | 44132 | 44132 |
| Sample Size (company count) | 978 | 1031 | 997 | 914 |
| Total Assets | 100.0\% | 100.0\% | 100.0\% | 100.0\% |
| Total Current Assets | 72.7\% | 92.8\% | 83.3\% | 72.6\% |
| Cash | 6.5\% | 11.0\% | 10.3\% | 6.5\% |
| Accounts Receivable | 14.6\% | 15.0\% | 15.6\% | 14.5\% |
| Inventory | 34.3\% | 36.4\% | 44.8\% | 34.4\% |
| Prepaid Expenses | 3.4\% | 4.7\% | 4.9\% | 3.4\% |
| Other Current Assets | 13.9\% | 25.7\% | 7.7\% | 13.8\% |
| Total Non-Current Assets | 27.3\% | 7.2\% | 16.7\% | 27.4\% |
| Fixed Assets | 11.0\% | 12.4\% | 13.1\% | 9.0\% |
| Intangible Assets | 0.0\% | 1.7\% | 1.7\% | 0.0\% |
| Long-Term Investments | 0.0\% | 0.0\% | 0.0\% | 0.0\% |
| Other Non-Current Assets | 16.3\% | -6.9\% | 1.9\% | 18.3\% |
| Liabilities \& Net Worth | 100.0\% | 100.0\% | 100.0\% | 100.0\% |
| Total Liabilities | 36.3\% | 59.0\% | 46.6\% | 40.8\% |
| Total Current Liabilities | 32.4\% | 51.1\% | 38.7\% | 32.5\% |
| Accounts Payable | 21.9\% | 18.7\% | 26.7\% | 22.0\% |
| ST Notes Payable | 3.7\% | 6.9\% | 6.9\% | 0.0\% |
| Bank Loan Payable | 0.6\% | 1.6\% | 3.6\% | 0.6\% |
| Current Maturities of LT Debt | 0.0\% | 0.0\% | 0.0\% | 0.0\% |
| Other Current Liabilities | 6.2\% | 23.9\% | 1.4\% | 9.9\% |
| Total Long Term Liabilities | 3.9\% | 7.9\% | 7.9\% | 8.3\% |
| LT Notes Payable | 2.3\% | 7.9\% | 7.9\% | 2.4\% |
| Other Non-Current Liabilities | 1.6\% | 0.0\% | 0.0\% | 5.9\% |
| Net Worth | 63.7\% | 41.0\% | 53.4\% | 59.2\% |

## COMPANY BALANCE SHEET [\% OF TOTAL ASSETS]

Figure 5: Assets as \% of Total Assets by Company Size Segment [\%]


Figure 6: Liabilities \& Net Worth as \% of Total Assets by Company Size Segment [\%]


Figure 7: Total Current Assets by Company Size Segment [\%]


Figure 8: Total Non Current Assets by Company Size Segment [\%]


Figure 9: Total Current Liabilities by Company Size Segment [\%]


Figure 10: Total Long Term Liabilities by Company Size Segment [\%]


## INDUSTRY METRICS FOUR YEARS

NAICS 44132 - Tire Dealers; Net Sales: from \$500,000 to \$1,275,000

## COMPANY BALANCE SHEET [USD]

| BALANCE SHEET | 2020 | 2021 | 2022 | 2023 |
| :---: | :---: | :---: | :---: | :---: |
| Industry Code | 44132 | 44132 | 44132 | 44132 |
| Sample Size (company count) | 978 | 1031 | 997 | 914 |
| Total Assets | \$206,236 | \$260,202 | \$198,616 | \$190,345 |
| Total Current Assets | \$149,881 | \$241,537 | \$165,455 | \$138,249 |
| Cash | \$13,404 | \$28,566 | \$20,543 | \$12,366 |
| Accounts Receivable | \$30,091 | \$39,052 | \$31,013 | \$27,678 |
| Inventory | \$70,803 | \$94,753 | \$88,890 | \$65,465 |
| Prepaid Expenses | \$6,957 | \$12,303 | \$9,643 | \$6,437 |
| Other Current Assets | \$28,625 | \$66,864 | \$15,366 | \$26,303 |
| Total Non-Current Assets | \$56,355 | \$18,665 | \$33,161 | \$52,096 |
| Fixed Assets | \$22,633 | \$32,159 | \$25,981 | \$17,171 |
| Intangible Assets | \$66 | \$4,423 | \$3,376 | \$59 |
| Long-Term Investments | \$40 | \$79 | \$55 | \$37 |
| Other Non-Current Assets | \$33,616 | (\$17,997) | \$3,749 | \$34,830 |
| Liabilities \& Net Worth | \$206,236 | \$260,202 | \$198,616 | \$190,345 |
| Total Liabilities | \$74,815 | \$153,619 | \$92,464 | \$77,664 |
| Total Current Liabilities | \$66,836 | \$133,063 | \$76,774 | \$61,773 |
| Accounts Payable | \$45,249 | \$48,753 | \$52,959 | \$41,785 |
| ST Notes Payable | \$7,530 | \$17,954 | \$13,705 | \$0 |
| Bank Loan Payable | \$1,266 | \$4,207 | \$7,239 | \$1,180 |
| Current Maturities of LT Debt | \$0 | \$0 | \$0 | \$0 |
| Other Current Liabilities | \$12,791 | \$62,149 | \$2,871 | \$18,807 |
| Total Long Term Liabilities | \$7,979 | \$20,556 | \$15,691 | \$15,891 |
| LT Notes Payable | \$4,697 | \$20,556 | \$15,691 | \$4,626 |
| Other Non-Current Liabilities | \$3,282 | \$0 | \$0 | \$11,266 |
| Net Worth | \$131,421 | \$106,582 | \$106, 152 | \$112,681 |

## COMPANY BALANCE SHEET [USD]

Figure 11: Assets by Company Size Segment ['000\$]


Figure 12: Liabilities \& Net Worth by Company Size Segment ['000\$]


## INDUSTRY METRICS FOUR YEARS

NAICS 44132 - Tire Dealers; Net Sales: from \$500,000 to \$1,275,000

## FINANCIAL RATIOS

| FINANCIAL RATIOS | 2020 | 2021 | 2022 | 2023 |
| :---: | :---: | :---: | :---: | :---: |
| Industry Code | 44132 | 44132 | 44132 | 44132 |
| Sample Size (company count) | 978 | 1031 | 997 | 914 |
| LIQUIDITY RATIOS |  |  |  |  |
| Quick Ratio | 0.69 | 0.51 | 0.86 | 0.68 |
| Current Ratio | 2.23 | 1.75 | 2.18 | 2.22 |
| Current Liabilities to Net Worth | 50.1\% | 135.4\% | 79.4\% | 54.2\% |
| Current Liabilities to Inventory | 94.6\% | 140.8\% | 86.3\% | 94.5\% |
| Total Liabilities to Net Worth | 54.6\% | 159.3\% | 103.5\% | 66.6\% |
| Fixed Assets to Net Worth | 16.8\% | 37.4\% | 26.3\% | 14.7\% |
| Interest Coverage | 4.71 | 2.58 | 4.71 | 4.71 |
| ASSET EFFICIENCY RATIOS |  |  |  |  |
| Collection Period | 11.87 | 17.70 | 18.15 | 11.87 |
| Inventory Turnover | 2.44 | 6.36 | 7.91 | 8.67 |
| Assets to Sales | 22.2\% | 32.8\% | 23.6\% | 22.2\% |
| Sales to Working Capital | 11.04 | 8.05 | 9.06 | 11.05 |
| Accounts Payable to Sales | 4.9\% | 6.2\% | 5.0\% | 4.9\% |
| PROFITABILITY RATIOS |  |  |  |  |
| Return on Assets | 4.4\% | 3.5\% | 3.9\% | 4.0\% |
| Return on Investment | 1.4\% | 9.0\% | 6.8\% | 1.1\% |
| Sales per Employee | \$139,732 | \$118,612 | \$158,778 | \$386,255 |
| Profit per Employee | \$427 | \$1,373 | \$1,489 | \$545 |

## FINANCIAL RATIOS

The figures below are displayed to improve readability of the data. Only for this reason, some data points have also been connected with lines. This does not suggest statistically relevant correlation or particular trends.

Ratios by Company Size Segment


Ratios by Company Size Segment


INDUSTRY METRICS FOUR YEARS
NAICS 44132 - Tire Dealers; Net Sales: from \$500,000 to \$1,275,000



## INDUSTRY METRICS FOUR YEARS

NAICS 44132 - Tire Dealers; Net Sales: from \$500,000 to \$1,275,000

## CASH FLOW

| CASH FLOW |
| :--- |
| CASH FLOW FROM OPERATING ACTIVITIES |
| Net Sales |
| Less Total Expense |
| Net Income |
| Decrease in Accounts Receivables (Increase) |
| Decrease in Inventory (Increase) |
| Decrease in Prepaid Expenses (Increase) |
| Decrease in Other Current Assets (Increase) |
| Increase in Accounts Payables (Decrease) |
| Increase in Other Current Liabilities (Decrease) |
| Depreciation \& Amortization |
| Cash Flow from Investing Activities |

CASH FLOW FROM OPERATING ACTIVITIES

| 100.0\% | 100.0\% | 100.0\% |
| :---: | :---: | :---: |
| 99.1\% | 98.9\% | 98.7\% |
| 0.9\% | 1.1\% | 1.3\% |
| -0.8\% | -4.8\% | 11.5\% |
| -0.4\% | -0.6\% | 1.1\% |
| -2.1\% | -8.3\% | 10.4\% |
| -1.4\% | -0.1\% | 1.5\% |
| -11.8\% | 18.0\% | -6.1\% |
| -3.2\% | 7.9\% | -4.7\% |
| 17.7\% | -22.4\% | 8.4\% |
| 0.4\% | 0.8\% | 1.0\% |
| 19.7\% | -10.4\% | -11.7\% |

CASH FLOW FROM INVESTING ACTIVITIES

| Cash Flow from Investing Activities |
| :--- |
| Decrease in fixed or intangible assets (Increase) |
| Decrease in Long-Term Investments (Increase) |
| Decrease in Other Non-Current Assets (Increase) |

$\left\{\begin{array}{l}19.7 \% \\ -3.5 \% \\ 0.0 \% \\ 23.2 \%\end{array}\right.$

| $-10.4 \%$ |
| :--- |
| $-1.6 \%$ |
| $0.0 \%$ |
| $-8.8 \%$ |


| $-11.7 \%$ |
| :--- |
| $4.8 \%$ |
| $0.0 \%$ |
| $-16.4 \%$ |


| Cash Flow from Financing Activities | -14.4\% | 15.4\% | -8.0\% |
| :---: | :---: | :---: | :---: |
| Increase in Short-Term Financing (Decrease) | 4.3\% | 2.0\% | -9.9\% |
| Increase in Long-Term Financing (Decrease) | 6.6\% | 2.0\% | -8.5\% |
| Increase in Other Long-Term Liabilities (Decrease) | -1.6\% | 0.0\% | 5.9\% |
| Increase in Net Worth (Decrease) | -23.7\% | 11.4\% | 4.5\% |
| CASH FLOW RESULTS |  |  |  |
| Free Cash Flow for operating period | 5.5\% | 1.4\% | -6.9\% |
| Cash at beginning of operating period | 6.5\% | 11.0\% | 10.3\% |
| Cash at the end of the operating period | 12.0\% | 12.4\% | 3.5\% |

## CASH FLOW



Cash Flow from Investing Activities


## Cash Flow from Financing Activities

Decrease in fixed or intangible assets (Increase)

Decrease in Long-Term Investments (Increase)

Decrease in Other Current
Assets (Increase)


Increase in
Short-Term Financing (Decrease)

Increase in Long-Term Financing (Decrease)

Increase in
Other LongTerm Liabilities (Decrease)

Increase in Net
Worth
(Decrease)

## INDUSTRY METRICS FOUR YEARS

NAICS 44132 - Tire Dealers; Net Sales: from \$500,000 to \$1,275,000

## CASH FLOW

| CASH FLOW |
| :--- |
| CASH FLOW FROM OPERATING ACTIVITIES |
| Net Sales |
| Less Total Expense |
| Net Income |
| Adjustments to Net Income |
| Decrease in Accounts Receivables (Increase) |
| Decrease in Inventory (Increase) |
| Decrease in Prepaid Expenses (Increase) |
| Decrease in Other Current Assets (Increase) |
| Increase in Accounts Payables (Decrease) |
| Increase in Other Current Liabilities (Decrease) |
| Depreciation \& Amortization |
| Cash Flow from Investing Activities |

2020-2021
2021-2022
2022-2023

CASH FLOW FROM OPERATING ACTIVITIES

| \$792,788 |
| :--- |
| $\$ 785,648$ |
| $\$ 7,140$ |
| $(\$ 20,414)$ |
| $(\$ 8,960)$ |
| $(\$ 23,950)$ |
| $(\$ 5,347)$ |
| $(33,238)$ |
| $\$ 3,504$ |
| $\$ 49,359$ |
| $\$ 3,218$ |
| $\$ 34,471$ |


| $\$ 818,803$ | $\$ 817,751$ |
| :--- | :---: |
| $\$ 809,579$ | $\$ 807,359$ |
| $\$ 9,224$ | $\$ 10,392$ |
| $\$ 19,827$ | $\$ 31,794$ |
| $\$ 8,039$ | $\$ 3,334$ |
| $\$ 5,862$ | $(\$ 10,936)$ |
| $\$ 2,660$ | $(\$ 11,174)$ |
| $\$ 51,497$ | $\$ 15,936$ |
| $(\$ 59,279)$ | $\$ 8,002$ |
| $\$ 6,840$ | $(\$ 26,938)$ |
| $\mathbf{~} \$ 21,336)$ |  |


| CASH FLOW FROM INVESTING ACTIVITIES |
| :--- |
| Cash Flow from Investing Activities |
| Decrease in fixed or intangible assets (Increase) |
| Decrease in Long-Term Investments (Increase) |
| Decrease in Other Non-Current Assets (Increase) |

## CASH FLOW FROM FINANCING

| Cash Flow from Financing Activities |
| :--- |
| Increase in Short-Term Financing (Decrease) |
| Increase in Long-Term Financing (Decrease) |
| Increase in Other Long-Term Liabilities (Decrease) |
| Increase in Net Worth (Decrease) |


| $\$ 34,471$ |
| :--- |
| $(\$ 17,102)$ |
| $(\$ 39)$ |
| $\$ 51,613$ |


| $(\$ 21,336)$ |
| :--- |
| $\$ 386$ |
| $\$ 24$ |
| $(\$ 21,746)$ |


| $(\$ 26,938)$ |
| :--- |
| $\$ 4,125$ |
| $\$ 18$ |
| $(\$ 31,081)$ |


| $(\$ 3,095)$ |
| :--- |
| $\$ 13,365$ |
| $\$ 18,800$ |
| $(\$ 3,282)$ |
| $(\$ 31,978)$ |


| $(\$ 12,706)$ |
| :--- |
| $(\$ 1,218)$ |
| $(\$ 1,834)$ |
| $\$ 0$ |
| $(\$ 9,655)$ |


| $(\$ 29,484)$ |
| :--- |
| $(\$ 19,763)$ |
| $(\$ 17,124)$ |
| $\$ 11,266$ |
| $(\$ 3,863)$ |

## CASH FLOW RESULTS

| Free Cash Flow for operating period | $\mathbf{\$ 1 8 , 1 0 2}$ | $\mathbf{( \$ 4 , 9 9 1 )}$ | $\mathbf{( \$ 1 4 , 2 3 5 )}$ |
| :--- | :--- | :--- | :--- |
| Cash at beginning of operating period | $\$ 13,404$ | $\mathbf{\$ 2 0 , 5 4 3}$ |  |
| Cash at the end of the operating period | $\$ 31,507$ | $\$ 28,566$ |  |

## CASH FLOW



Cash Flow from Investing Activities


Decrease in fixed or intangible assets (Increase)

Decrease in
Long-Term Investments (Increase)

Decrease in Other Current
Assets (Increase)

Cash Flow from Financing Activities


## Glossary

## LIQUIDITY RATIOS

## Current Ratio: Current Assets divided by Current Liabilities

This ratio provides a general indication of the extent to which claims of short-term creditors are covered by assets expected to be converted into cash, within a period that roughly corresponds to the due dates of the current liabilities. Note that, the higher the ratio, the greater the cushion between current obligations and the firm's ability to pay them. A general guideline suggests that a current ratio less than 2 might indicate a potential cash shortage.

Current Liabilities to Net Worth: Current Liabilities divided by Net Worth
This ratio expresses the relationship between capital contributed by current obligation creditors and capital contributed by owners. It indicates the ability of a firm to safely meet the obligations of current creditors. The higher the ratio, the greater the risk that a firm will not be able to meet the obligations of creditors and a ratio less than 1 may be an indication of potential cash shortage problems.

Total Liabilities to Net Worth: Total Liabilities divided by Net Worth
This ratio expresses the relationship between the capital contributed by creditors and the capital contributed to the firm by owners. This provides an indication of the ability of a firm to meet creditor obligations and the lower the ratio the better financial condition the firm is thought to be in. A high ratio may signal potential cash shortage. A firm with a low ratio usually has a greater ability to borrow debt in the future.

Quick Ratio: (Current Assets - Inventory) divided by Current Liabilities
This is a measure of a firm's ability to meet short-term obligations without relying on sale of inventory. A ratio of less than one may indicate a potential cash shortage.

Current Liabilities to Inventory: Current Liabilities divided by Inventory
This ratio provides an indication of the ability of a firm's inventory sales to generate the cash needed to meet the short-term obligation of creditors. A ratio that is low usually indicates that the company will be able to meet short-term obligations. A high ratio may be cause for concern and signal a potential cash shortage.

## ASSET EFFICIENCY RATIOS

Sales to Net Working Capital: Sales divided by (Current Assets - Current Liabilities)
This ratio is a measure of a company's turnover of working capital within a year and reflects how efficiently working capital is being used. A low ratio may indicate the inefficient use of working capital while a high ratio may signal potential cash shortages and indicate a risk of not being able to pay creditors.

Assets Turnover: Total Assets divided by Sales
This ratio is a measure of a firm's productive use of assets and a low percentage compared to the average for the industry usually indicates high asset use efficiency.

Inventory Turnover: Cost of Goods Sold divided by Inventory
This ratio reflects the number of times a company's average inventory is used (turned) during the operating period. Typically, a higher ratio indicates greater production and sales efficiency.

Collection Period: Accounts Receivable divided by (Sales/365)
This indicates the amount of time (in days) that the firm must wait after making a sale before receiving payment. A long collection period usually signals high delinquencies and the potential for cash shortages.

Accounts Payable to Sales: Accounts Payable divided by Sales
This ratio provides a measure of the efficiency of a firm and the ability to generate sales revenue to cover supplier expenses. A low percentage may indicate an over reliance on supplier credit to support sales.

## PROFITABILITY RATIOS

## Return on Sales: Net Profit divided by Sales

This ratio provides a measure of profitability by analyzing a return on sales, after all expenses have been deducted, including operational expenses, depreciation, amortization, and interest. In general, higher Return on Sales is better. However, this ratio varies greatly across industries, and should always be benchmarked to the most relevant industry peers.

Return on Assets: Net Profit divided by Total Assets
This ratio measures the return on the total investment in assets including those financed with debt as well as equity.
Return on Investment: Net Profit divided by Net Worth
This ratio is a measure of the return or earnings on the money invested in the firm. This return must be high enough to provide owners with an adequate return for the risk that is being assumed by keeping investments in the firm. A low return will also make it difficult to attract additional investment capital in the future.

Sales per Employee: Sales divided by Number of Employees
This is a measure of the productivity of employees. In addition, this is a measure of how capital or labor intensive a firm is. A low measure may indicate that the firm is labor intensive (or over staffed) and a high measure may indicate the firm is capital intensive (or under staffed).

Profit per Employee: Net Profit divided by Number of Employees
This is a measure of the profits a firm is generating for each of its employees.

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