

Industry Benchmark Report

MikesBikes-Intro - Single-Player - Period 2016

Real Cool Cycles

MountainTop Cycles

Financial Results

Shareholder Value (SHV)	\$11.33	\$11.33
Cumulative Change in SHV	0%	0%
Share Price	\$11.33	\$11.33
Dividend Per Share	\$0.00	\$0.00
Number of Shares	1,000,000	1,000,000
Market Capitalization	\$11,331,317	\$11,331,317
Total Shareholder Value	\$11,331,317	\$11,331,317
Retail Sales	\$12,600,000	\$12,600,000
Wholesale Sales	\$8,190,000	\$8,190,000
Gross Margin	\$4,031,901	\$4,031,901
Profit After Tax	\$1,444,347	\$1,444,347
Number of Shares	1,000,000	1,000,000
Earnings per Share	\$1.444	\$1.444
Cash	\$2,328,702	\$2,328,702
Net Assets	\$3,444,347	\$3,444,347
D/E Ratio (book equity)	0.29	0.29

Customer Satisfaction

Wholesale Sales	\$8,190,000	\$8,190,000
Brand Advertising	\$250,000	\$250,000
Total Product Advertising	\$750,000	\$750,000
Total Product PR	\$500,000	\$500,000
Average Retailer Margin	35%	35%
Distribution Channel Support	\$142,805	\$142,805

Internal Results

Capacity (SCU)	20,000	20,000
Wastage	15%	15%
Idle Time	40%	40%
Efficiency Index	0.75	0.75
Quality Index	0.75	0.75
No. of Products	1	1

Innovation and Learning

Production Improvement	\$275,000	\$275,000
No. of Product Devpts (Last Period)	0	0
No. of Product Devpts (Total)	0	0
Demand Forecast Accuracy	100%	100%