

PROFIT LEADER ANALYSIS

ALL FIRMS BY PROFITABILITY

	0-24% QUARTILE		25-49% QUARTILE		50-74% QUARTILE		75-100% QUARTILE	
COUNT:	34		34		34		34	
SALES	\$	%	\$	%	\$	%	\$	%
Pre-Press & DTP Services	104,578	9.77	143,219	8.77	65,444	7.28	56,728	6.13
Printing Sales	323,436	30.21	563,996	34.52	186,747	20.77	208,897	22.56
B&W Digital Copying Sales	99,823	9.32	116,758	7.15	105,337	11.72	103,037	11.13
Color Digital Copying Sales	173,027	16.16	204,501	12.52	191,505	21.30	191,206	20.65
Bindery & Finishing Sales	112,407	10.50	150,685	9.22	94,102	10.47	72,909	7.87
Mailing Services Sales (Excl. Postage)	37,697	3.52	64,555	3.95	27,158	3.02	29,369	3.17
Sign-Making/Large Format	29,438	2.75	52,930	3.24	21,047	2.34	54,095	5.84
Brokered Sales	159,449	14.89	263,666	16.14	145,981	16.24	184,598	19.94
Other Sales	30,693	2.87	73,394	4.49	61,591	6.85	25,009	2.70
TOTAL GROSS SALES	1,070,548	100.00	1,633,705	100.00	898,912	100.00	925,849	100.00
COST OF SALES								
Paper	132,833	12.41	205,252	12.56	95,812	10.66	91,677	9.90
Copier Service Costs	44,852	4.19	41,609	2.55	42,593	4.74	39,960	4.32
Other Materials	29,903	2.79	57,271	3.51	24,846	2.76	22,008	2.38
Outside Services	23,695	2.21	57,771	3.54	14,557	1.62	9,243	1.00
Outside Purchases	94,564	8.83	146,482	8.97	97,985	10.90	104,313	11.27
TOTAL COST OF SALES	325,847	30.44	508,385	31.12	275,794	30.68	267,202	28.86
PAYROLL COSTS								
Payroll	403,301	37.67	577,070	35.32	265,518	29.54	246,843	26.66
OVERHEAD EXPENSES								
Accounting and Legal Fees	6,911	0.65	8,032	0.49	4,829	0.54	5,074	0.55
Advertising	8,485	0.79	18,466	1.13	10,392	1.16	9,986	1.08
Advertising (Franchises Only)	900	0.08	249	0.02	543	0.06	611	0.07
Amortization Expenses	6,301	0.59	2,939	0.18	1,250	0.14	2,781	0.30
Auto Lease and/or Depreciation Payments	3,572	0.33	2,959	0.18	2,556	0.28	2,283	0.25
Auto Operating Expenses	9,790	0.91	18,400	1.13	11,460	1.27	9,609	1.04
Building Rent*	52,807	4.93	73,488	4.50	49,265	5.48	45,544	4.92
Depreciation (equipment only)	43,668	4.08	51,574	3.16	25,557	2.84	14,876	1.61
Franchise Fees	7,773	0.73	7,976	0.49	5,312	0.59	2,974	0.32
Interest	12,987	1.21	19,910	1.22	6,760	0.75	3,762	0.41
Lease & Rental Expenses - Copiers*	12,523	1.17	18,319	1.12	12,621	1.40	10,790	1.17
Lease & Rental Expenses - Other Equip.	2,296	0.21	6,609	0.40	931	0.10	1,814	0.20
Office Supplies	8,400	0.78	8,582	0.53	6,239	0.69	8,376	0.90
Repairs and Maintenance	17,402	1.63	23,469	1.44	10,342	1.15	8,987	0.97
Travel and Entertainment	6,094	0.57	9,122	0.56	5,868	0.65	4,924	0.53
Utilities	22,049	2.06	25,830	1.58	14,085	1.57	12,587	1.36
All Other Overhead	67,906	6.34	65,092	3.98	36,792	4.09	39,105	4.22
TOTAL OVERHEAD	289,865	27.08	361,015	22.10	204,802	22.78	184,083	19.88
TOTAL COSTS	1,019,014	95.19	1,446,471	88.54	746,114	83.00	698,128	75.40
NET OWNER'S COMPENSATION	51,534	4.81	187,235	11.46	152,798	17.00	227,720	24.60