

ISA Annual Performance Report - Reporting Tools Summary

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ISA's Annual Performance Report (APR) helps you put into context your overall financial and KPI performance with your industry peer group. Accurate data, dynamic reporting and personalized results gives you the confidence to make informed decisions to take your business to the next level.

NAVIGATION PAGE

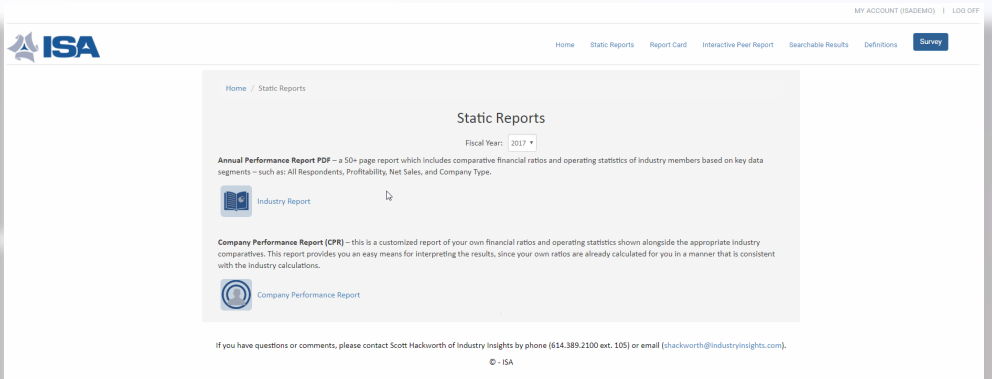
Provides an overview of the various reporting tools and brief descriptions of each application. This page is designed to allow users to quickly and effectively access each report.



STATIC REPORTS

This section of the site will house both the downloadable individualized Company Performance Report (CPR) as well as the ISA Annual Performance Report.

- Annual Performance Report**
This report will include comparative financial ratios and company statistics of respondents based on key data segments - such as: All Respondents, Profitability, Number of FTEs, Net Sales, and any other data aggregation deemed relevant.
- Company Performance Report**
A confidential, individualized report of a participant's own financial ratios, operating statistics, and profile characteristics shown alongside the appropriate industry comparatives (e.g., Profitability, Revenue, etc.)



INTERACTIVE PEER REPORT

This tool allows users to create customized Company Performance Reports on demand. The Peer Report Output shows a side-by-side comparison of your submitted data and the selected Peer Groups. Peer groups encompass companies' aggregated results segmented by All Respondents, Profitability, Revenue, Number of Employees and other relevant data aggregations. All results are fully exportable to Excel.

Downloadable Peer Comparison Graphs
Using the graph icons, users are able to generate on demand graphs which display a side by side comparison of their data and the selected industry Peer Groups.

Return on Net Worth - Before Tax

| Peer Group | My Company | Industry Median |
|--|------------|-----------------|
| Peer Group 1: Organization Type: Specialty Firm | 15.0% | 8.0% |
| Peer Group 2: Profitability: High Profit Firms | 10.0% | 8.0% |
| Peer Group 3: Net Sales: Over \$40 Million | 8.0% | 8.0% |
| Peer Group 4: Sales By Sales Channel: Over 80% Warehouse Sales | 17.0% | 8.0% |
| Peer Group 5: Number Of Locations: 2 To 5 | 8.0% | 8.0% |

Note: all data are confidentially maintained by Industry Insights, Inc., an independent research firm.



REPORT CARD

The Report Card is designed to provide users with the ability to “grade” their key performance measures against similar companies in order to identify potential improvement opportunities. The Report Card will focus on the key operating ratios and will provide actionable feedback on the success and/or improvement areas for each respondent.

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Report Card

Fiscal Year: 2017

The report card provides an objective, qualitative evaluation of your business' performance versus similar reporting companies in the industry on the basis of various key performance measures. In particular, your company is compared to other reporting companies to determine whether you performed: Strong, Good, Fair or Weak. These four performance categories relate to the four possible quartile ranges which a reporting company may fall in for any given measure. While this evaluation does not consider any "special circumstances" that may exist for your company which result in the appearance of strong or weak performance, it is designed to direct your attention to potential improvement opportunities.

You may select which data grouping you would like to be "graded" against by selecting from the dropdown below. A "*" indicates that data was not provided for that metric.

All Responses Export to Excel

| STRATEGIC PROFIT MODEL RATIOS | Your Data | Industry Median | Status |
|-------------------------------|-----------|-----------------|--------|
| PROFIT MARGIN | 0.0% | 1.0% | Weak |
| ASSET TURNOVER | 4.0 | 4.0 | Good |
| RETURN ON ASSETS (PRE-TAX) | 1.0% | 5.0% | Weak |
| FINANCIAL LEVERAGE | 2.0 | 2.0 | Good |
| RETURN ON NET WORTH | 2.0% | 8.0% | Weak |

| INCOME STATEMENT | Your Data | Industry Median | Status |
|--------------------------|--------------|-----------------|--------|
| SALES GROWTH | 7.0% | 33.0% | Weak |
| SALES VOLUME | \$ 7,527,312 | \$ 6,956,304 | Good |
| GROSS MARGIN | 29.0% | 24.0% | Good |
| TOTAL OPERATING EXPENSES | 27.0% | 24.0% | Fair |
| OPERATING PROFIT | 1.0% | 1.0% | Strong |
| PROFIT BEFORE TAXES | 0.0% | 1.0% | Weak |

SEARCHABLE RESULTS APPLICATION

This application allows more specific information than any single report could reasonably provide. Using the program, users can create their own data cuts to create customized benchmarks that most closely match their organization.

Home / Searchable Results

Searchable Results

Fiscal Year: 2017

The purpose of the tool is to allow you to create customized aggregations of the survey results. To use this tool, simply select the desired search criteria and then click "Build Report". Created reports can be exported to Excel once they have been built.

Note: to protect the confidentiality of individual respondent data, results will not be displayed when the sample size of a chosen search is less than five responses.

Number of Responses Matching Search Criteria: 11

Organization Type: General Line Firm
 Net Sales: All
 Number of Locations: All

Profitability: High Profit Firms

Build Report Reset Export to Excel

| SUMMARY FINANCIAL RESULTS (FIFO BASIS) | Your Data | Responses |
|--|--------------|--------------|
| Number of Firms Reporting | | 0 |
| Strategic Profit Model Ratios | | |
| Profit Margin - Before Tax | 0.0% | 2.0% |
| Asset Turnover | 4.0 | 5.0 |
| Return on Assets - Before Tax | 1.0% | 9.0% |
| Financial Leverage | 2.0 | 2.0 |
| Return on Net Worth - Before Tax | 2.0% | 17.0% |
| Sales Performance | | |
| Typical Sales Volume (000s) | \$ 7,527,312 | \$ 6,143,775 |
| Sales Change (2017 to 2018) | 7.0% | 31.0% |
| Income Statement (% of Revenue) | | |
| Net Sales | 100.0% | 100.0% |
| Cost of Goods Sold | 83.0% | 72.5% |
| Gross Margin | 29.0% | 30.0% |
| Operating Expenses: | | |
| Sales and Marketing Expenses | 11.0% | 10.7% |
| Delivery Expenses | 2.0% | 2.5% |
| Warehouse Expenses | 2.0% | 1.6% |
| Occupancy Expenses | 2.0% | 1.3% |
| Information Technology Expenses | 2.0% | 1.3% |
| General & Administrative Expenses | 8.0% | 7.1% |
| Total Operating Expenses | 27.0% | 25.2% |
| Operating Profit | 1.0% | 1.4% |

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