

**Your data will be treated confidentially by the Profit Planning Group.**

No one from FPDA or its staff will have access to individual company data. In reports, participant data will be aggregated in a way that prevents identification of any individual company. Survey forms are destroyed after processing.

Please fax your completed survey to 303.444.9245 or email to [surveys@profitplanninggroup.com](mailto:surveys@profitplanninggroup.com) or mail to Profit Planning Group, 1790 38th Street, Suite 204, Boulder, CO 80301

**NOTE! A spreadsheet version of this questionnaire is available at [www.profitplanninggroup.com/surveys](http://www.profitplanninggroup.com/surveys).**

- Report data for the **most recently completed fiscal year**. **12 months of data are required** but may be unaudited.
- **You may submit your balance sheet and income statement** instead of answering those questions.
- **It is better to estimate than to leave a blank.**
- **Send questions to [surveys@profitplanninggroup.com](mailto:surveys@profitplanninggroup.com) or call 303.444.6212.**
- Your **FREE** confidential **Profit Improvement Profile (PIP)** with an action plan for improving performance and access to **Profit Toolkit Online** will be sent only to the following individual.

Name (only one) \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, ZIP Code \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

Email Address (only one) \_\_\_\_\_

**GET YOUR REPORT TWO WEEKS EARLIER BY EMAIL**

☐ **Yes, send my report in an Adobe® Acrobat® PDF file to the email address above**

Be sure to provide your email address above and add [mail@profitplanninggroup.com](mailto:mail@profitplanninggroup.com) to your address book and/or to your spam filter's white list.

- Full-time Equivalent Employees by Function** (convert part-time employees to FTE based on a 40-hour work week) **FTEs**

|  |       |
|--|-------|
| Executives (senior management team, owners) .....                            | _____ |
| Outside Sales (including sales manager & sales support) .....                | _____ |
| Inside Sales/Counter Sales .....   | _____ |
| Purchasing/Inventory Control .....   | _____ |
| Engineering & Estimation .....   | _____ |
| Assembly/Service & Repair .....  | _____ |
| Warehouse & Delivery .....   | _____ |
| Other (any employees not listed above) .....                                 | _____ |
| <b>Total Number of Employees</b> (all employees, including executives) ..... | _____ |
- Number of stocking locations .....
- Product Sales**

|  |             |
|--|-------------|
| Power Transmission .....                 | _____ %     |
| Hydraulic Components .....               | _____       |
| Pneumatic Components .....               | _____       |
| Tube, Pipe, Quick Connect Fittings ..... | _____       |
| Hose & Hose Fittings .....               | _____       |
| In-house Fabrication (power units) ..... | _____       |
| Service & Repair .....                   | _____       |
| Electrical & Electronic Products .....   | _____       |
| All Other Products .....                 | _____       |
| <b>Total Sales</b> .....                 | <b>100%</b> |

4. **Sales by Type of Sale** (exclude agency commissions)
- Stocked items (any items that are received at your dock before delivery to customers) ..... %
- Warehouse assembly ..... %
- Drop shipments to customer (supplier direct to customer) ..... %
- Total Sales** ..... **100%**
5. **Customer Sales**
- User/Consumer ..... %
- OEM ..... %
- Jobber/Resaler ..... %
- Other ..... %
- Total Sales** ..... **100%**
6. What percentage of your sales comes from fee-for-service? ..... %
7. What percentage of your sales are cash, credit card or C.O.D.? (enter zero if you have no cash sales) ..... %
8. What percentage of your sales comes from internet (i.e. "shopping cart") orders? ..... %
9. Number of active customers (purchase at least \$1,000 per year) ..... #
10. Number of stockkeeping units (SKUs or inventory line items) carried ..... #
11. Average number of invoices per month ..... #
12. Average number of lines per invoice (estimate if necessary) ..... #
13. Average number of **merchandise return credit memos** per month (estimate if necessary) ..... #
14. Average number of shipments received per month ..... #
15. Number of trade vendors ..... #
16. Net Sales for the fiscal year **prior** to the one being reported (to calculate sales growth) ..... \$
17. Was the firm on LIFO for the year being reported? ..... ☐ Yes ☐ No
- If yes**, what was the annual **change** (+/-) in LIFO reserves for the year? ..... \$
- If yes**, what was the total **ending** LIFO reserve? ..... \$
18. When does your fiscal year end? .....



Here you have two options:

1. Complete the balance sheet and income statement on this survey.

OR

2. Attach the latest detailed full-year balance sheet and income statement.

Detailed financial are required so Profit Planning Group can complete the survey.

### Balance Sheet (end of fiscal year)

#### Assets

##### Current Assets

Cash & Marketable Securities ..... \$

Accounts Receivable (trade) ..... \$

Inventory ..... \$

Other Current Assets ..... \$

**Total Current Assets** ..... \$

Fixed Assets (net of depreciation) ..... \$

Goodwill & Other Noncurrent Assets (net of amortization) ..... \$

**Total Assets** ..... \$

#### Liabilities and Net Worth

##### Current Liabilities

Accounts Payable (trade) ..... \$

Notes Payable (due within one year) ..... \$

Other Current Liabilities (including accruals) ..... \$

**Total Current Liabilities** ..... \$

Long Term Liabilities ..... \$

Loans from Stockholders ..... \$

Net Worth or Owner Equity (include paid-in capital & retained earnings) ..... \$

**Total Liabilities and Net Worth** ..... \$

**Income Statement** (12 months of data for most recent fiscal year)

|   |    |       |
|---|----|-------|
| <b>Net Sales</b> (less returns, discounts & allowances) .....   | \$ | _____ |
| <b>Cost of Goods Sold</b>   |    |       |
| Cost of Materials Sold (less rebates & purchase discounts) .....  | \$ | _____ |
| Freight In.....   |    | _____ |
| <b>Total Cost of Materials</b> .....  | \$ | _____ |
| Warehouse Assembly Labor, Service & Repair Labor<br>(include related payroll taxes, group insurance & benefits) .....               |    | _____ |
| Other Direct Costs .....  |    | _____ |
| <b>Total Cost of Goods Sold</b> (Materials + Labor + Other).....  | \$ | _____ |
| <b>Gross Profit</b> (Net Sales - Cost of Goods Sold).....   | \$ | _____ |
| Plus Commission Income (agency commissions) .....   |    | _____ |
| <b>Total Gross Profit</b> (Gross Profit + Commission Income).....   | \$ | _____ |
| <b>SG&amp;A Payroll Expenses</b>  |    |       |
| Executive Salaries & Bonuses.....   | \$ | _____ |
| Outside Sales Salaries & Commissions .....  |    | _____ |
| Inside/Counter Sales Wages & Commissions .....  |    | _____ |
| Purchasing/Inventory Control Wages & Bonuses .....  |    | _____ |
| Engineering & Estimating Wages & Bonuses .....  |    | _____ |
| Warehouse & Delivery Wages & Bonuses .....  |    | _____ |
| All Other Employee Wages & Bonuses .....  |    | _____ |
| <b>Total SG&amp;A Salaries, Wages, Commissions &amp; Bonuses</b> .....  | \$ | _____ |
| Payroll Taxes (FICA, unemployment, workers' compensation) .....   |    | _____ |
| Group Insurance (medical, hospitalization, group life, etc.) .....  |    | _____ |
| Employee Benefits (include profit sharing, pension fund, etc.).....   |    | _____ |
| <b>Total SG&amp;A Payroll Expenses</b> (Salaries + Payroll Taxes + Group Insurance + Benefits) .....                                | \$ | _____ |
| <b>Occupancy Expenses</b>   |    |       |
| Utilities: Heat, Light, Power, Water.....   | \$ | _____ |
| Telephone (including cell phones & radio communications) .....  |    | _____ |
| Building Repairs & Maintenance .....  |    | _____ |
| Rent or Real Estate Ownership (include rent, mortgage interest, building depreciation, insurance,<br>real estate taxes, etc.) ..... |    | _____ |
| <b>Total Occupancy Expenses</b> .....   | \$ | _____ |
| <b>Other Operating Expenses</b>   |    |       |
| Advertising & Promotion .....   | \$ | _____ |
| Vehicle Expenses (incl. gas, oil, repairs & maint., insurance, depreciation, leasing, etc. for <b>all</b> vehicles).....            |    | _____ |
| Insurance (business liability & casualty) .....   |    | _____ |
| Depreciation (fixtures & equipment; exclude building & vehicle) .....   |    | _____ |
| Bad Debt Losses .....   |    | _____ |
| Freight Out (net) (Freight Out Expense - Freight Out Revenue) .....   |    | _____ |
| All Other Operating Expenses .....  |    | _____ |
| <b>Total Other Operating Expenses</b> .....   | \$ | _____ |
| <b>Total Operating Expenses</b> (Payroll + Occupancy + Other) .....   | \$ | _____ |
| <b>Operating Profit</b> (Total Gross Profit - Total Operating Expenses) .....   | \$ | _____ |
| Other Income (interest income, sale of assets, etc.) .....  |    | _____ |
| Interest Expense (exclude mortgage interest).....   |    | _____ |
| Other Non-operating Expenses (amortization of goodwill, etc.) .....   |    | _____ |
| <b>Profit Before Taxes</b> .....  | \$ | _____ |
| Income Taxes (local, state, federal) .....  |    | _____ |
| <b>Net Profit After Taxes</b> .....   | \$ | _____ |

**Thank You For Your Participation**