




AutoCar Detailing


BUSINESS PLAN


Give your car a future look




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Executive Summary



REMEMBER

Before you think about how to start a Car Detailing services, you must create a detailed Car Detailing business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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Business Overview



TIP

Provide a brief description of your operation. In a few sentences, help people who are unfamiliar with your business develop an understanding of what you produce, the size of your operation, and how you market your products.

This may be very similar to the Business Overview section you wrote in the Business Description section of your business plan.

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Management



TIP

AutoCar Detailing is owned and managed by Richard McMillan and Family. He is a notable figure in the automobile industry in Florida. Aside from this new auto detailing business, the family owns an automobile dealership business and also auto repair workshop all in Florida.

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Customers



TIP

We will offer both in – station and out – off station services. Our customers will have the options of choosing from our different packages – we have the plans to serve both individual clients (households) and corporate clients (transport companies, haulage companies, and the government) as well which is why we designed various packages. We plan to serve all sorts of customers, ranging from individual car owners to automobile dealers, located i

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Mission and Vision Statement



TIP

Our Vision is to become the number one car wash and auto detailing company in the whole of Florida with an active presence in major cities in the United States of America and Canada.

Our mission as a car wash and auto detailing company is to develop a highly successful, profitable all-round car wash and auto detailing business that provides quality services in our community and to become a stand

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Business Target



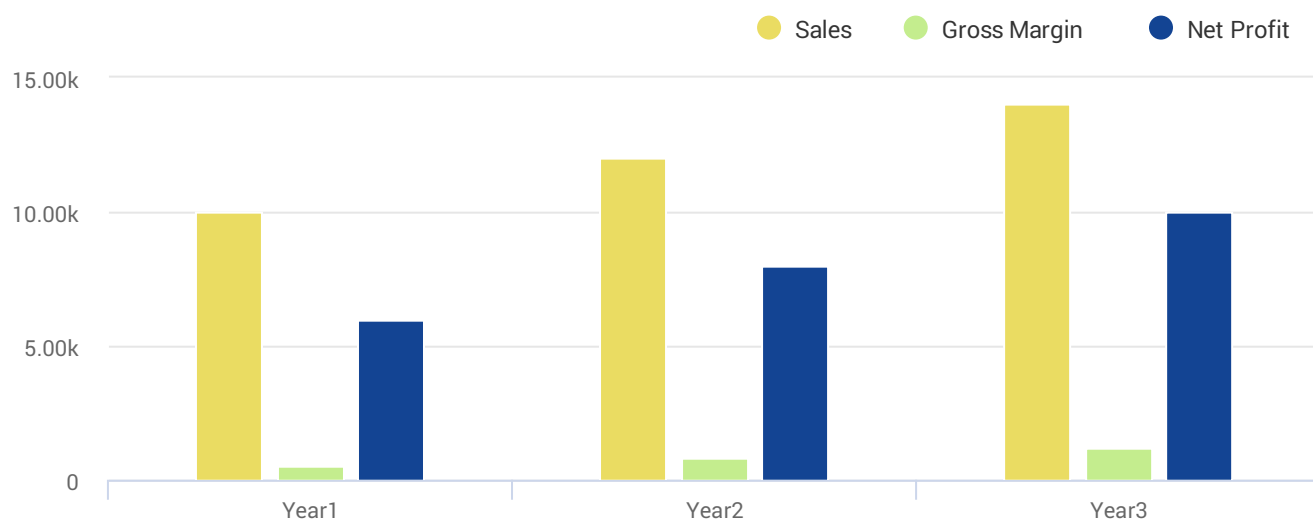
TIP

Our main business targets are summarized in the following column chart.

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3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10000	500	6000
Year2	12000	800	8000
Year3	14000	1200	10000

Business Description

Ownership



TIP

AutoCar Detailing will be owned and operated by Richard McMillan, who has been associated with this industry for more than 9 years. After graduating from High School, Richard started working in Realteck Carwash & Auto Detailers. Within the next 5 years, he was promoted to Manager Operations of the company's Manhattan branch. He then served as General Manager of Star Carwash for the next 5 years after which he finally decided to start

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Why the Business is being started



TIP

At Autocar Detailing we are passionate in the pursuit of excellence and financial success with uncompromising services and integrity which is why we have decided to start our own auto detailing business; we are in the industry to make a positive mark.

Richard aims to start an auto detailing business for making profits in the industry as well as for introducing innovative detailing solutions th

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How the Business will be started



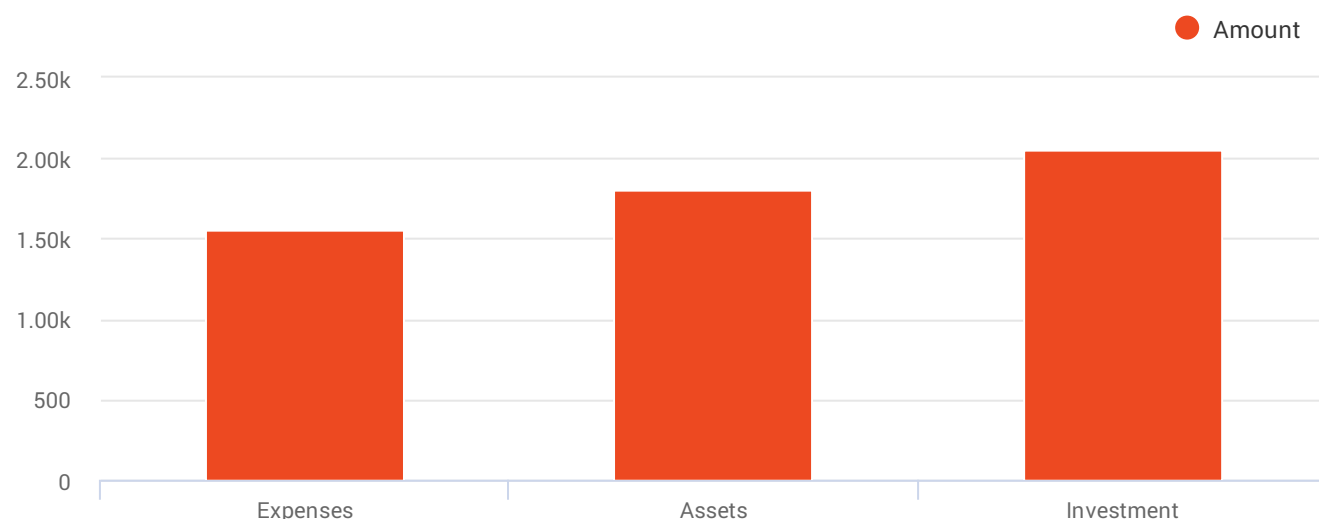
TIP

AutoCar Detailing will be started in a leased location adjacent to 6-Sigma Carwash in the main commercial district of Florida, United States. The company will provide in-station services at the facility while providing out-station services, a mobile minibus will be procured. The location was used as a warehouse in the past and a contractor will be hired for converting the facility into an auto detailing workshop. In addition to leasing the facility, th

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Startup cost



Cost distribution

Amount

Expenses	1550
Assets	1800
Investment	2050

Funding Required

The detailed startup requirements and expenses are given in the table below.

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500

Start-up Expenses	Amount
Long-term Assets	\$125,000
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

Products and Services



REMEMBER

Before starting a mobile auto detailing business, you must take many things into consideration such as you must consider what types of detailing services will you be providing to your customers. Deciding your services is extremely important since it helps you plan other components of your business so make sure to consider it before you think about how to start an auto detailing business.

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TIP

Pristine® Automobile Detailing Services Limited is a standard and well – equipped car wash and auto detailing company that offers a wide range of services that revolves around the car wash and auto detailing industry and other complementary services.

AutoCar Detailing will mainly provide the following services to its customers:

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Products and services



Exterior detailing

Exterior detailing will be done by providing a multi-step, scratch free, manual hand washes for giving an exquisite look to the valuable vehicles of our customers.



Interior detailing

Interior detailing will be done by cleaning all hard surfaces; seats, dashboard, center console, instrument cluster, door panels, etc. by wiping them down to remove topical dust. After that debris will be removed from carpets by blowing out & vacuuming.



Waxing & paint correction

Paint correction will be done by restoring the paint back to its true clarity by removing visible defects followed by waxing to protect and maintain the car's paint



Ceramic coating

Ceramic coating will be done by coating the vehicles with a fine layer of quartz for protecting their surface and giving them a shiny look

Market Analysis



REMEMBER

The most important component of an effective auto detailing business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from this auto detailing business plan sample or other auto detailing business plans available online.

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Market Trends



TIP

The market for car wash and auto detailing services is driven by the purchase of cars and the increase in consumers' spending – in essence, as the general economy of a country grows, more people will buy cars and more people will patronize the services of car wash and auto detailing businesses on a regular basis especially if their driving habits encourages them to do so.

Car wash and auto detailing businesses respond to the increase in

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Marketing Segmentation



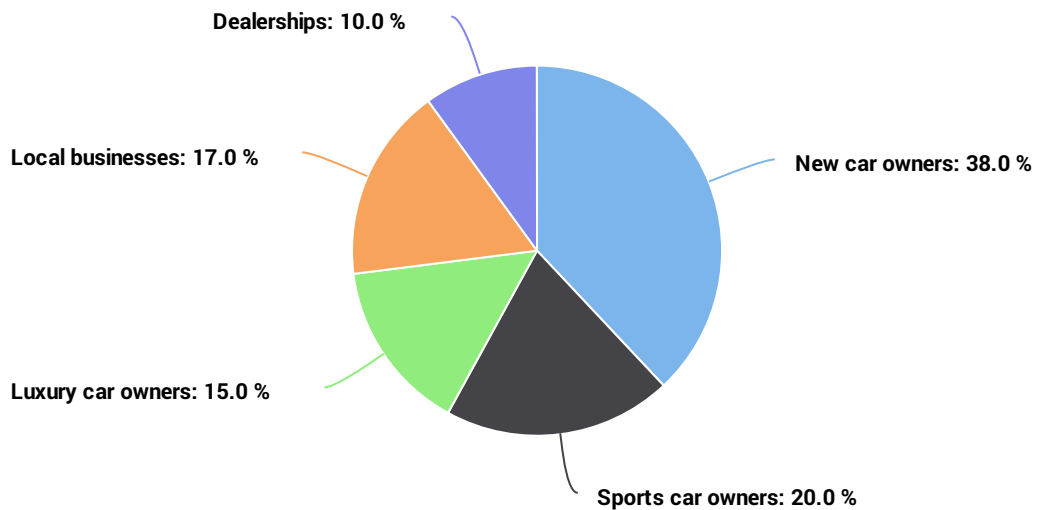
TIP

Our primary target market is the residential community living in Florida. Nearly all people based in the area have their own vehicles either new or leased. Our secondary market will be the car dealerships located in the vicinity. Our experts have identified the following type of target audience which can become our future consumers:

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Marketing share



Segments	Market share
New car owners	38
Sports car owners	20
Luxury car owners	15
Local businesses	17
Dealerships	10

The detailed marketing segmentation of our target audience is as follows:



TIP

This group comprises of customers who have recently bought a new car. These customers are very conscious about their cars and want them to look new as long as possible. Our detailing services will provide the perfect solution to them. In addition to exterior and interior detailing, these customers are also expected to have their vehicles ceramic coated by us for preserving their new look.

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New car owners

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TIP

Many young and middle-aged men in the neighborhood own expensive sports cars. These people will also need our services for maintaining the exquisite looks of their expensive vehicles.

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Sports car owners

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TIP

Luxury car owners have totally different requirements and they can easily spend a lot of cash for maintaining their high-end expensive cars and keeping them in the best possible shape. These customers prefer quality to cost that's why we will offer premium packages for them.

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Luxury car owners

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TIP

Since we will be located in the main commercial district of the city, we will be surrounded by several companies and local businesses, most of which have fleets of small vans and cars. Although these businesses own a lot of cars, their contribution to our revenue and sales will be negligible since they seldom require car detailing services.

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Local businesses

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TIP

There are 5 car dealerships within 6 miles of our location. These car dealers sell old as well as new cars and need their cars to be in the best possible state. That's why they will regularly require our auto detailing services.

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Dealerships

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Market Analysis

The detailed market analysis of our potential customers is given in the following table:

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
New car owners	35%	22,334	32,344	43,665	52,544	66,432	13.43%
Sports car owners	15%	11,433	13,344	16,553	18,745	20,545	10.00%
Luxury car owners	18%	12,867	14,433	15,999	17,565	19,131	15.32%
Local businesses	7%	8,322	9,455	10,655	12,867	14,433	10.00%
Dealerships	25%	10,655	11,221	12,867	14,433	15,485	16.32%
Total	100%	54,956	80,797	86,872	101,721	120,541	9.54%

Business Target



TIP

Our main business targets to be achieved as milestones over the course of the next three years are as follows:

- To become the best auto detailing service in Florida within the next five years of launch by providing high-quality services
- To achieve the net profit margin of \$10k per month by the end of the first year

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Product Pricing



TIP

Our pricing system is going to be based on what is obtainable in the car wash and auto detailing industry, we don't intend to charge more (except for premium and customized services) and we don't intend to charge less than our competitors are offering in Fort Lauderdale – Florida.

Considering the competitive environment, we have priced all our services in similar ranges as of our competitors except for the interior detailing.

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Strategy



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis, sales strategy is also an important component of a mobile auto detailing business startup and must be properly planned before you think about starting your own auto detailing business.

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Competitive Analysis



TIP

As mentioned earlier, there are more than 65,000 similar businesses in the United States and for surviving in such an intensely competitive environment, one needs to have certain competitive advantages. Our biggest competitive advantage is our location which is nearly ideal to start a mobile auto detailing business. We are located in the main commercial district but the residential zone is just at a ten minutes' drive from us. Secondly, we have priced

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Sales Strategy



TIP

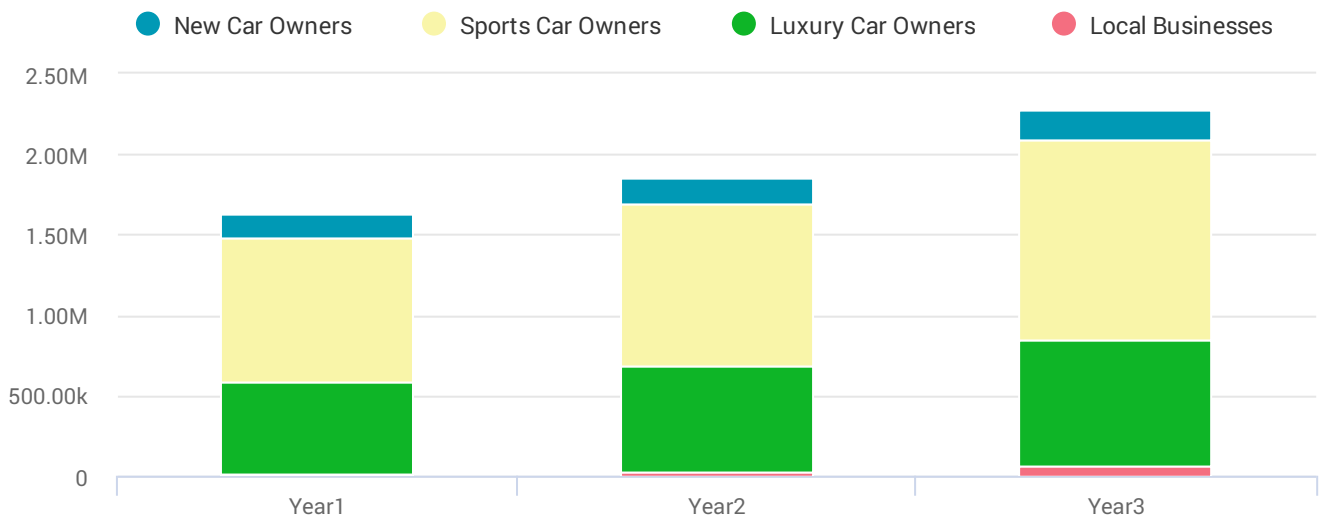
After carrying out a detailed analysis, our experts came up with the following brilliant ideas to advertise and sell our services.

- We will advertise our company on social media.
- We will make a company webpage by which our customers can make a reservation with us.

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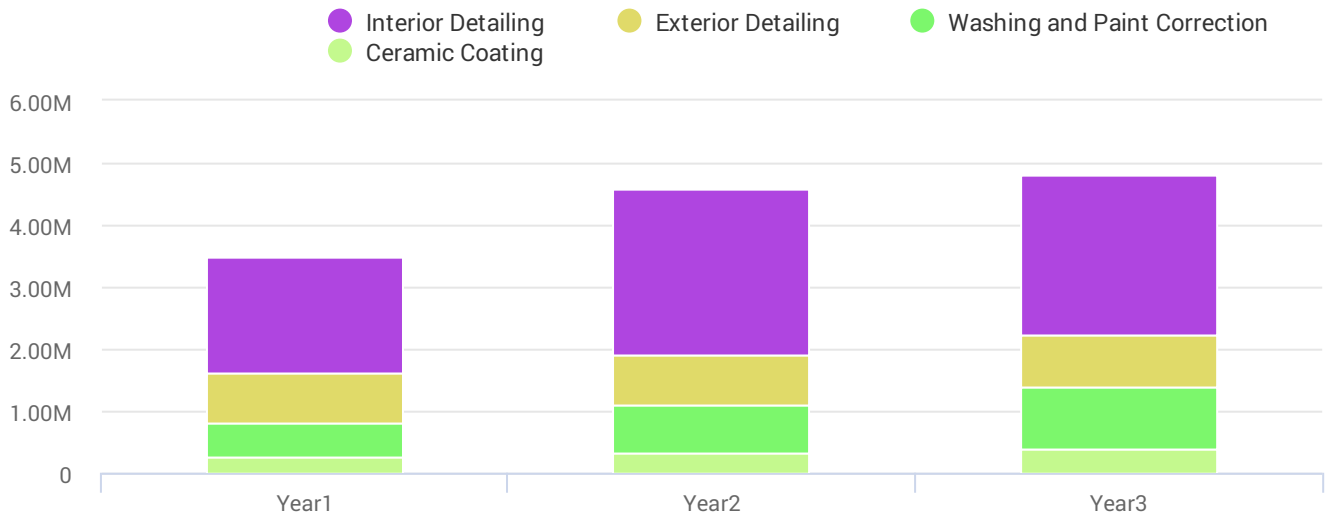
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Sales Yearly



Financial Year	New Car Owners	Sports Car Owners	Luxury Car Owners	Local Businesses
Year1	158745	895665	568654	12451
Year2	164548	1004512	658457	24578
Year3	186541	1245587	784512	56452

Sales Forecast



Financial Year	Interior Detailing	Exterior Detailing	Washing and Pain...	Ceramic Coating
Year1	1887030	802370	539320	265450
Year2	2680320	815430	770230	322390
Year3	2588240	823540	1002310	393320

Detailed Sales Forecast

Detailed sales forecast data is provided in below table:

Unit Sales	Year 1	Year 2	Year 3
Interior detailing	1,887,030	2,680,320	2,588,240
Exterior detailing	802,370	815,430	823,540
Waxing & paint correction	539,320	770,230	1,002,310
Ceramic coating	265,450	322,390	393,320
TOTAL UNIT SALES	3,494,170	4,588,370	4,807,410
Unit Prices			
Interior detailing	\$140.00	\$150.00	\$160.00
Exterior detailing	\$600.00	\$800.00	\$1,000.00
Waxing & paint correction	\$700.00	\$800.00	\$900.00
Ceramic coating	\$650.00	\$750.00	\$850.00
Sales			
Interior detailing	\$2,149,800	\$2,784,000	\$3,383,200
Exterior detailing	\$120,050	\$194,500	\$268,500

Unit Sales	Year 1	Year 2	Year 3
Waxing & paint correction	\$50,110	\$71,600	\$93,000
Ceramic coating	\$139,350	\$194,600	\$249,850
Direct Unit Costs			
Interior detailing	\$0.70	\$0.80	\$0.90
Exterior detailing	\$0.40	\$0.45	\$0.50
Waxing & paint correction	\$0.30	\$0.35	\$0.40
Ceramic coating	\$3.00	\$3.50	\$4.00
Direct Cost of Sales			
Interior detailing	\$989,300	\$1,839,000	\$2,679,700
Exterior detailing	\$66,600	\$119,900	\$173,200
Waxing & paint correction	\$17,900	\$35,000	\$52,100
Ceramic coating	\$19,400	\$67,600	\$115,800
Subtotal Direct Cost of Sales	\$1,294,100	\$1,699,400	\$2,104,700

Personnel plan



REMEMBER

The personnel plan is also an important component of an auto detailing business plan since it gives you an estimate of the staff required for your startup as well as the costs incurred on their salaries. So, make sure to duly consider it before thinking about how to start an auto detailing business. The personnel plan of AutoCar Detailing is as follows.

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TIP

The success of our car wash and auto detailing business will be anchored on the team, not on any individual. With the wide range of our service offerings, we are only expected to employ more than it is required to run a conventional car wash and auto detailing business.

Richard will act as the General Manager of the company and will initially hire the following people:

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Average Salary of Employees

The following table shows the forecast data about the salaries of the employees for the next three years:

	Year 1	Year 2	Year 3
Accountant	\$85,000	\$95,000	\$105,000
Sales Executives	\$45,000	\$50,000	\$55,000
Workers	\$550,000	\$650,000	\$750,000
Technicians	\$145,000	\$152,000	\$159,000
Driver	\$50,000	\$55,000	\$60,000
Technical Assistant	\$87,000	\$94,000	\$101,000
Customer Representative	\$42,000	\$45,000	\$48,000
Total Salaries	\$1,004,000	\$1,141,000	\$1,278,000

Financial Plan



REMEMBER

The last component of an auto detailing business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered for starting an auto detailing business.

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TIP

The company will be financed by Richard himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the auto detailing business start-up, no equity funding or outside loans will be required. With the help of financial experts, Richard has developed the following financial plan for his auto detailing start-up business, which outlines the financial development of AutoCar Detailing over the next 10 years.

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Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

Brake-even Analysis

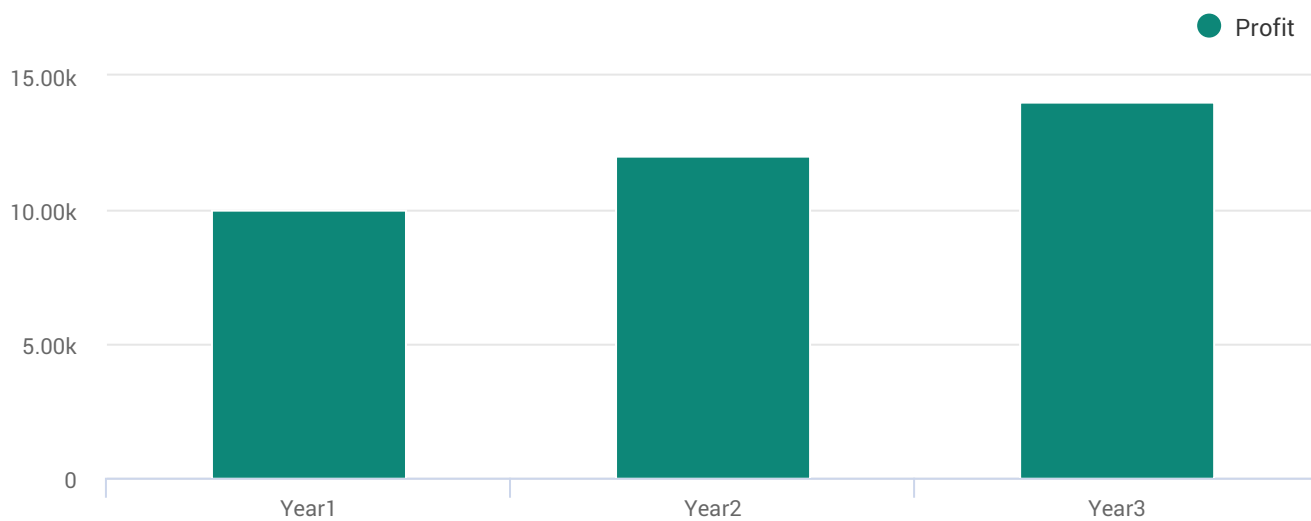
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89

Estimated Monthly Fixed Cost	\$196 410
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Projected Profit and Loss

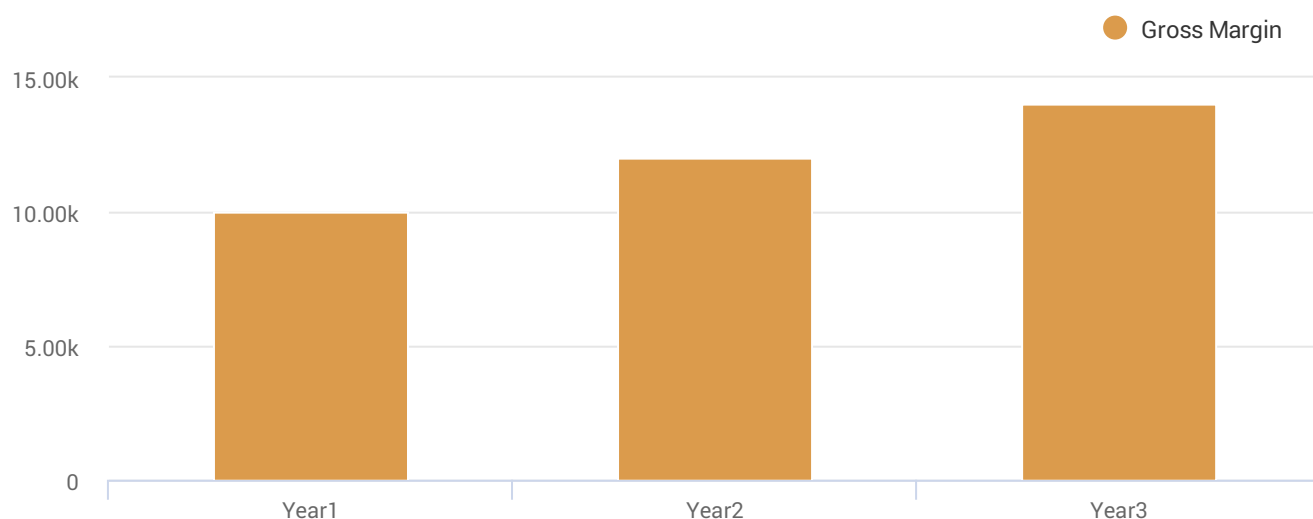
	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
EBITDA	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000
Year3	14000

Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359

Cash Received	Year 1	Year 2	Year 3
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0

Assets	Year 1	Year 2	Year 3
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$9 482	\$10 792	\$12 102
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$9 482	\$10 792	\$12 102
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
TOTAL CAPITAL	\$189 360	\$222 190	\$255 020
TOTAL LIABILITIES AND CAPITAL	\$198 839	\$232 978	\$267 117
Net Worth	\$182 060	\$226 240	\$270 420

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				

	Year 1	Year 2	Year 3	Industry Profile
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.