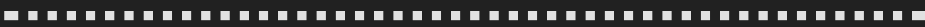






# Lifemax Insurance


B U S I N E S S   P L A N

2020 - 21




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Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the Company

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# Executive Summary

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**REMEMBER**

Before you think about how to start Insurance services, you must create a detailed Insurance agent 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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**TIP**

Lifemax Insurance will be the newest and brightest independent personal insurance brokerage located in The Woodlands, (Northern Houston), Texas. The business will be launched by Greg Bell, a newly licensed insurance agent, as a home-based business and grown in future years to a small office where Lifemax can collaborate with associate agents. They serve the adult population of the town with insurance advice, a variety of policy types, and sell

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## Mission



**TIP**

The mission of Lifemax Insurance is to create a more protected community by offering property, casualty, and life insurance to residents of The Woodlands from a wide range of insurance sources.

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## Objectives



**TIP**

Lifemax Insurance believes that in order to provide the broadest (and best!) selection of insurance services the company must continue to grow. In order to grow the business, Lifemax Insurance must meet the following objectives:

1. Build revenues quickly in the first year of operations.
2. Rent an office and add an associate insurance agent in the s  
of operations

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## Keys to Success



In order to accomplish its objectives, Lifemax Insurance believes the following are the Keys to Success:

1. Remain independent of direct affiliate ties to any specific insurance providers
2. Think of each client's needs holistically to consider all the potential risks in their lives

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## Financial Considerations

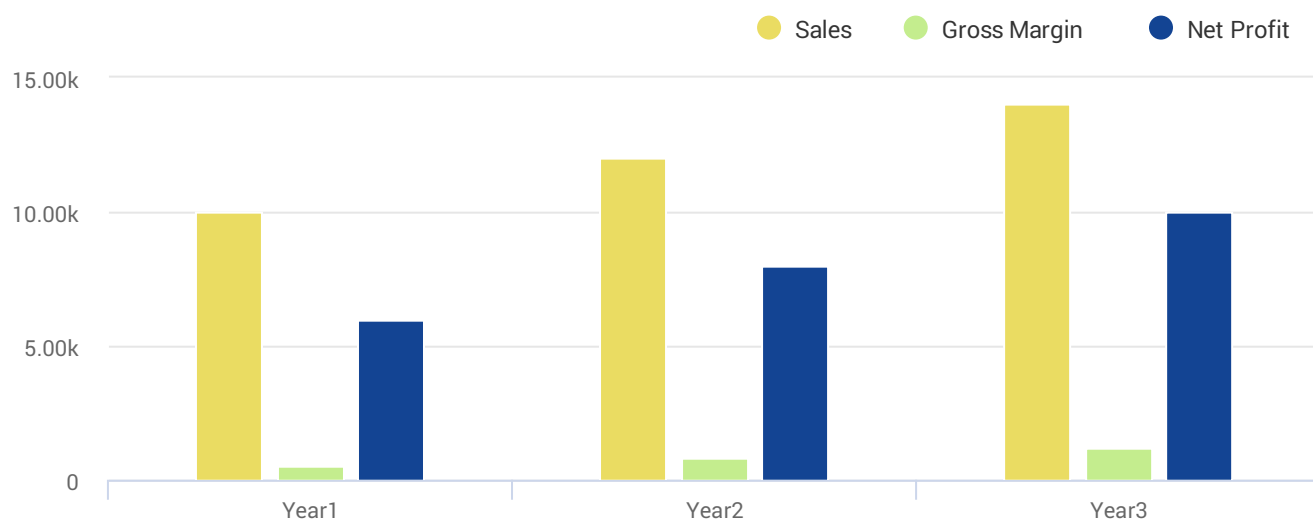


Lifemax Insurance stands to be a profitable business which will provide salary and dividends for Greg Bell, its sole owner. Salary to Lifemax plus profits will increase moderately but steadily. The business can be launched without external investment or loans, relying only on Lifemax's savings and personal borrowings. To finance expansion to an office, Lifemax Insurance will require a long-term loan taken out in its second year of operation.

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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 Summary

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## Overview



TIP

Lifemax Insurance is founded by Greg Bell as a local, independent insurance agency providing personal insurance products to residents of The Woodlands and its neighboring towns. The business will begin as a home-based business with Greg Bell as the owner and only employee, and continue to grow through the establishment of a local office and the addition of associate agents to better serve the community. Greg Bell is an experienced salesperson

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## Start-up Summary



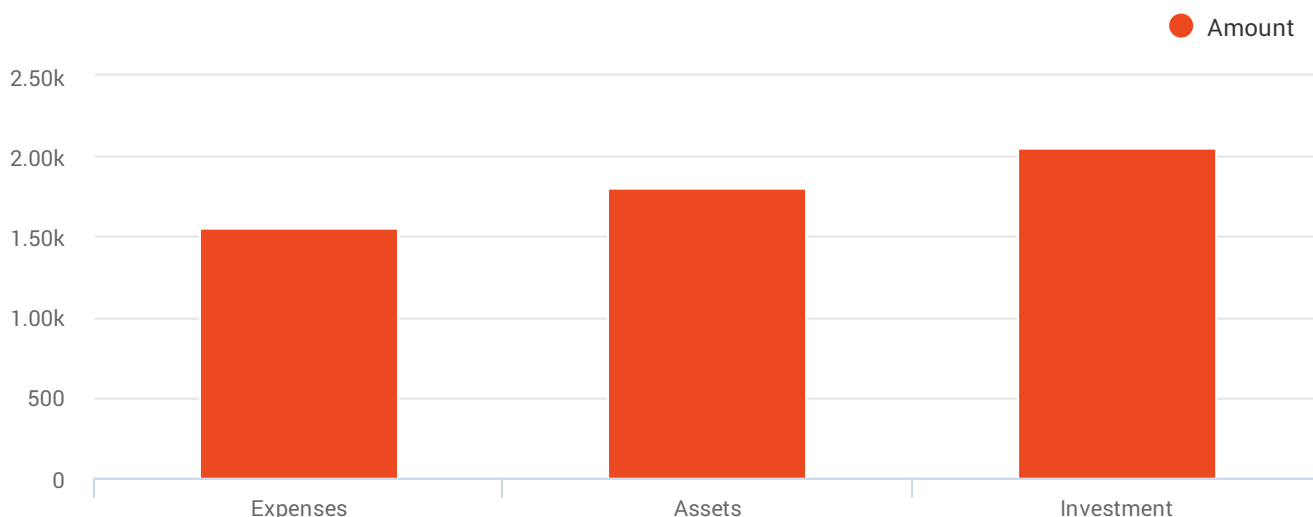
TIP

Lifemax Insurance requires very little in the way of start-up funding. Expenses include the licenses for Greg Bell and the business, business insurance, stationery (business cards and brochures), and a basic website. Rent will not be required at the outset as Greg Bell will operate out of a home office. Most of the start-up funding is required to cover operating expenses until break-even is achieved halfway through the first year of operation.

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## Startup cost



### Cost distribution

### Amount

<b>Expenses</b>	1550
<b>Assets</b>	1800
<b>Investment</b>	2050

## Funding Required

Startup Expenses	Amount
Legal (license and permits)	\$2,000
Stationery	\$2,000
Insurance	\$1,000
Rent	\$0
Computer	\$2,000
Website	\$1,000
<b>Total Startup Expenses</b>	<b>\$8,000</b>
<b>Startup Assets</b>	
Cash Required	\$24,000
Other Current Assets	\$0
Long-term Assets	\$0
<b>Total Assets</b>	<b>\$24,000</b>
<b>Total Requirements</b>	<b>\$32,000</b>



## Company Ownership



**TIP**

Lifemax Insurance is founded and owned entirely by Greg Bell. The business is currently incorporated as a sole proprietorship with a registered DBA but will reincorporate as an LLC when there is a need to hire additional employees and open an office.

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# Products and Services

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## REMEMBER

Before starting an Insurance Agent business, you must take many things into consideration such as you must consider what types of Insurance 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 Insurance services business.

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## TIP

Lifemax Insurance will offer the following personal insurance products:

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## Services



### Home and Contents

Homeowner's Insurance Condo Insurance Cooperative Insurance Renter's Insurance Seasonal and Secondary Locations Flood Insurance



### Valuable Items

Jewelry Fine Art Silver Furs Other Collectible Items



### Personal Liability



### Life Insurance

Term Life Variable Life Whole Life Second-to-Die



### Long-term Care



### Long-term Disability



**TIP**

All of these products will be offered to individuals and not businesses. The insurance products will be provided by any of the major insurance providers in existence, with attention paid to smaller providers who offer specialized insurance products.

While offering these products, Lifemax Insurance will provide the following services:

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# Market Analysis

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## REMEMBER

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

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## TIP

Walter will be concentrating on servicing just two types of clients, the gift shops of Leavenworth, Washington, and the farmers of the Puget Consumers Co-op. For both market segments, we have secured exclusive contracts or endorsements that put us in a unique position to service these niche firms and their more demanding needs.

Profitability in these two markets is expected to be excellent, espe

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## Service Business Analysis



## TIP

The United States Department of Labor offers the following summary of the insurance industry:

Most people have their first contact with an insurance company through an insurance sales agent. These workers help individuals, families, and businesses select insurance policies that provide the best protection for their lives, health, and property.

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## TIP

Customers seek insurance through one or more of the following:

- Referrals from trusted friends, family, and colleagues
- Brand names of national companies (Allstate, State Farm, Geico, Progressive, etc.)
- Local office location

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## Competition and Buying Patterns

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# Market Segmentation



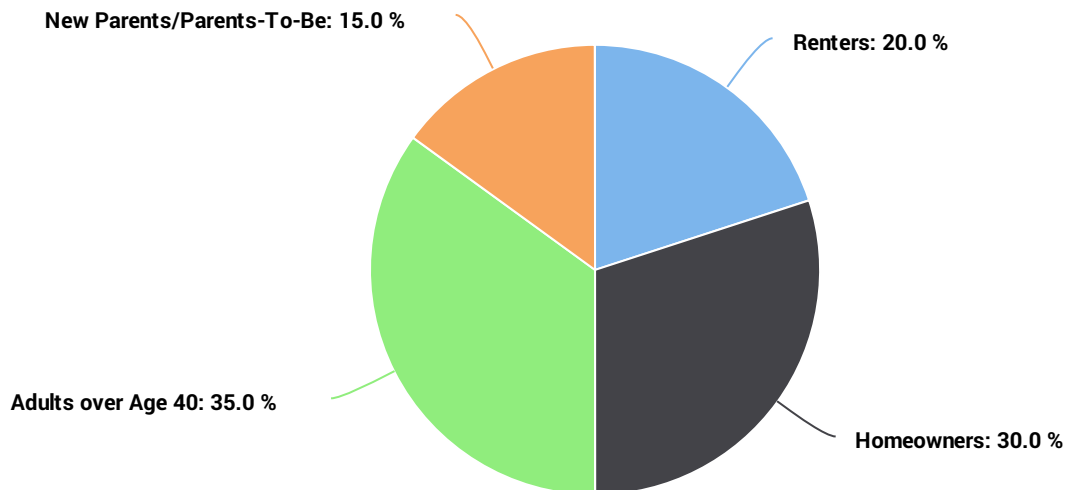
**TIP**

The market segments described include a great deal of overlap. For example, many adults over the age of 40 are also homeowners and the remainder are renters. The new parent segment is also either homeowners or renters, generally. Each segment has different needs for insurance products, however, and those who fall into more than one segment have a need for more than one product.

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## MARKET ANALYSIS



### Segments

### Market share

<b>Renters</b>	20
<b>Homeowners</b>	30
<b>Adults over Age 40</b>	35
<b>New Parents/Parents-To-Be</b>	15

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Renters	2%	11,000	11,220	11,444	11,673	11,906	2.00%
Homeowners	1%	34,000	34,340	34,683	35,030	35,380	1.00%
Adults over Age 40	3%	35,000	36,050	37,132	38,246	39,393	3.00%
New Parents/Parents To Be	2%	3,000	3,060	3,121	3,183	3,247	2.00%
<b>Total</b>	<b>2.02%</b>	<b>83,000</b>	<b>84,670</b>	<b>86,380</b>	<b>88,132</b>	<b>89,926</b>	<b>2.02%</b>

## Target Market Segment Strategy



**TIP**

Lifemax Insurance will focus its initial marketing on those at the younger end of the spectrum, including renters and new parents/parents-to-be. The strategy will be to begin by selling renter's insurance and life insurance to clients and then earn their ongoing trust in order to sell additional insurance policies to them as new needs arise. Younger clients will also serve as a longer annuity as insurance policies are renewed year after year.

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# Strategy and Implementation Summary

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**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 an Insurance business startup and must be properly planned before you think about starting your own Insurance Business.

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**TIP**

To implement its launch in The Woodlands, Lifemax Insurance intends to target clients on the younger side of the total potential market in order to build up a client base for long-term service. This is also a target market that is ignored by other local independent insurance agents, making it easier to establish a foothold in the market this way. This implementation will include:

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## Competitive Edge



**TIP**

Lifemax Insurance will establish its competitive edge through a single-minded focus on personal insurance. By being and staying an expert on personal insurance products and providers, Lifemax Insurance will be a one-stop-shop for individuals looking to minimize the risks in their lives for themselves and for their families. To maintain this expertise, Lifemax Insurance will devote time and energy to training and course work and will subscribe to trade

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## Marketing Strategy



**TIP**

The marketing strategy for Lifemax Insurance involves an initial focus on the target markets chosen, new parents/parents-to-be, and renters. Renters require renter's insurance and valuable items insurance. It is often the first time they will have purchased insurance in their lives. New parents require life insurance to protect their family and their children. Both groups may only purchase policies with small premiums at the moment, but their lo

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## Sales Strategy



TIP

Property insurance and life insurance will be the main drivers of the business. Customers who use other products will typically be customers who have first purchased property or life insurance. The cost of sales is low as the revenues earned come directly from the insurance providers generally as a commission on the policies sold and renewed. The commissions will range between 4% and 7% depending on the insurance provider, but Lifemax estimates an

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## Sales Forecast

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TIP

The sales strategy of Lifemax Insurance will be an aggressive one based on profiling and targeting individuals in the initial target market. Greg Bell will have initial phone conversations with clients and then meet them at their home or office to discuss further. He will bring his laptop with him to all sales calls to search for insurance options for clients on the spot whenever possible.

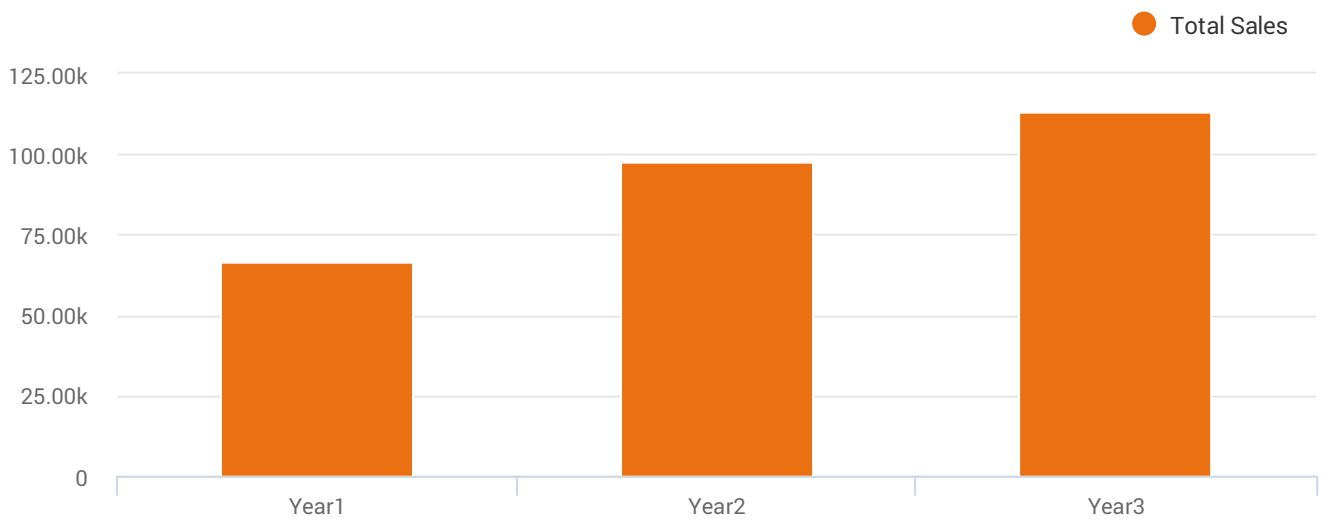
Potential actual and past clients will all be managed through a CRM

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## Sales Yearly



Financial Year	Total Sales
Year1	66840
Year2	97760
Year3	113402

SALES FORECAST	YEAR 1	YEAR 2	YEAR 3
Unit Sales			
Property Insurance	682	955	1,336
Life Insurance	318	445	624
Long Term Care/Disability	26	46	80
Valuable Items	363	509	712
Personal Liability	57	100	175
<b>TOTAL UNIT SALES</b>	<b>1,446</b>	<b>2,055</b>	<b>2,927</b>
Unit Prices	Year 1	Year 2	Year 3
Property Insurance	\$100.00	\$100.00	\$100.00
Life Insurance	\$150.00	\$150.00	\$150.00
Long Term Care/Disability	\$150.00	\$150.00	\$150.00
Valuable Items	\$75.00	\$75.00	\$75.00
Personal Liability	\$75.00	\$75.00	\$75.00
Sales			
Property Insurance	\$68,200	\$95,500	\$133,600

SALES FORECAST	YEAR 1	YEAR 2	YEAR 3
Life Insurance	\$47,700	\$66,750	\$93,600
Long Term Care/Disability	\$3,900	\$6,900	\$12,000
Valuable Items	\$27,225	\$38,175	\$53,400
Personal Liability	\$4,275	\$7,500	\$13,125
TOTAL SALES	\$151,300	\$214,825	\$305,725
Direct Unit Costs			
Property Insurance	\$16.00	\$15.00	\$15.00
Life Insurance	\$24.00	\$22.50	\$22.50
Long Term Care/Disability	\$24.00	\$22.50	\$22.50
Valuable Items	\$12.00	\$11.25	\$11.25
Personal Liability	\$12.00	\$11.25	\$11.25
Direct Cost of Sales			
Property Insurance	\$10,912	\$14,325	\$20,040
Life Insurance	\$7,632	\$10,013	\$14,040
Long Term Care/Disability	\$624	\$1,035	\$1,800
Valuable Items	\$4,356	\$5,726	\$8,010
Personal Liability	\$684	\$1,125	\$1,969
Subtotal Direct Cost of Sales	\$24,208	\$32,224	\$45,859

## Milestones



**TIP**

The marketing activities listed in the Milestones Table are all intended to be low cost methods to establish an initial client base. They are intended as one-time activities with the exception of search engine marketing which will continue with a dedicated budget of \$500 per month and advertising in parent periodicals which may continue with \$500 per month devoted to it after the launch.

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Milestone	Start Date	End Date	Budget	Manager	Department
Create a Website	1/1/2010	1/30/2010	\$1,000	KP	Owner
Launch SEM Campaign	2/1/2010	2/15/2010	\$500	KP	Owner
Create and Post Flyers	2/15/2010	2/28/2010	\$500	KP	Owner
Direct Mail Campaign	2/15/2010	2/28/2010	\$1,000	KP	Owner

<b>Milestone</b>	<b>Start Date</b>	<b>End Date</b>	<b>Budget</b>	<b>Manager</b>	<b>Department</b>
Advertising in Periodicals	2/15/2010	4/15/2010	\$500	KP	Owner
Yellow Pages Listing	2/15/2010	2/28/2010	\$100	KP	Owner
<b>Totals</b>			<b>\$3,600</b>		

# Management Summary



Greg Bell will be the only employee of Lifemax Insurance in its first year. He will continue to direct the company going forward and will bring on an associate agent in the second year of operation. This agent will prospect, sell, and fulfill policy requests for clients and will answer questions of clients just as Greg Bell will. However, Lifemax will manage the marketing and finances of the firm and will set guidelines for training and education which the associate agent will follow.

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## Personnel Plan



Greg Bell will escalate his salary as the year goes forward. Although the business is currently a sole proprietorship, his salary is recorded to better illustrate the tax burden he will face. The associate agent will be compensated with a base salary, a 5% commission on sales, and a percentage of net profits which will increase based on performance. The associate agent will have an initial salary of \$50,000 per year but will be hired partway into the second year.

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PERSONNEL PLAN	YEAR 1	YEAR 2	YEAR 3
Greg Bell	\$49,000	\$50,000	\$75,000
Associate Agent	\$0	\$35,000	\$75,000
TOTAL PEOPLE	1	2	2
Total Payroll	\$49,000	\$85,000	\$150,000

# Financial Plan



## REMEMBER

The last component of an Insurance agent 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 Insurance business.

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## TIP

The business will finance its growth from a combination of the free cash flows generated by the business and a loan taken out in the second year to finance the move to a small office space in The Woodlands. Beyond the first three years, growth will be possible by adding more agents and moving to larger office space when the initial space is no longer adequate (when a third associate must be added).

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## Start-up Funding

Lifemax Insurance will be launched with Greg Bell's own resources, including credit card debt, personal savings, and some credit extended by vendors providing start-up services.

START-UP FUNDING	AMOUNT
Start-up Expenses to Fund	\$8,000
Start-up Assets to Fund	\$24,000
<b>TOTAL FUNDING REQUIRED</b>	<b>\$32,000</b>
<b>Assets</b>	
Non-cash Assets from Start-up	\$0
Cash Requirements from Start-up	\$24,000
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$24,000
<b>TOTAL ASSETS</b>	<b>\$24,000</b>
<b>Liabilities and Capital</b>	
<b>Liabilities</b>	
Current Borrowing	\$4,000

START-UP FUNDING	AMOUNT
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$1,000
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$5,000
Capital	
Planned Investment	
Owner	\$27,000
Investor	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$27,000
Loss at Start-up (Start-up Expenses)	(\$8,000)
TOTAL CAPITAL	\$19,000
TOTAL CAPITAL AND LIABILITIES	\$24,000
Total Funding	\$32,000

## Important Assumptions

We are assuming approximately 50% sales on credit and average interest rates of 10%. These are considered to be conservative in case our predictions are erroneous.

Since Walter is an import/export broker, the firm has no variable costs associated with it.

	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
<b>Assumptions:</b>	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89

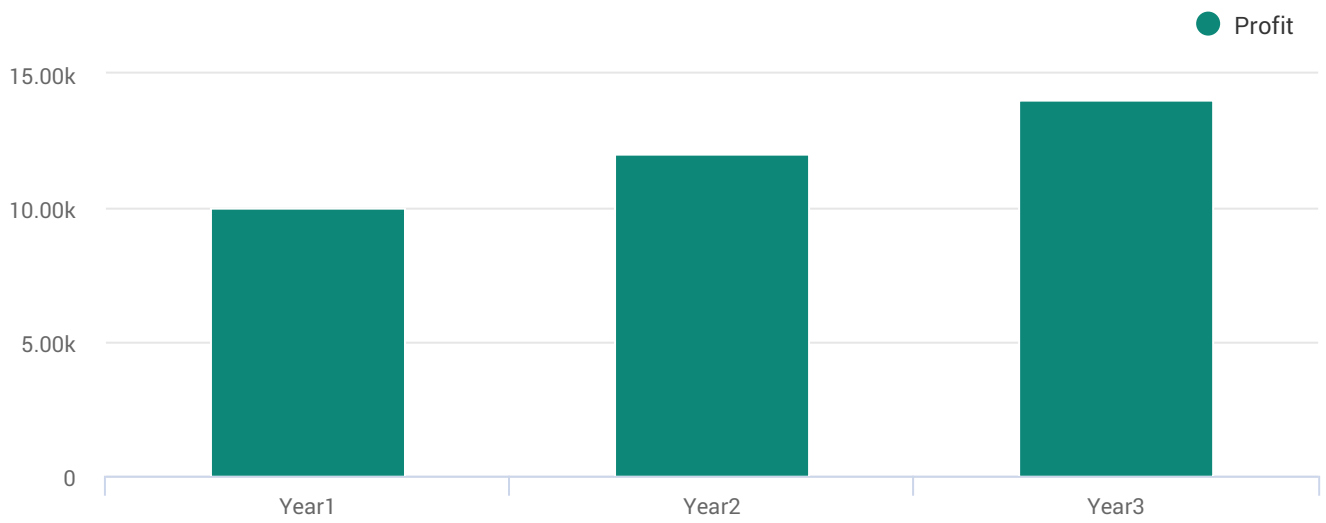
Estimated Monthly Fixed Cost

\$196 410

## Projected Profit and Loss

	Year 1	Year 2	Year 3
<b>Sales</b>	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
<b>TOTAL COST OF SALES</b>	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
<b>Expenses</b>			
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
<b>Total Operating Expenses</b>	\$188 766	\$220 744	\$252 722
<b>Profit Before Interest and Taxes</b>	\$105 205	\$146 040	\$186 875
<b>EBITDA</b>	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
<b>Net Profit</b>	\$78 367	\$108 725	\$139 083
<b>Net Profit/Sales</b>	30,00%	39,32%	48,64%

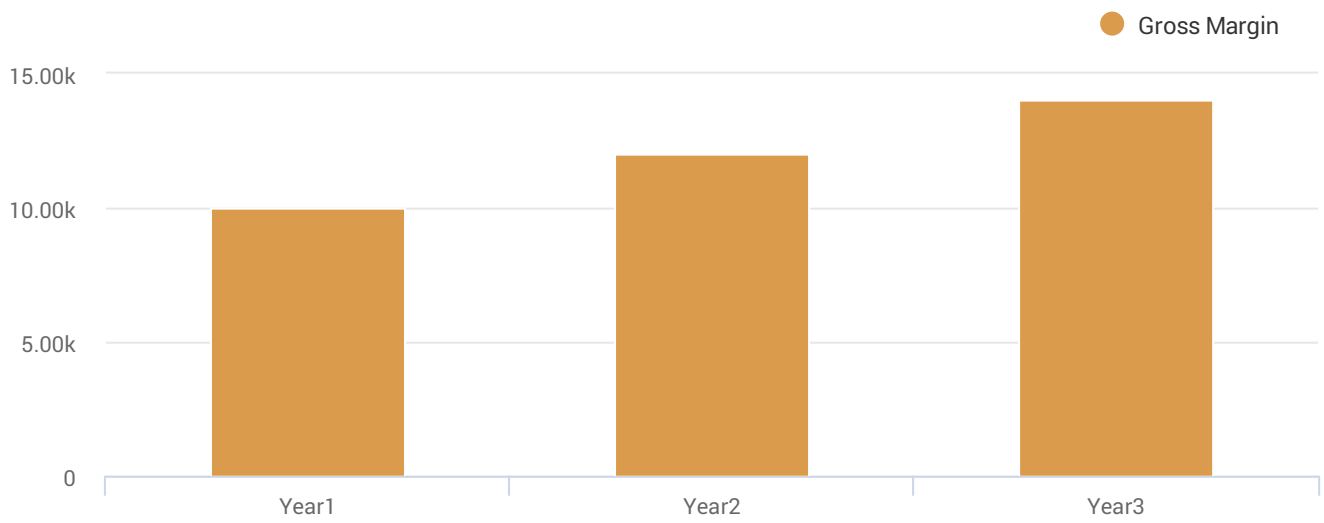
## Profit Yearly



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

<b>Cash Received</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Cash from Operations</b>			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
<b>SUBTOTAL CASH FROM OPERATIONS</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$59 359</b>
<b>Additional Cash Received</b>			
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
<b>SUBTOTAL CASH RECEIVED</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$55 359</b>
<b>Expenditures from Operations</b>			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
<b>SUBTOTAL SPENT ON OPERATIONS</b>	<b>\$35 296</b>	<b>\$39 549</b>	<b>\$43 582</b>
<b>Additional Cash Spent</b>			
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
<b>SUBTOTAL CASH SPENT</b>	<b>\$35 296</b>	<b>\$35 489</b>	<b>\$43 882</b>
<b>Net Cash Flow</b>	<b>\$11 551</b>	<b>\$13 167</b>	<b>\$15 683</b>
<b>Cash Balance</b>	<b>\$21 823</b>	<b>\$22 381</b>	<b>\$28 239</b>

## Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
<b>Current Assets</b>			
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
<b>TOTAL CURRENT ASSETS</b>	<b>\$201 259</b>	<b>\$237 468</b>	<b>\$273 677</b>
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
<b>TOTAL LONG-TERM ASSETS</b>	<b>\$980</b>	<b>\$610</b>	<b>\$240</b>
<b>TOTAL ASSETS</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Current Liabilities</b>			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
<b>SUBTOTAL CURRENT LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Long-term Liabilities	\$0	\$0	\$0
<b>TOTAL LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
<b>TOTAL CAPITAL</b>	<b>\$189 360</b>	<b>\$222 190</b>	<b>\$255 020</b>
<b>TOTAL LIABILITIES AND CAPITAL</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Net Worth</b>	<b>\$182 060</b>	<b>\$226 240</b>	<b>\$270 420</b>

## Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
<b>Percent of Total Assets</b>				
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%
<b>Percent of Sales</b>				
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%
<b>Main Ratios</b>				
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%
<b>Additional Ratios</b>				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
<b>Activity Ratios</b>				
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.

	Year 1	Year 2	Year 3	Industry Profile
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
<b>Debt Ratios</b>				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
<b>Liquidity Ratios</b>				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
<b>Additional Ratios</b>				
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.