

Australian small business profitability and risk benchmarks.

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This report is prepared jointly by Chartered Accountants Australia and New Zealand and the University of Melbourne.

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We welcome any feedback regarding additional metrics and benchmarks that would be useful for inclusion in future reports.

Please contact Matthew Pinnuck (mpinnuck@unimelb.edu.au) or James Kavourakis (james.kavourakis@unimelb.edu.au)

About the Authors

Professor Matt Pinnuck

Matt is Professor of Financial Accounting in the Department of Accounting at the University of Melbourne. Matt worked for several years in the audit division of KPMG before completing a PhD at the University of Melbourne. Matt teaches financial statement analysis and valuation. Matt's research interest is in the field of large sample data analysis of external reporting financial information to understand both the drivers of firm performance and techniques to assess the quality of financial reports.

Dr James Kavourakis CPA, CFA

James is a Lecturer in the Accounting Discipline at the University of Melbourne and an Investment Manager at The Cannon Group. James teaches financial statement analysis and valuation courses in which students gain insights into the use of financial accounting information by investors. James's recent research interest focus on small business economic policy. James completed a PhD at the University of Melbourne.

Karen McWilliams FCA

Karen is CA ANZ's the Sustainability and Business Reform Leader at CA ANZ. She is responsible for shaping and influencing business reform issues of relevance to Chartered Accountants, including insolvency, corporate governance, anti-money laundering, corporations' law, climate change and sustainability matters. Karen chairs the finance, risk and audit committee of the UN Global Compact Network Australia Board and is a member of the Australian Government's Nature Finance Council.

Liz Stamford FCA

Liz is CA ANZ's General Manager for Smaller Practices at CA ANZ. Liz has an extensive range of experiences in professional, business, and strategic roles and has lived and worked in three continents. As a champion for smaller accounting practices, Liz leads a team focused on ensuring smaller Chartered Accountancy practices have the support and services they need to continue to make a difference in their communities.

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Introduction

This report provides a comprehensive view of the small and medium-sized enterprise (SME) landscape in Australia. It is the first in a new series of annual research reports prepared by the University of Melbourne and Chartered Accountants Australia and New Zealand.

The detailed benchmarks show the typical performance for different business categories across different industries. For example, benchmarks for typical operating performance show that some of the less profitable sectors as measured by net operating profit are: Takeaway food services at typically \$30,574; Cafes and restaurants (typically \$30,596) and Hairdressing and beauty services (typically \$43,721).

The benchmarks also report the variation in the performance level of businesses within size categories or industries. For example, the net operating profit of a takeaway food enterprise with 4 or fewer employees (a micro business) can vary from a net operating loss of \$9,400 (a very low performer, in the bottom 10% of enterprises in this segment) to a net operating profit of \$79,400 (a very high performer, in the top 10% of enterprises in this segment).

Combining both industry and size features of the benchmarks contained in the report provides further detail. For example, the net operating profit of a takeaway food enterprise with between 5 and 19 employees (a small-scale takeaway food business), can vary from a net operating loss of \$12,000 (a very low performer, in the bottom 10% of enterprises in this segment) to a net operating profit of \$150,600 (a very high performer, in the top 10% of enterprises in this segment).

This benchmark information is a great resource for small business owners (including accounting practices) and potential entrepreneurs, and their accounting and financial advisors, regarding the primary drivers of profitability and risk in Australian SMEs.

There are many uses for the benchmarks including:

- Assessing the relative profitability of a small business operation.

Whether establishing, buying, or selling a small business, understanding the relative performance of that enterprise and the future expectations for the enterprise are of vital importance. One of the challenges in making these assessments is maintaining perspective, i.e., a big picture view of what comprises normal, high, or low levels of success in order to understand how businesses are operating. This report sets out the distribution of values of business variables which allows you to make an assessment considering the big picture.

- Budgeting, forecasting, risk management and valuing SMEs.

To manage a business, it is necessary to know the typical values of the drivers of performance. Whilst many economic and business variables can revert to the mean or norm, others may persist over extended periods of time. To make good business decisions, it is

important to understand “baseline” behaviours so you can work out how your business or practice aligns. This report sets out benchmarks to allow understanding of the baseline.

- Policy formulation and advocacy

SMEs are often the focus of economic policy and political discourse. For economic policy to be properly formulated and discussed in the public forum, a broad understanding of the financial characteristics of SME is necessary. This report provides detail on SMEs across the Australian landscape which can be used as part of this understanding.

In this report we provide guidance on how to use the benchmarks (pages 5 and 6) and summary insights of some overall trends (page 7). Table 1 provides the benchmarks across all SMEs categorised by size (page 9). Tables 2.1 to 2.50 report the benchmarks for individual industries as designated by their ABS category (pages 9 to 42). The methodology for the report is set out in the Appendix (page 44).

Benchmarking small and medium-sized enterprises (SMEs)

The following benchmarks of profitability and risk have been extracted from ABS data drawn from specific labels on company tax returns and activity statements of businesses.

Financial metric	Definition
Sales (\$)	The monetary amount reported in AUD for sale of goods and services. This figure is a five-year annualised average of reported sales from 2016 to 2022.
Sales growth (%)	The average one-year percentage change in total Sales.
Gross profit margin (%)	Sales less cost of goods sold as a percentage (divided by total sales).
Wage expenses to revenue (%)	Direct and indirect payments to employees divided by total Sales.
Net operating profit \$	Sales less total operating expenses NB: This does not include financing costs.
Net operating profit margin (%)	Net operating profit divided by Sales.
Return on assets (ROA)	Net operating profit divided by the average of beginning and end of the year total assets
Return on equity (ROE)	Net operating profit divided by owners' equity

For each metric, benchmarks have been separated between three sizes of enterprise: micro (1-4 employees), small (5 – 19 employees) and medium (20 – 199 employees).

Further methodological details regarding computation of the financial metrics are provided in the Appendix (page 44).

Research Insights

The depth of detail in this data enables businesses and accountants to benchmark financial profiles and assess risk in their own operations and when reviewing and advising on other businesses. However, we can also draw some summary insights on the profitability and risk of micro, small and medium sized business in Australia. A snapshot of some overall trends are as follows:

Industry Structure

The five industries with the greatest number of SMEs are: Cafes and Restaurants, Electrical Services, Consulting Services, Computer Services and Residential Building Construction.

The five industries with the greatest median SME sales are Fuel Retailing, Chemist and Pharmacy Retailing, Other Hardware Goods Wholesaling, Supermarket and Grocery Stores and Goods Wholesaling.

Overall profitability and margins

The median gross profit margins of micro, small and medium businesses are 72%, 64% and 62%, respectively. The median (ROA) of a micro, small and medium business is 13%, 16%, and 15%, respectively.

The gross profit margins and ROA vary across industries as would be expected. These variations are influenced by a number of drivers, including the need for fixed overheads, volume-based business models, the requirements for advanced entry requirements and qualifications, and whether the business is a service or product-based model. As an illustration, the typical gross profit margin and ROA for small businesses in selected industry groups are:

Industry Code	Industry	Gross profit margin	ROA
Large Overheads and/or Moderate Sales			
45110	Cafes and restaurants	64%	12%
41290	Bakeries and hot bread shops	60%	11%
45120	Takeaway food services	63%	11%
Moderate Overheads			
42510	Clothing retailing	46%	14%
Low overheads and/or High Sales			
41100	Supermarket and grocery stores	24%	11%
40000	Fuel retailing	17%	12%

The median net operating profit of a micro, small and medium business is \$37,015, \$103,767, and \$272,109, respectively.

The net operating profit margins of micro, small and medium business are 6%, 7%, and 7%, respectively.

Risk and variation

There is considerable variation in performance across industries. Based on small business size classification some of the less profitable sectors as measured by the typical net operating profit are: Takeaway food services (\$30,574); Cafes and restaurants (\$30,595) and Hairdressing and beauty services (\$43,721) and the more profitable are: Legal services (\$182,974); Chemist (\$230,394) and Finance and Investment services (\$258,331) (see Tables 2.1 – 2.50). There are likely numerous reasons for variations in these raw figures. Industry sectors with high entry level requirements and costs, as well as those based on services rather than high-volume products tend to show higher profitability once established.

There is also significant variation in the profitability across businesses in the same industry. The tables display results of the businesses in the bottom 10% (very low performing), the bottom 25% (low performing), the 50th percentile (a typical business), top 75% (high performing) and the top 90% (very high performing).

As an illustration, within the small size classification, profits for the Café and Restaurant industry vary from \$4,507 at the 25th percentile through to \$83,004 at the 75th percentile (see Table 2.27). At the 90th percentile, the net operating profit in the Café and Restaurant industry is \$154,424 implying that the highest performing 10% of firms in this industry are earn a profit greater than \$154,424.

Across time the sales and profits of a business can vary significantly. The typical annual percentage change in sales for a small business is 4%. However, this can vary from -9% (at the 25th percentile) to 20% (at the 75th percentile). Similarly, the Café and Restaurant industry usually has a median annual change in sales of 1%. However, this can vary from -11% (at the 25th percentile) through to 15% (at the 75th percentile).

Table 1: Benchmarks of profitability and risk by size

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	205,039	325,586	547,133	977,842	1,926,9254
%Change in sales	-35%	-15%	1%	18%	47%
Gross Margin	27%	49%	72%	99%	100%
Wage Expense%	10%	20%	34%	51%	66%
Net Operating Profit Margin	-6%	1%	6%	16%	29%
Net Operating Profit\$	-26,061	2,797	37,015	107,872	240,563
ROA	-10%	1%	13%	33%	57%
ROE	-21%	2%	26%	70%	145%
Small					
Sales\$	535,278	850,127	1,459,751	2,619,523	4,814,117
%Change in sales	-25%	-9%	4%	20%	46%
Gross Margin	26%	43%	64%	86%	100%
Wage Expense%	11%	19%	32%	46%	59%
Net Operating Profit Margin	-2%	2%	7%	15%	25%
Net Operating Profit\$	-27,154	21,817	103,767	272,428	563,085
ROA	-5%	4%	16%	34%	57%
ROE	-12%	8%	33%	79%	158%
Medium					
Sales\$	1,327,373	2,354,278	4,338,663	8,021,972	12,904,986
%Change in sales	-22%	-7%	5%	20%	46%
Gross Margin	24%	38%	62%	78%	100%
Wage Expense%	13%	21%	33%	46%	61%
Net Operating Profit Margin	-1%	2%	7%	13%	21%
Net Operating Profit\$	-39,139	64,347	272,109	674,272	1,311,568
ROA	-3%	5%	15%	32%	55%
ROE	-8%	9%	34%	83%	179%

Tables 2.1 to 2.50: Benchmarks of profitability and risk by industry

The following tables set out benchmarks of profitability and risk for each industry, split into three size enterprise: micro (1-4 employees), small (5 – 19 employees) and medium (20 – 199 employees). They also identify values at the following specific points in the percentile distribution of the rank of the financial metric from low to high: 10th percentile, 25th percentile, 50th percentile, 75th percentile, and 90th percentile.

Benchmark definitions are on page 6.

Table 2.1 - 22990 Fabricated Metal Product Manufacturing

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	174,815	336,117	590,000	977,844	1,616,614
%Change in sales	-33%	-14%	3%	22%	51%
Gross Margin	39%	53%	66%	81%	98%
Wage expense %	12%	22%	32%	42%	53%
Net Operating Profit Margin	-7%	0%	6%	15%	25%
Net Operating Profit\$	-37,500	1,536	29,921	102,991	266,798
ROA	-11%	1%	12%	25%	48%
ROE	-19%	1%	21%	61%	139%
Small					
Sales\$	785,670	1,114,095	1,706,744	2,654,686	3,848,564
%Change in sales	-21%	-8%	6%	23%	46%
Gross Margin	33%	45%	60%	71%	81%
Wage expense %	17%	23%	31%	39%	47%
Net Operating Profit Margin	-2%	2%	8%	15%	23%
Net Operating Profit\$	-30,160	29,063	128,469	299,850	619,897
ROA	-4%	4%	16%	31%	49%
ROE	-10%	6%	29%	64%	128%
Medium					
Sales\$	2,436,781	3,611,075	5,856,696	9,610,661	13,523,757
%Change in sales	-19%	-4%	8%	24%	47%
Gross Margin	28%	38%	53%	65%	76%
Wage expense %	17%	24%	32%	39%	46%
Net Operating Profit Margin	-2%	2%	7%	13%	20%
Net Operating Profit\$	-80,356	101,204	381,304	921,993	1,704,820
ROA	-4%	4%	15%	29%	44%
ROE	-12%	8%	29%	61%	120%

Table 2.2 - 30110 House Construction

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	318,821	602,691	1,101,718	2,073,023	3,991,740
%Change in sales	-49%	-25%	1%	32%	83%
Gross Margin	15%	28%	59%	77%	89%
Wage expense %	5%	9%	15%	26%	40%
Net Operating Profit Margin	-7%	0%	4%	9%	16%
Net Operating Profit\$	-56,039	-1,422	41,923	124,084	270,854
ROA	-15%	0%	11%	29%	53%
ROE	-33%	-1%	22%	64%	133%
Small					
Sales\$	984,983	1,637,293	2,936,469	5,723,357	9,961,417
%Change in sales	-33%	-15%	6%	34%	73%
Gross Margin	15%	23%	48%	72%	84%
Wage expense %	6%	9%	15%	24%	35%
Net Operating Profit Margin	-3%	1%	4%	9%	14%
Net Operating Profit\$	-62,469	21,963	120,758	309,953	610,705
ROA	-8%	3%	13%	31%	53%
ROE	-20%	5%	29%	72%	148%
Medium					
Sales\$	2,930,584	4,731,652	8,107,964	12,869,739	16,674,511
%Change in sales	-30%	-12%	7%	32%	67%
Gross Margin	15%	22%	39%	69%	86%
Wage expense %	9%	12%	18%	27%	39%
Net Operating Profit Margin	-3%	1%	4%	8%	14%
Net Operating Profit\$	-181,278	67,029	311,209	661,153	1,106,387
ROA	-6%	3%	13%	29%	52%
ROE	-17%	6%	29%	74%	152%

Table 2.3 - 30190 Other Residential Building Construction

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	294,038	578,070	1,069,351	2,100,363	3,887,294
%Change in sales	-50%	-26%	0%	38%	92%
Gross Margin	15%	28%	61%	78%	93%
Wage expense %	5%	9%	16%	27%	44%
Net Operating Profit Margin	-8%	0%	4%	9%	19%
Net Operating Profit\$	-60,773	-370	39,032	118,737	276,370
ROA	-12%	0%	10%	29%	54%
ROE	-30%	-1%	22%	68%	139%
Small					
Sales\$	918,994	1,487,454	2,750,650	5,399,179	9,601,299
%Change in sales	-36%	-15%	8%	35%	79%
Gross Margin	15%	24%	52%	73%	86%
Wage expense %	6%	10%	16%	25%	38%
Net Operating Profit Margin	-3%	1%	4%	8%	14%
Net Operating Profit\$	-77,678	14,945	98,014	259,981	569,048
ROA	-9%	2%	12%	30%	52%
ROE	-18%	3%	26%	71%	151%
Medium					
Sales\$	2,508,148	4,738,428	7,862,618	12,122,696	16,699,116
%Change in sales	-34%	-13%	6%	29%	65%
Gross Margin	15%	25%	50%	71%	87%
Wage expense %	9%	12%	20%	28%	40%
Net Operating Profit Margin	-3%	0%	4%	8%	14%
Net Operating Profit\$	-197,301	24,123	223,343	642,505	1,195,699
ROA	-7%	1%	11%	26%	47%
ROE	-17%	1%	22%	60%	123%

Table 2.4 - 30200 Non-Residential Building Construction

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	265,876	506,196	1,130,931	2,299,897	4,325,252
%Change in sales	-56%	-30%	-3%	30%	84%
Gross Margin	17%	33%	70%	89%	100%
Wage expense %	5%	10%	17%	33%	54%
Net Operating Profit Margin	-9%	0%	5%	12%	22%
Net Operating Profit\$	-65,123	-1,069	56,725	168,234	378,877
ROA	-13%	0%	10%	27%	52%
ROE	-24%	0%	19%	55%	121%
Small					
Sales\$	982,613	1,609,567	3,297,505	6,637,273	10,993,304
%Change in sales	-41%	-22%	2%	34%	72%
Gross Margin	14%	24%	52%	79%	94%
Wage expense %	6%	10%	16%	28%	46%
Net Operating Profit Margin	-2%	1%	6%	12%	19%
Net Operating Profit\$	-61,102	33,139	166,886	447,549	884,784
ROA	-5%	3%	14%	32%	54%
ROE	-13%	6%	30%	72%	148%
Medium					
Sales\$	2,668,619	4,554,072	7,859,284	13,151,534	16,839,592
%Change in sales	-32%	-15%	4%	28%	67%
Gross Margin	15%	25%	51%	77%	94%
Wage expense %	11%	16%	24%	42%	59%
Net Operating Profit Margin	-2%	2%	6%	11%	18%
Net Operating Profit\$	-106,675	101,462	419,693	920,482	1,523,349
ROA	-4%	5%	16%	31%	56%
ROE	-10%	9%	32%	73%	133%

Table 2.5 – 31099 Other Heavy and Civil Engineering Construction n.e.c

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	190,075	299,912	514,494	1,065,323	2,286,776
%Change in sales	-43%	-17%	1%	21%	46%
Gross Margin	33%	55%	79%	99%	100%
Wage expense %	10%	22%	36%	49%	62%
Net Operating Profit Margin	-14%	0%	7%	15%	27%
Net Operating Profit\$	-53,068	-1,758	36,351	114,993	324,022
ROA	-15%	-1%	11%	29%	54%
ROE	-27%	-3%	19%	63%	131%
Small					
Sales\$	732,911	1,348,028	2,257,524	3,599,312	5,980,734
%Change in sales	-36%	-17%	3%	24%	57%
Gross Margin	32%	42%	61%	80%	99%
Wage expense %	12%	17%	26%	37%	47%
Net Operating Profit Margin	-6%	2%	7%	15%	23%
Net Operating Profit\$	-84,814	24,879	148,431	378,390	740,991
ROA	-8%	2%	13%	27%	51%
ROE	-17%	3%	24%	58%	123%
Medium					
Sales\$	2,894,207	4,405,219	7,518,399	11,603,447	16,385,289
%Change in sales	-29%	-11%	7%	26%	55%
Gross Margin	22%	34%	55%	77%	95%
Wage expense %	15%	20%	29%	37%	48%
Net Operating Profit Margin	-4%	1%	6%	11%	17%
Net Operating Profit\$	-206,836	73,644	404,468	855,799	1,507,005
ROA	-7%	2%	13%	27%	44%
ROE	-15%	4%	24%	62%	127%

Table 2.6 - 32120 Site Preparation Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	185,690	304,063	546,079	904,594	1,567,488
%Change in sales	-41%	-18%	-1%	21%	52%
Gross Margin	50%	73%	93%	100%	100%
Wage expense %	13%	20%	30%	41%	51%
Net Operating Profit Margin	-16%	-2%	6%	17%	27%
Net Operating Profit\$	-55,850	-8,112	31,597	97,559	232,272
ROA	-14%	-2%	8%	25%	48%
ROE	-31%	-4%	14%	56%	139%
Small					
Sales\$	654,183	1,052,841	1,844,076	3,002,867	4,357,052
%Change in sales	-33%	-14%	5%	27%	63%
Gross Margin	38%	64%	85%	98%	100%
Wage expense %	14%	20%	28%	36%	46%
Net Operating Profit Margin	-11%	0%	6%	15%	24%
Net Operating Profit\$	-164,203	-18	103,950	290,372	649,055
ROA	-13%	0%	10%	25%	46%
ROE	-33%	-2%	18%	51%	120%
Medium					
Sales\$	2,583,980	3,909,929	6,138,179	9,966,036	14,657,021
%Change in sales	-29%	-10%	8%	28%	68%
Gross Margin	31%	52%	76%	94%	100%
Wage expense %	18%	23%	28%	35%	44%
Net Operating Profit Margin	-6%	1%	5%	11%	19%
Net Operating Profit\$	-347,480	22,503	290,230	795,310	1,495,799
ROA	-8%	1%	10%	23%	43%
ROE	-23%	0%	19%	53%	119%

Table 2.7 – 32210 Concreting Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	241,807	403,079	672,229	1,131,068	2,035,443
%Change in sales	-36%	-18%	-1%	19%	42%
Gross Margin	37%	52%	69%	89%	100%
Wage expense %	11%	17%	26%	39%	52%
Net Operating Profit Margin	-7%	0%	6%	13%	23%
Net Operating Profit\$	-39,061	-129	34,968	111,559	238,139
ROA	-14%	0%	13%	31%	56%
ROE	-25%	-1%	23%	63%	137%
Small					
Sales\$	673,298	1,005,702	1,621,949	2,672,749	4,298,618
%Change in sales	-28%	-13%	3%	23%	55%
Gross Margin	34%	50%	66%	84%	97%
Wage expense %	14%	21%	30%	42%	54%
Net Operating Profit Margin	-5%	1%	7%	13%	21%
Net Operating Profit\$	-60,030	10,111	105,140	267,626	495,568
ROA	-11%	2%	15%	34%	54%
ROE	-22%	3%	27%	69%	140%
Medium					
Sales\$	1,781,907	2,938,044	5,009,728	8,126,948	12,876,548
%Change in sales	-29%	-9%	4%	28%	65%
Gross Margin	20%	38%	61%	83%	96%
Wage expense %	16%	24%	36%	48%	59%
Net Operating Profit Margin	-3%	1%	5%	11%	18%
Net Operating Profit\$	-98,227	50,637	268,181	670,285	1,183,935
ROA	-8%	4%	16%	32%	52%
ROE	-17%	6%	32%	83%	164%

Table 2.8 – 32310 Plumbing Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	222,063	340,272	527,552	764,991	1,069,713
%Change in sales	-33%	-14%	2%	19%	43%
Gross Margin	49%	60%	69%	78%	92%
Wage expense %	19%	27%	35%	42%	51%
Net Operating Profit Margin	-7%	0%	7%	15%	25%
Net Operating Profit\$	-30,348	1,361	32,336	86,525	175,300
ROA	-13%	1%	15%	34%	58%
ROE	-28%	0%	25%	68%	144%
Small					
Sales\$	722,855	991,006	1,445,732	2,188,201	3,061,720
%Change in sales	-25%	-10%	5%	23%	47%
Gross Margin	38%	55%	67%	75%	84%
Wage expense %	20%	28%	35%	42%	48%
Net Operating Profit Margin	-4%	1%	7%	14%	21%
Net Operating Profit\$	-38,746	18,617	95,113	222,954	447,712
ROA	-7%	3%	17%	35%	56%
ROE	-19%	5%	31%	75%	150%
Medium					
Sales\$	2,600,430	3,368,138	4,948,571	7,518,241	11,258,381
%Change in sales	-22%	-8%	8%	27%	52%
Gross Margin	27%	41%	60%	71%	81%
Wage expense %	21%	27%	33%	39%	45%
Net Operating Profit Margin	-2%	2%	7%	12%	19%
Net Operating Profit\$	-62,905	99,312	311,289	659,432	1,189,146
ROA	-4%	6%	17%	34%	54%
ROE	-8%	10%	36%	82%	172%

Table 2.9 – 32320 Electrical Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	210,262	316,175	470,486	698,559	1,010,362
%Change in sales	-33%	-16%	1%	21%	49%
Gross Margin	45%	58%	68%	78%	95%
Wage expense %	21%	29%	38%	46%	55%
Net Operating Profit Margin	-7%	0%	7%	15%	24%
Net Operating Profit\$	-27,517	1,122	29,321	80,625	151,978
ROA	-13%	1%	14%	34%	59%
ROE	-27%	1%	25%	69%	148%
Small					
Sales\$	645,487	887,341	1,372,196	2,153,592	3,213,357
%Change in sales	-27%	-11%	5%	26%	54%
Gross Margin	34%	51%	64%	73%	84%
Wage expense %	22%	30%	37%	44%	50%
Net Operating Profit Margin	-4%	1%	6%	13%	20%
Net Operating Profit\$	-40,854	14,903	82,783	206,409	405,034
ROA	-9%	3%	17%	36%	58%
ROE	-19%	6%	33%	81%	168%
Medium					
Sales\$	2,468,047	3,498,279	5,402,727	8,910,709	13,088,070
%Change in sales	-25%	-10%	8%	27%	56%
Gross Margin	22%	37%	57%	68%	81%
Wage expense %	23%	29%	36%	43%	50%
Net Operating Profit Margin	-1%	2%	6%	11%	17%
Net Operating Profit\$	-54,627	87,516	323,369	728,232	1,359,279
ROA	-3%	5%	17%	33%	51%
ROE	-8%	12%	39%	84%	172%

Table 2.10 – 32300 Air Conditioning and Heating Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	264,231	398,385	625,218	958,568	1,434,824
%Change in sales	-34%	-16%	-1%	17%	37%
Gross Margin	36%	46%	58%	72%	91%
Wage expense %	14%	21%	29%	39%	50%
Net Operating Profit Margin	-5%	0%	6%	12%	21%
Net Operating Profit\$	-24,726	517	36,808	96,299	181,711
ROA	-11%	0%	14%	32%	53%
ROE	-23%	0%	24%	63%	127%
Small					
Sales\$	889,841	1,281,565	1,931,915	3,085,169	4,961,652
%Change in sales	-26%	-11%	3%	20%	41%
Gross Margin	28%	41%	52%	65%	75%
Wage expense %	15%	21%	28%	36%	43%
Net Operating Profit Margin	-3%	1%	5%	11%	18%
Net Operating Profit\$	-34,124	19,007	101,503	263,156	479,158
ROA	-7%	3%	16%	32%	52%
ROE	-19%	7%	32%	76%	156%
Medium					
Sales\$	3,223,011	4,505,576	6,499,265	9,886,387	13,461,027
%Change in sales	-20%	-8%	5%	19%	38%
Gross Margin	25%	35%	48%	58%	70%
Wage expense %	16%	21%	27%	34%	41%
Net Operating Profit Margin	-1%	2%	6%	10%	14%
Net Operating Profit\$	-60,025	101,032	360,346	720,750	1,113,349
ROA	-3%	5%	17%	31%	46%
ROE	-10%	10%	37%	75%	125%

Table 2.11- 32390 Other Building Installation Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	223,549	381,981	662,441	1,192,380	2,054,088
%Change in sales	-35%	-17%	1%	22%	45%
Gross Margin	27%	39%	56%	82%	99%
Wage expense %	10%	17%	25%	40%	53%
Net Operating Profit Margin	-5%	0%	5%	12%	22%
Net Operating Profit\$	-28,781	1,121	29,711	98,521	215,930
ROA	-12%	1%	13%	33%	56%
ROE	-24%	1%	27%	69%	152%
Small					
Sales\$	735,570	1,172,440	2,088,608	3,612,190	6,242,158
%Change in sales	-27%	-11%	4%	24%	45%
Gross Margin	27%	41%	55%	77%	94%
Wage expense %	10%	17%	26%	38%	52%
Net Operating Profit Margin	-3%	2%	7%	13%	21%
Net Operating Profit\$	-30,489	29,662	138,067	370,741	715,487
ROA	-5%	5%	19%	36%	56%
ROE	-15%	8%	39%	84%	167%
Medium					
Sales\$	2,272,386	3,843,471	6,509,445	10,874,578	16,118,736
%Change in sales	-27%	-9%	7%	24%	47%
Gross Margin	23%	35%	52%	74%	90%
Wage expense %	12%	20%	31%	43%	54%
Net Operating Profit Margin	-1%	2%	6%	11%	16%
Net Operating Profit\$	-33,716	119,862	371,944	759,889	1,380,812
ROA	-2%	6%	16%	31%	51%
ROE	-4%	13%	40%	95%	169%

Table 2.12 – 32420 Carpentry Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	203,081	320,964	537,537	890,430	1,420,406
%Change in sales	-38%	-17%	1%	25%	55%
Gross Margin	43%	58%	74%	90%	98%
Wage expense %	13%	20%	29%	44%	59%
Net Operating Profit Margin	-6%	0%	5%	12%	21%
Net Operating Profit\$	-28,275	668	27,661	72,144	154,466
ROA	-15%	0%	15%	37%	60%
ROE	-32%	0%	29%	83%	170%
Small					
Sales\$	492,524	837,333	1,439,792	2,339,159	3,762,644
%Change in sales	-28%	-12%	5%	25%	56%
Gross Margin	28%	48%	63%	81%	95%
Wage expense %	14%	21%	30%	41%	57%
Net Operating Profit Margin	-3%	1%	6%	12%	19%
Net Operating Profit\$	-37,529	12,852	72,924	185,045	376,994
ROA	-9%	3%	16%	37%	58%
ROE	-22%	5%	33%	81%	153%
Medium					
Sales\$	2,124,840	3,303,280	5,330,334	9,112,003	12,638,916
%Change in sales	-28%	-12%	3%	19%	45%
Gross Margin	23%	34%	55%	69%	83%
Wage expense %	16%	23%	31%	38%	49%
Net Operating Profit Margin	-2%	1%	5%	10%	15%
Net Operating Profit\$	-100,817	48,388	261,504	607,489	1,071,601
ROA	-5%	3%	15%	28%	47%
ROE	-13%	5%	31%	62%	146%

Table 2.13 – 32440 Painting and Decorating Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	188,088	288,382	455,657	805,520	1,364,629
%Change in sales	-35%	-20%	-1%	19%	47%
Gross Margin	38%	67%	83%	90%	100%
Wage expense %	13%	22%	37%	53%	63%
Net Operating Profit Margin	-6%	0%	6%	14%	24%
Net Operating Profit\$	-24,534	1,265	26,197	78,912	186,472
ROA	-11%	1%	15%	36%	61%
ROE	-22%	1%	28%	76%	151%
Small					
Sales\$	454,063	674,473	1,042,167	1,759,111	3,056,984
%Change in sales	-32%	-16%	2%	20%	48%
Gross Margin	35%	50%	81%	88%	95%
Wage expense %	16%	27%	43%	54%	63%
Net Operating Profit Margin	-4%	1%	7%	15%	25%
Net Operating Profit\$	-34,677	10,728	68,894	194,662	442,280
ROA	-9%	3%	18%	39%	63%
ROE	-21%	4%	34%	78%	155%
Medium					
Sales\$	1,344,581	1,825,603	2,912,523	5,081,328	8,931,761
%Change in sales	-25%	-9%	6%	24%	54%
Gross Margin	24%	38%	78%	86%	94%
Wage expense %	22%	34%	48%	57%	62%
Net Operating Profit Margin	-3%	2%	6%	12%	19%
Net Operating Profit\$	-66,235	57,723	192,864	385,353	896,086
ROA	-6%	6%	19%	40%	62%
ROE	-13%	11%	38%	91%	175%

Table 2.14 – 32910 Landscape Construction Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	245,300	345,107	546,781	886,380	1,571,350
%Change in sales	-33%	-15%	0%	21%	48%
Gross Margin	34%	50%	65%	80%	96%
Wage expense %	12%	22%	30%	41%	52%
Net Operating Profit Margin	-8%	0%	6%	12%	22%
Net Operating Profit\$	-35,265	-8	27,788	92,500	202,611
ROA	-16%	0%	13%	32%	55%
ROE	-32%	-1%	25%	70%	136%
Small					
Sales\$	534,865	786,181	1,345,380	2,319,912	3,799,020
%Change in sales	-26%	-11%	5%	24%	49%
Gross Margin	36%	50%	64%	76%	91%
Wage expense %	16%	23%	31%	39%	49%
Net Operating Profit Margin	-4%	1%	6%	12%	20%
Net Operating Profit\$	-38,534	11,714	80,803	213,954	423,808
ROA	-9%	3%	16%	35%	57%
ROE	-23%	5%	32%	78%	153%
Medium					
Sales\$	1,697,764	2,650,088	4,384,713	8,075,348	14,670,419
%Change in sales	-21%	-8%	7%	24%	46%
Gross Margin	23%	35%	56%	73%	92%
Wage expense %	15%	21%	30%	39%	50%
Net Operating Profit Margin	-2%	2%	6%	10%	15%
Net Operating Profit\$	-68,473	64,743	248,961	546,370	1,110,563
ROA	-5%	5%	17%	32%	51%
ROE	-13%	9%	37%	82%	165%

Table 2.15 – 32990 Other Construction Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	214,065	352,069	586,598	1,001,846	1,951,652
%Change in sales	-43%	-21%	-2%	20%	44%
Gross Margin	33%	55%	78%	91%	100%
Wage expense %	11%	19%	29%	43%	55%
Net Operating Profit Margin	-9%	0%	6%	14%	25%
Net Operating Profit\$	-43,551	2,064	35,967	100,044	223,447
ROA	-14%	1%	12%	32%	53%
ROE	-26%	0%	24%	67%	138%
Small					
Sales\$	575,023	946,831	1,611,283	2,644,915	4,788,445
%Change in sales	-32%	-13%	5%	27%	59%
Gross Margin	31%	52%	75%	93%	100%
Wage expense %	13%	21%	32%	43%	56%
Net Operating Profit Margin	-6%	1%	6%	13%	22%
Net Operating Profit\$	-68,372	8,968	87,498	246,668	509,973
ROA	-10%	1%	15%	34%	54%
ROE	-23%	2%	28%	74%	155%
Medium					
Sales\$	1,732,339	2,683,610	5,155,562	9,031,013	13,971,038
%Change in sales	-27%	-9%	9%	31%	68%
Gross Margin	24%	43%	70%	90%	100%
Wage expense %	18%	27%	38%	49%	61%
Net Operating Profit Margin	-3%	1%	7%	14%	21%
Net Operating Profit\$	-112,414	43,597	280,973	804,302	1,694,308
ROA	-5%	3%	15%	35%	56%
ROE	-16%	7%	32%	77%	169%

Table 2.16 – 33390 Other Hardware Goods Wholesaling

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	477,002	777,833	1,372,000	2,326,501	4,528,577
%Change in sales	-31%	-12%	3%	21%	49%
Gross Margin	15%	23%	33%	45%	63%
Wage expense %	5%	9%	14%	21%	28%
Net Operating Profit Margin	-4%	1%	5%	10%	18%
Net Operating Profit\$	-35,604	10,477	70,755	173,024	392,625
ROA	-6%	2%	10%	23%	38%
ROE	-13%	4%	24%	65%	165%
Small					
Sales\$	1,303,341	2,263,487	3,699,067	5,878,528	9,584,166
%Change in sales	-16%	-6%	5%	17%	35%
Gross Margin	20%	26%	35%	46%	59%
Wage expense %	7%	10%	14%	20%	28%
Net Operating Profit Margin	-1%	2%	6%	11%	18%
Net Operating Profit\$	-16,565	55,375	202,546	499,997	984,719
ROA	-1%	4%	12%	25%	40%
ROE	-4%	7%	25%	62%	133%
Medium					
Sales\$	3,665,613	5,981,887	9,590,122	12,768,382	15,875,342
%Change in sales	-14%	-4%	8%	21%	41%
Gross Margin	22%	28%	37%	49%	61%
Wage expense %	10%	13%	17%	23%	30%
Net Operating Profit Margin	-1%	2%	6%	11%	17%
Net Operating Profit\$	-41,281	147,284	513,618	1,110,968	1,760,194
ROA	-1%	4%	12%	23%	34%
ROE	-4%	9%	27%	53%	109%

Table 2.17 34940 Electrical and Electronic Goods Wholesaling

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	323,286	575,284	1,030,360	2,002,526	3,498,442
%Change in sales	-39%	-16%	0%	19%	53%
Gross Margin	18%	29%	42%	56%	76%
Wage expense %	7%	12%	18%	27%	41%
Net Operating Profit Margin	-8%	0%	6%	14%	24%
Net Operating Profit\$	-54,233	4,030	62,510	196,012	490,521
ROA	-8%	1%	10%	24%	43%
ROE	-18%	2%	18%	51%	116%
Small					
Sales\$	1,179,016	1,981,859	3,574,965	6,264,567	9,952,470
%Change in sales	-24%	-9%	4%	16%	38%
Gross Margin	20%	29%	39%	53%	66%
Wage expense %	9%	12%	18%	26%	37%
Net Operating Profit Margin	-2%	2%	7%	14%	22%
Net Operating Profit\$	-49,931	52,765	231,262	644,519	1,227,786
ROA	-3%	4%	13%	29%	47%
ROE	-6%	6%	26%	59%	121%
Medium					
Sales\$	4,054,743	6,268,726	9,659,113	13,655,988	16,839,592
%Change in sales	-23%	-9%	4%	17%	34%
Gross Margin	24%	32%	42%	52%	63%
Wage expense %	11%	14%	20%	30%	39%
Net Operating Profit Margin	-3%	2%	6%	12%	19%
Net Operating Profit\$	-161,368	138,390	515,299	1,216,097	2,144,164
ROA	-4%	3%	12%	23%	37%
ROE	-10%	6%	23%	57%	102%

Table 2.18 – 37390 Goods Wholesaling

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	383,948	700,302	1,311,113	2,660,088	5,355,813
%Change in sales	-30%	-13%	2%	17%	41%
Gross Margin	13%	22%	33%	48%	61%
Wage expense %	4%	7%	14%	22%	32%
Net Operating Profit Margin	-4%	1%	4%	10%	18%
Net Operating Profit\$	-29,358	6,046	56,592	186,810	419,256
ROA	-4%	1%	9%	22%	39%
ROE	-11%	3%	19%	54%	125%
Small					
Sales\$	1,182,420	1,992,532	3,591,332	6,047,789	9,885,268
%Change in sales	-21%	-7%	5%	18%	38%
Gross Margin	19%	27%	36%	48%	60%
Wage expense %	6%	10%	15%	21%	29%
Net Operating Profit Margin	-1%	2%	6%	12%	19%
Net Operating Profit\$	-26,964	50,690	198,265	519,285	1,013,364
ROA	-2%	3%	12%	24%	41%
ROE	-4%	7%	25%	56%	110%
Medium					
Sales\$	3,465,363	6,181,397	9,543,075	13,825,065	16,839,592
%Change in sales	-16%	-5%	5%	17%	36%
Gross Margin	22%	30%	39%	50%	60%
Wage expense %	9%	12%	17%	22%	30%
Net Operating Profit Margin	0%	2%	6%	11%	18%
Net Operating Profit\$	-25,645	151,086	494,772	1,095,545	1,864,985
ROA	-1%	4%	11%	22%	35%
ROE	-3%	8%	23%	49%	102%

Table 2.19 – 40000 Fuel Retailing

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	552,163	1,095,768	2,854,419	4,955,744	7,172,120
%Change in sales	-18%	-8%	3%	14%	33%
Gross Margin	7%	10%	14%	25%	43%
Wage expense %	4%	4%	5%	11%	21%
Net Operating Profit Margin	0%	0%	2%	5%	8%
Net Operating Profit\$	-6,366	7,951	53,717	122,246	270,409
ROA	-2%	3%	11%	22%	40%
ROE	-4%	8%	31%	72%	255%
Small					
Sales\$	1,577,778	2,400,008	3,746,237	6,570,453	9,961,721
%Change in sales	-18%	-6%	4%	14%	32%
Gross Margin	7%	11%	17%	33%	40%
Wage expense %	4%	4%	7%	13%	16%
Net Operating Profit Margin	0%	1%	2%	4%	7%
Net Operating Profit\$	843	28,182	75,899	161,215	307,679
ROA	0%	5%	12%	22%	38%
ROE	0%	13%	32%	69%	149%
Medium					
Sales\$	2,497,794	3,571,736	6,634,267	10,857,653	15,474,057
%Change in sales	-16%	-5%	5%	15%	36%
Gross Margin	10%	14%	21%	37%	40%
Wage expense %	4%	6%	10%	13%	16%
Net Operating Profit Margin	0%	1%	3%	5%	8%
Net Operating Profit\$	7,692	65,802	150,845	319,962	534,496
ROA	1%	6%	14%	24%	38%
ROE	1%	14%	31%	63%	147%

Table 2.20 - 41100 Supermarket and Grocery Stores

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	593,465	823,478	1,292,033	2,010,981	2,876,133
%Change in sales	-19%	-7%	3%	15%	34%
Gross Margin	16%	20%	24%	30%	36%
Wage expense %	5%	7%	9%	13%	17%
Net Operating Profit Margin	-1%	0%	2%	4%	7%
Net Operating Profit\$	-9,573	4,423	20,819	56,597	125,614
ROA	-2%	1%	6%	17%	38%
ROE	-10%	4%	25%	85%	192%
Small					
Sales\$	1,109,565	1,883,961	2,733,524	4,133,783	5,724,533
%Change in sales	-15%	-4%	4%	13%	28%
Gross Margin	15%	19%	24%	30%	38%
Wage expense %	5%	7%	9%	13%	16%
Net Operating Profit Margin	0%	1%	3%	5%	8%
Net Operating Profit\$	-2,529	19,928	72,558	164,614	308,970
ROA	-1%	3%	11%	22%	37%
ROE	-4%	10%	28%	68%	138%
Medium					
Sales\$	3,028,497	4,430,727	7,168,618	10,906,045	14,810,478
%Change in sales	-8%	-2%	5%	11%	21%
Gross Margin	18%	21%	23%	27%	34%
Wage expense %	8%	9%	11%	13%	16%
Net Operating Profit Margin	0%	1%	3%	6%	8%
Net Operating Profit\$	1,790	73,288	219,122	498,171	833,046
ROA	0%	5%	13%	24%	37%
ROE	-2%	10%	28%	60%	136%

Table 2.21 – 41290 Other Specialised Food Retailing

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	263,828	360,524	546,763	957,875	1,783,876
%Change in sales	-29%	-11%	0%	12%	30%
Gross Margin	24%	35%	51%	66%	78%
Wage expense %	8%	13%	21%	30%	37%
Net Operating Profit Margin	-3%	0%	4%	10%	16%
Net Operating Profit\$	-13,738	2,426	21,956	55,102	124,310
ROA	-6%	1%	8%	24%	49%
ROE	-17%	2%	24%	72%	157%
Small					
Sales\$	466,966	642,828	955,286	1,448,257	2,566,731
%Change in sales	-16%	-5%	3%	14%	32%
Gross Margin	31%	40%	60%	70%	75%
Wage expense %	12%	17%	27%	37%	45%
Net Operating Profit Margin	-1%	1%	4%	11%	17%
Net Operating Profit\$	-11,492	10,001	42,469	111,005	226,981
ROA	-3%	3%	11%	27%	46%
ROE	-9%	5%	27%	70%	147%
Medium					
Sales\$	1,001,397	1,295,900	1,925,879	3,002,948	5,502,637
%Change in sales	-13%	-2%	4%	14%	32%
Gross Margin	37%	55%	68%	76%	79%
Wage expense %	18%	27%	38%	44%	48%
Net Operating Profit Margin	-1%	2%	6%	12%	18%
Net Operating Profit\$	-8,691	39,588	122,187	276,395	514,274
ROA	-2%	6%	16%	30%	54%
ROE	-5%	12%	32%	76%	159%

Table 2.22 – 42310 Hardware and Building Supplies Retailing

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	492,495	707,504	1,062,245	1,579,102	2,512,084
%Change in sales	-17%	-5%	5%	16%	36%
Gross Margin	20%	28%	36%	44%	57%
Wage expense %	8%	11%	15%	20%	26%
Net Operating Profit Margin	0%	2%	5%	10%	17%
Net Operating Profit\$	-2,994	17,370	59,274	130,505	243,974
ROA	-1%	4%	10%	23%	43%
ROE	-5%	6%	21%	56%	133%
Small					
Sales\$	1,148,629	1,659,227	2,554,178	4,067,419	6,267,523
%Change in sales	-13%	-3%	6%	18%	37%
Gross Margin	22%	28%	34%	40%	52%
Wage expense %	9%	12%	16%	20%	25%
Net Operating Profit Margin	-1%	2%	6%	11%	16%
Net Operating Profit\$	-15,525	43,828	153,345	327,056	665,737
ROA	-2%	4%	14%	25%	39%
ROE	-6%	9%	28%	62%	136%
Medium					
Sales\$	3,661,657	5,782,332	8,280,488	11,789,271	15,172,108
%Change in sales	-10%	-2%	7%	17%	32%
Gross Margin	24%	27%	31%	37%	45%
Wage expense %	9%	11%	15%	18%	23%
Net Operating Profit Margin	0%	3%	6%	9%	13%
Net Operating Profit\$	15,200	199,032	443,656	825,153	1,330,259
ROA	1%	5%	12%	23%	36%
ROE	1%	10%	26%	58%	120%

Table 2.23 – 42510 Clothing Retailing

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	301,114	404,009	613,914	1,021,735	1,696,518
%Change in sales	-26%	-13%	0%	15%	35%
Gross Margin	31%	38%	46%	56%	72%
Wage expense %	10%	15%	20%	26%	33%
Net Operating Profit Margin	-4%	1%	7%	13%	21%
Net Operating Profit\$	-18,959	5,860	39,340	93,938	201,488
ROA	-7%	2%	13%	29%	51%
ROE	-16%	3%	28%	76%	182%
Small					
Sales\$	603,769	865,656	1,340,781	2,143,726	3,491,264
%Change in sales	-21%	-9%	2%	17%	42%
Gross Margin	32%	39%	46%	53%	64%
Wage expense %	12%	15%	20%	24%	30%
Net Operating Profit Margin	-1%	2%	7%	13%	19%
Net Operating Profit\$	-13,777	20,333	85,309	213,579	435,995
ROA	-2%	4%	14%	30%	53%
ROE	-6%	8%	29%	76%	138%
Medium					
Sales\$	2,073,755	3,437,797	5,619,146	8,912,432	13,894,164
%Change in sales	-22%	-7%	6%	21%	44%
Gross Margin	36%	42%	50%	60%	68%
Wage expense %	12%	15%	20%	25%	31%
Net Operating Profit Margin	-2%	2%	6%	13%	19%
Net Operating Profit\$	-89,811	81,427	330,329	816,554	1,455,831
ROA	-3%	4%	15%	31%	53%
ROE	-10%	8%	32%	78%	152%

Table 2.24 – 42711 Chemist or Pharmacy Operations

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	529,073	756,213	1,197,204	1,990,113	3,827,966
%Change in sales	-21%	-7%	4%	13%	37%
Gross Margin	23%	31%	36%	41%	49%
Wage expense %	5%	8%	13%	19%	27%
Net Operating Profit Margin	0%	4%	10%	15%	20%
Net Operating Profit\$	1,221	35,051	124,038	247,668	448,341
ROA	0%	5%	12%	19%	36%
ROE	-2%	12%	30%	79%	149%
Small					
Sales\$	1,014,208	1,545,160	2,417,527	3,383,896	4,744,389
%Change in sales	-13%	-3%	4%	14%	30%
Gross Margin	25%	31%	36%	40%	46%
Wage expense %	9%	12%	15%	19%	24%
Net Operating Profit Margin	2%	6%	10%	15%	21%
Net Operating Profit\$	47,079	112,853	230,394	397,664	625,024
ROA	3%	7%	12%	19%	29%
ROE	5%	15%	34%	80%	173%
Medium					
Sales\$	2,976,478	4,425,315	6,903,081	11,733,228	15,508,929
%Change in sales	-11%	-3%	4%	11%	23%
Gross Margin	20%	22%	31%	36%	40%
Wage expense %	9%	10%	12%	16%	20%
Net Operating Profit Margin	1%	3%	6%	10%	16%
Net Operating Profit\$	68,972	207,379	403,812	629,405	978,684
ROA	2%	6%	11%	17%	25%
ROE	3%	11%	25%	55%	119%

Table 2.25 – 42799 Other Store-Based Retailing n.e.c

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	299,119	450,369	824,409	1,746,371	3,121,833
%Change in sales	-26%	-13%	0%	14%	35%
Gross Margin	12%	27%	42%	55%	70%
Wage expense %	5%	10%	17%	25%	36%
Net Operating Profit Margin	-3%	1%	4%	10%	18%
Net Operating Profit\$	-18,752	5,513	36,630	98,694	197,728
ROA	-5%	1%	9%	23%	42%
ROE	-15%	3%	24%	64%	142%
Small					
Sales\$	674,961	1,109,120	1,993,243	3,442,523	5,972,822
%Change in sales	-20%	-6%	3%	16%	34%
Gross Margin	17%	30%	41%	52%	63%
Wage expense %	7%	11%	17%	24%	32%
Net Operating Profit Margin	-1%	1%	5%	11%	16%
Net Operating Profit\$	-16,804	24,375	96,492	237,694	482,552
ROA	-2%	3%	12%	25%	45%
ROE	-7%	7%	26%	61%	138%
Medium					
Sales\$	1,950,818	3,065,197	5,470,575	9,845,441	14,887,190
%Change in sales	-17%	-4%	5%	17%	33%
Gross Margin	21%	30%	41%	52%	62%
Wage expense %	9%	12%	17%	23%	31%
Net Operating Profit Margin	0%	2%	5%	10%	15%
Net Operating Profit\$	-5,515	75,411	261,637	638,323	1,198,081
ROA	-1%	5%	13%	24%	42%
ROE	-2%	11%	29%	66%	132%

Table 2.26 - 44000 Accommodation

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	187,896	311,809	437,969	720,435	1,202,583
%Change in sales	-33%	-15%	0%	13%	33%
Gross Margin	47%	83%	95%	100%	100%
Wage expense %	12%	17%	25%	34%	47%
Net Operating Profit Margin	-8%	1%	10%	22%	36%
Net Operating Profit\$	-28,588	4,243	47,927	113,488	219,570
ROA	-4%	1%	10%	20%	36%
ROE	-17%	1%	22%	71%	206%
Small					
Sales\$	360,594	525,183	808,145	1,212,360	1,946,931
%Change in sales	-30%	-14%	1%	16%	41%
Gross Margin	47%	76%	93%	99%	100%
Wage expense %	15%	20%	28%	36%	45%
Net Operating Profit Margin	-4%	2%	11%	24%	36%
Net Operating Profit\$	-33,135	18,485	83,546	194,048	355,760
ROA	-3%	2%	8%	19%	38%
ROE	-10%	3%	19%	56%	140%
Medium					
Sales\$	1,126,833	1,787,737	3,181,945	5,739,077	10,456,872
%Change in sales	-28%	-10%	3%	18%	41%
Gross Margin	39%	56%	73%	88%	97%
Wage expense %	17%	22%	29%	36%	42%
Net Operating Profit Margin	-5%	1%	7%	16%	26%
Net Operating Profit\$	-134,517	31,739	220,736	533,191	1,119,566
ROA	-4%	2%	8%	19%	35%
ROE	-11%	2%	17%	47%	130%

Table 2.27 - 45110 Cafes and Restaurants

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	193,378	273,379	386,967	539,320	775,253
%Change in sales	-34%	-16%	0%	13%	28%
Gross Margin	52%	59%	64%	70%	76%
Wage expense %	17%	22%	28%	35%	43%
Net Operating Profit Margin	-5%	0%	4%	10%	19%
Net Operating Profit\$	-13,977	1,270	15,211	43,296	95,303
ROA	-8%	1%	10%	26%	49%
ROE	-22%	4%	33%	88%	226%
Small					
Sales\$	348,854	482,130	673,580	950,997	1,321,186
%Change in sales	-26%	-11%	1%	15%	39%
Gross Margin	54%	60%	64%	69%	73%
Wage expense %	20%	26%	32%	38%	43%
Net Operating Profit Margin	-3%	1%	5%	11%	18%
Net Operating Profit\$	-16,426	4,507	30,596	83,005	154,424
ROA	-7%	2%	12%	30%	55%
ROE	-19%	5%	35%	93%	224%
Medium					
Sales\$	806,082	1,147,805	1,725,584	2,673,071	4,055,885
%Change in sales	-22%	-10%	1%	16%	42%
Gross Margin	55%	62%	66%	70%	73%
Wage expense %	26%	30%	36%	41%	45%
Net Operating Profit Margin	-2%	1%	5%	10%	16%
Net Operating Profit\$	-35,090	16,766	81,302	211,412	425,862
ROA	-6%	3%	14%	32%	53%
ROE	-16%	6%	35%	90%	217%

Table 2.28 - 45120 Takeaway Food Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	216,995	289,429	387,986	541,176	764,321
%Change in sales	-25%	-10%	1%	13%	31%
Gross Margin	49%	55%	61%	66%	72%
Wage expense %	17%	22%	27%	33%	40%
Net Operating Profit Margin	-2%	0%	4%	9%	17%
Net Operating Profit\$	-9,434	1,012	15,199	40,140	79,431
ROA	-4%	1%	8%	23%	44%
ROE	-22%	3%	35%	89%	200%
Small					
Sales\$	357,086	489,862	690,682	964,475	1,311,861
%Change in sales	-21%	-7%	4%	17%	40%
Gross Margin	50%	58%	63%	68%	72%
Wage expense %	18%	22%	28%	33%	39%
Net Operating Profit Margin	-2%	1%	5%	10%	17%
Net Operating Profit\$	-12,066	5,538	30,574	76,735	150,468
ROA	-4%	2%	11%	27%	46%
ROE	-13%	7%	36%	95%	221%
Medium					
Sales\$	773,289	1,120,824	1,718,579	2,648,466	4,579,984
%Change in sales	-15%	-3%	5%	16%	47%
Gross Margin	52%	61%	66%	69%	73%
Wage expense %	21%	25%	29%	33%	37%
Net Operating Profit Margin	-1%	2%	5%	10%	16%
Net Operating Profit\$	-10,472	26,867	88,262	204,591	389,378
ROA	-2%	4%	14%	29%	50%
ROE	-12%	10%	39%	89%	209%

Table 2.29 – 45200 Pubs, Taverns and Bars

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	203,545	311,933	502,825	934,866	4,366,070
%Change in sales	-48%	-23%	-7%	8%	31%
Gross Margin	38%	42%	58%	67%	71%
Wage expense %	15%	17%	22%	30%	38%
Net Operating Profit Margin	-14%	-1%	4%	11%	19%
Net Operating Profit\$	-46,969	-4,719	24,330	90,104	181,548
ROA	-12%	-2%	6%	18%	35%
ROE	-35%	-4%	11%	43%	94%
Small					
Sales\$	431,385	645,414	991,057	1,639,182	3,047,225
%Change in sales	-32%	-17%	-2%	14%	40%
Gross Margin	38%	52%	62%	69%	81%
Wage expense %	12%	18%	26%	33%	39%
Net Operating Profit Margin	-8%	0%	6%	13%	24%
Net Operating Profit\$	-47,764	3,963	60,033	154,232	371,780
ROA	-9%	1%	10%	28%	52%
ROE	-22%	0%	21%	66%	154%
Medium					
Sales\$	1,301,915	2,121,763	3,744,339	6,509,483	9,620,731
%Change in sales	-26%	-12%	1%	15%	40%
Gross Margin	37%	50%	62%	70%	79%
Wage expense %	14%	18%	24%	31%	36%
Net Operating Profit Margin	-2%	3%	8%	14%	23%
Net Operating Profit\$	-41,243	68,547	283,651	682,498	1,316,985
ROA	-2%	4%	11%	24%	42%
ROE	-7%	6%	23%	64%	147%

Table 2.30 – 46100 Road Freight Transport

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	182,476	254,176	424,599	907,114	1,925,420
%Change in sales	-26%	-10%	2%	16%	38%
Gross Margin	35%	77%	100%	100%	100%
Wage expense %	10%	19%	30%	43%	54%
Net Operating Profit Margin	-7%	1%	7%	16%	26%
Net Operating Profit\$	-30,882	3,049	31,044	89,539	196,454
ROA	-11%	1%	11%	27%	48%
ROE	-27%	1%	21%	64%	147%
Small					
Sales\$	543,099	950,751	1,692,163	2,837,235	4,385,357
%Change in sales	-24%	-8%	5%	20%	45%
Gross Margin	29%	57%	96%	100%	100%
Wage expense %	12%	19%	27%	39%	52%
Net Operating Profit Margin	-6%	1%	6%	13%	21%
Net Operating Profit\$	-79,110	15,698	98,085	235,465	453,413
ROA	-9%	2%	12%	25%	43%
ROE	-23%	2%	24%	59%	123%
Medium					
Sales\$	1,774,692	3,086,170	5,500,167	9,732,243	14,614,811
%Change in sales	-16%	-5%	6%	19%	40%
Gross Margin	23%	48%	83%	100%	100%
Wage expense %	16%	24%	31%	39%	51%
Net Operating Profit Margin	-5%	0%	5%	10%	17%
Net Operating Profit\$	-161,582	18,002	226,964	646,471	1,301,600
ROA	-8%	1%	9%	20%	36%
ROE	-27%	0%	18%	50%	109%

Table 2.31 – 64190 Auxiliary Finance and Investment Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	200,076	337,609	547,490	924,629	1,686,571
%Change in sales	-31%	-10%	1%	13%	39%
Gross Margin	69%	97%	100%	100%	100%
Wage expense %	23%	36%	49%	59%	69%
Net Operating Profit Margin	-5%	4%	16%	33%	51%
Net Operating Profit\$	-17,884	13,518	84,382	238,117	549,829
ROA	-5%	4%	16%	38%	66%
ROE	-9%	6%	29%	77%	140%
Small					
Sales\$	605,798	919,522	1,438,062	2,450,864	4,731,399
%Change in sales	-19%	-5%	3%	15%	42%
Gross Margin	68%	94%	100%	100%	100%
Wage expense %	26%	39%	50%	58%	65%
Net Operating Profit Margin	-1%	7%	20%	33%	45%
Net Operating Profit\$	-11,186	83,924	258,331	581,752	1,139,856
ROA	-1%	7%	19%	39%	65%
ROE	-3%	12%	36%	85%	160%
Medium					
Sales\$	2,200,135	3,337,230	5,887,092	10,709,139	15,315,348
%Change in sales	-21%	-5%	6%	21%	50%
Gross Margin	56%	94%	100%	100%	100%
Wage expense %	30%	41%	51%	60%	66%
Net Operating Profit Margin	-14%	1%	14%	28%	37%
Net Operating Profit\$	-456,483	33,243	727,798	1,821,570	2,317,237
ROA	-8%	1%	13%	31%	55%
ROE	-20%	2%	26%	76%	153%

Table 2.32 – 67200 Real Estate Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	199,802	293,023	452,477	696,787	1,157,448
%Change in sales	-39%	-17%	1%	20%	56%
Gross Margin	76%	97%	100%	100%	100%
Wage expense %	22%	35%	47%	58%	68%
Net Operating Profit Margin	-5%	3%	13%	28%	44%
Net Operating Profit\$	-17,263	10,085	56,566	155,752	328,824
ROA	-6%	3%	17%	37%	64%
ROE	-13%	6%	33%	75%	152%
Small					
Sales\$	523,640	768,401	1,176,829	1,767,757	2,599,923
%Change in sales	-27%	-11%	3%	21%	46%
Gross Margin	59%	87%	100%	100%	100%
Wage expense %	28%	40%	49%	57%	63%
Net Operating Profit Margin	-2%	5%	14%	26%	38%
Net Operating Profit\$	-15,907	44,111	160,622	378,077	673,477
ROA	-3%	6%	18%	39%	65%
ROE	-6%	9%	34%	78%	140%
Medium					
Sales\$	1,655,624	2,326,252	3,371,225	5,152,666	8,073,512
%Change in sales	-18%	-6%	5%	21%	41%
Gross Margin	43%	67%	100%	100%	100%
Wage expense %	29%	44%	53%	60%	66%
Net Operating Profit Margin	0%	5%	14%	23%	32%
Net Operating Profit\$	0	157,612	463,736	934,456	1,645,787
ROA	0%	7%	18%	37%	63%
ROE	-1%	11%	37%	84%	173%

Table 2.33 – 69210 Architectural Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	164,888	239,470	391,431	588,322	881,958
%Change in sales	-34%	-16%	1%	21%	46%
Gross Margin	60%	92%	100%	100%	100%
Wage expense %	29%	41%	55%	65%	72%
Net Operating Profit Margin	-6%	1%	10%	24%	38%
Net Operating Profit\$	-18,483	2,881	36,049	109,764	222,377
ROA	-11%	2%	18%	39%	66%
ROE	-20%	4%	30%	72%	132%
Small					
Sales\$	525,942	749,943	1,175,680	1,782,904	2,434,367
%Change in sales	-27%	-12%	4%	24%	47%
Gross Margin	47%	85%	100%	100%	100%
Wage expense %	36%	46%	56%	64%	70%
Net Operating Profit Margin	-4%	3%	13%	23%	34%
Net Operating Profit\$	-26,117	29,177	134,183	316,605	590,096
ROA	-6%	7%	25%	49%	68%
ROE	-11%	11%	42%	85%	140%
Medium					
Sales\$	2,165,010	2,929,809	4,668,738	7,004,923	11,668,870
%Change in sales	-22%	-8%	6%	21%	45%
Gross Margin	30%	49%	96%	100%	100%
Wage expense %	35%	45%	55%	62%	67%
Net Operating Profit Margin	0%	5%	12%	20%	28%
Net Operating Profit\$	12,795	190,264	561,776	1,027,714	1,755,027
ROA	1%	11%	26%	47%	70%
ROE	1%	23%	49%	98%	166%

Table 2.34 – 69230 Engineering Design and Engineering Consulting Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	198,838	299,963	502,906	900,800	1,679,651
%Change in sales	-41%	-20%	0%	19%	54%
Gross Margin	34%	59%	91%	100%	100%
Wage expense %	13%	27%	45%	62%	73%
Net Operating Profit Margin	-7%	1%	10%	24%	38%
Net Operating Profit\$	-30,612	4,135	50,926	143,365	314,470
ROA	-10%	2%	16%	38%	62%
ROE	-19%	3%	27%	69%	134%
Small					
Sales\$	667,917	1,057,524	1,724,872	2,896,070	4,789,765
%Change in sales	-30%	-12%	5%	25%	59%
Gross Margin	27%	44%	71%	98%	100%
Wage expense %	14%	24%	39%	55%	66%
Net Operating Profit Margin	-4%	2%	9%	19%	29%
Net Operating Profit\$	-44,841	34,826	164,889	393,279	777,579
ROA	-6%	4%	19%	41%	65%
ROE	-11%	7%	34%	81%	142%
Medium					
Sales\$	2,792,217	4,101,598	6,222,970	9,942,541	14,467,631
%Change in sales	-25%	-8%	7%	26%	49%
Gross Margin	25%	38%	61%	89%	100%
Wage expense %	19%	28%	42%	57%	66%
Net Operating Profit Margin	-2%	3%	9%	16%	24%
Net Operating Profit\$	-79,713	149,054	504,270	1,072,520	1,953,908
ROA	-3%	6%	18%	38%	60%
ROE	-6%	10%	36%	83%	158%

Table 2.35 – 69240 Other Specialised Design Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	184,145	292,716	445,018	686,494	1,145,737
%Change in sales	-33%	-16%	-1%	16%	37%
Gross Margin	41%	65%	78%	91%	100%
Wage expense %	19%	31%	41%	53%	64%
Net Operating Profit Margin	-6%	1%	9%	19%	31%
Net Operating Profit\$	-21,199	4,160	39,169	96,901	185,774
ROA	-11%	2%	15%	37%	61%
ROE	-20%	3%	26%	71%	135%
Small					
Sales\$	551,137	813,427	1,262,825	1,860,879	2,805,321
%Change in sales	-24%	-11%	3%	19%	42%
Gross Margin	41%	59%	72%	82%	97%
Wage expense %	23%	32%	40%	50%	59%
Net Operating Profit Margin	-3%	3%	9%	18%	26%
Net Operating Profit\$	-24,178	30,060	111,044	241,901	494,546
ROA	-5%	6%	19%	38%	60%
ROE	-12%	10%	35%	75%	150%
Medium					
Sales\$	1,903,073	3,047,835	4,549,874	6,567,301	10,230,476
%Change in sales	-20%	-9%	5%	23%	47%
Gross Margin	36%	47%	67%	78%	92%
Wage expense %	21%	29%	38%	46%	56%
Net Operating Profit Margin	-3%	3%	10%	17%	23%
Net Operating Profit\$	-92,160	99,021	426,578	852,860	1,354,164
ROA	-5%	6%	23%	39%	60%
ROE	-10%	12%	47%	95%	192%

Table 2.36 – 69310 Legal Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	245,311	350,991	509,667	753,230	1,059,370
%Change in sales	-31%	-14%	2%	21%	45%
Gross Margin	77%	90%	100%	100%	100%
Wage expense %	30%	40%	50%	59%	67%
Net Operating Profit Margin	-3%	4%	15%	30%	43%
Net Operating Profit\$	-11,028	14,737	72,226	175,331	330,306
ROA	-4%	6%	25%	50%	74%
ROE	-10%	10%	43%	93%	171%
Small					
Sales\$	564,918	803,635	1,196,529	1,863,760	2,628,661
%Change in sales	-21%	-8%	4%	20%	43%
Gross Margin	71%	86%	99%	100%	100%
Wage expense %	34%	42%	51%	58%	65%
Net Operating Profit Margin	-1%	6%	16%	27%	39%
Net Operating Profit\$	-7,403	53,880	182,975	434,789	789,516
ROA	-1%	11%	29%	51%	75%
ROE	-3%	19%	52%	102%	175%
Medium					
Sales\$	2,022,177	2,809,074	4,091,313	6,935,630	10,816,672
%Change in sales	-13%	-4%	5%	18%	37%
Gross Margin	58%	85%	100%	100%	100%
Wage expense %	37%	47%	55%	61%	67%
Net Operating Profit Margin	3%	10%	19%	30%	39%
Net Operating Profit\$	56,102	315,044	739,541	1,556,145	2,317,237
ROA	5%	16%	34%	54%	74%
ROE	10%	33%	69%	125%	234%

Table 2.37 – 69320 Accounting Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	156,478	225,089	354,049	553,668	827,652
%Change in sales	-18%	-6%	3%	13%	29%
Gross Margin	82%	96%	100%	100%	100%
Wage expense %	32%	45%	56%	65%	73%
Net Operating Profit Margin	-1%	3%	12%	23%	37%
Net Operating Profit\$	-3,609	8,024	37,265	102,655	208,637
ROA	-2%	5%	18%	37%	60%
ROE	-4%	9%	33%	76%	150%
Small					
Sales\$	474,244	689,505	1,034,467	1,542,520	2,099,225
%Change in sales	-10%	-3%	5%	14%	27%
Gross Margin	66%	94%	100%	100%	100%
Wage expense %	40%	49%	57%	63%	68%
Net Operating Profit Margin	1%	7%	16%	26%	37%
Net Operating Profit\$	6,353	52,378	155,035	346,403	594,152
ROA	2%	10%	24%	42%	67%
ROE	2%	19%	45%	95%	172%
Medium					
Sales\$	1,765,729	2,492,998	3,498,338	5,108,030	7,146,503
%Change in sales	-8%	-1%	5%	12%	26%
Gross Margin	46%	82%	98%	100%	100%
Wage expense %	41%	49%	56%	61%	65%
Net Operating Profit Margin	3%	10%	20%	29%	38%
Net Operating Profit\$	70,539	300,326	711,628	1,241,313	1,887,529
ROA	5%	15%	28%	49%	67%
ROE	10%	28%	61%	123%	222%

Table 2.38 – 69400 Advertising Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	184,052	328,141	617,329	1,199,120	2,084,823
%Change in sales	-42%	-21%	-2%	18%	53%
Gross Margin	29%	46%	77%	100%	100%
Wage expense %	12%	23%	38%	52%	66%
Net Operating Profit Margin	-9%	0%	8%	17%	32%
Net Operating Profit\$	-36,235	299	45,575	141,242	311,345
ROA	-12%	0%	14%	36%	61%
ROE	-22%	0%	26%	76%	137%
Small					
Sales\$	648,339	1,096,193	1,855,879	3,192,404	5,870,542
%Change in sales	-29%	-12%	6%	30%	64%
Gross Margin	26%	44%	72%	93%	100%
Wage expense %	12%	21%	37%	51%	62%
Net Operating Profit Margin	-2%	3%	9%	17%	27%
Net Operating Profit\$	-33,245	37,478	155,608	399,160	763,387
ROA	-5%	5%	21%	42%	64%
ROE	-11%	10%	44%	97%	183%
Medium					
Sales\$	1,526,514	2,647,235	4,829,641	8,439,143	12,596,354
%Change in sales	-31%	-13%	4%	24%	50%
Gross Margin	28%	40%	66%	89%	100%
Wage expense %	17%	28%	44%	57%	66%
Net Operating Profit Margin	-1%	2%	8%	17%	27%
Net Operating Profit\$	-70,551	88,340	372,723	871,893	1,801,882
ROA	-3%	4%	19%	37%	57%
ROE	-10%	11%	46%	102%	187%

Table 2.39 – 69629 Management Advice and Related Consulting Services n.e.c.

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	158,138	243,215	400,063	692,267	1,309,944
%Change in sales	-42%	-20%	-1%	19%	53%
Gross Margin	45%	89%	100%	100%	100%
Wage expense %	21%	37%	55%	70%	80%
Net Operating Profit Margin	-9%	1%	10%	24%	40%
Net Operating Profit\$	-25,577	1,932	37,668	114,198	278,075
ROA	-9%	1%	15%	39%	66%
ROE	-18%	2%	27%	76%	154%
Small					
Sales\$	469,004	786,639	1,350,179	2,420,780	4,212,740
%Change in sales	-31%	-13%	5%	25%	58%
Gross Margin	37%	65%	97%	100%	100%
Wage expense %	21%	34%	51%	64%	75%
Net Operating Profit Margin	-3%	2%	10%	23%	36%
Net Operating Profit\$	-29,835	25,027	143,510	384,368	780,406
ROA	-5%	4%	20%	43%	67%
ROE	-13%	9%	40%	92%	167%
Medium					
Sales\$	1,295,254	2,282,949	4,259,024	7,934,259	13,222,472
%Change in sales	-22%	-6%	8%	27%	57%
Gross Margin	30%	55%	95%	100%	100%
Wage expense %	24%	42%	57%	69%	84%
Net Operating Profit Margin	-1%	2%	8%	17%	26%
Net Operating Profit\$	-25,692	51,216	319,009	852,974	1,771,065
ROA	-2%	4%	19%	40%	63%
ROE	-6%	12%	45%	103%	217%

Table 2.40 – 69700 Veterinary Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	295,955	417,786	624,527	912,492	1,690,090
%Change in sales	-21%	-5%	6%	17%	40%
Gross Margin	61%	70%	75%	83%	100%
Wage expense %	14%	27%	34%	42%	53%
Net Operating Profit Margin	-3%	3%	13%	23%	33%
Net Operating Profit\$	-15,116	14,028	74,632	187,446	340,175
ROA	-7%	7%	21%	40%	62%
ROE	-12%	10%	35%	87%	159%
Small					
Sales\$	703,970	945,670	1,280,886	1,694,020	2,118,204
%Change in sales	-6%	1%	8%	17%	29%
Gross Margin	66%	71%	75%	79%	84%
Wage expense %	28%	36%	41%	45%	49%
Net Operating Profit Margin	2%	7%	14%	22%	31%
Net Operating Profit\$	17,566	75,900	164,831	306,608	516,201
ROA	4%	14%	28%	47%	66%
ROE	6%	24%	51%	95%	157%
Medium					
Sales\$	1,595,761	2,053,003	2,902,046	4,222,046	6,091,932
%Change in sales	-4%	3%	9%	16%	27%
Gross Margin	66%	72%	76%	80%	85%
Wage expense %	34%	40%	44%	48%	52%
Net Operating Profit Margin	3%	8%	14%	20%	29%
Net Operating Profit\$	74,116	204,111	419,814	716,562	1,204,258
ROA	7%	17%	31%	52%	74%
ROE	13%	29%	61%	114%	216%

Table 2.41 – 70000 Computer System Design and Related Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	173,786	257,706	433,699	728,518	1,284,668
%Change in sales	-33%	-13%	3%	21%	57%
Gross Margin	39%	60%	93%	100%	100%
Wage expense %	22%	34%	53%	71%	81%
Net Operating Profit Margin	-8%	0%	7%	19%	34%
Net Operating Profit\$	-25,852	860	31,476	98,756	225,972
ROA	-13%	1%	15%	37%	62%
ROE	-24%	1%	26%	71%	138%
Small					
Sales\$	604,957	995,653	1,626,671	2,668,645	4,164,237
%Change in sales	-26%	-8%	7%	26%	62%
Gross Margin	38%	56%	77%	100%	100%
Wage expense %	23%	32%	44%	61%	73%
Net Operating Profit Margin	-9%	1%	7%	16%	28%
Net Operating Profit\$	-99,237	12,246	112,917	316,569	667,322
ROA	-13%	2%	18%	40%	66%
ROE	-26%	4%	35%	83%	152%
Medium					
Sales\$	2,283,039	3,608,692	5,946,569	9,573,493	13,762,566
%Change in sales	-27%	-7%	9%	28%	65%
Gross Margin	32%	53%	74%	99%	100%
Wage expense %	26%	36%	49%	61%	70%
Net Operating Profit Margin	-13%	1%	7%	14%	23%
Net Operating Profit\$	-456,483	56,257	381,427	944,728	1,721,956
ROA	-15%	2%	14%	34%	56%
ROE	-35%	5%	33%	82%	162%

Table 2.42 – 72110 Employment Placement and Recruitment Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	170,969	273,546	525,864	937,113	2,140,415
%Change in sales	-47%	-27%	0%	32%	74%
Gross Margin	37%	94%	100%	100%	100%
Wage expense %	20%	40%	55%	67%	78%
Net Operating Profit Margin	-9%	1%	10%	26%	44%
Net Operating Profit\$	-25,708	5,688	55,117	196,358	429,590
ROA	-12%	3%	26%	52%	73%
ROE	-25%	4%	45%	95%	145%
Small					
Sales\$	454,973	840,000	1,475,778	2,920,387	5,267,215
%Change in sales	-36%	-17%	4%	32%	68%
Gross Margin	26%	60%	100%	100%	100%
Wage expense %	19%	41%	57%	68%	79%
Net Operating Profit Margin	-2%	2%	10%	21%	33%
Net Operating Profit\$	-13,043	29,742	145,255	423,886	861,651
ROA	-4%	6%	24%	48%	71%
ROE	-6%	15%	47%	94%	158%
Medium					
Sales\$	954,384	1,803,797	3,200,034	6,056,345	10,763,457
%Change in sales	-34%	-15%	4%	30%	65%
Gross Margin	21%	37%	89%	100%	100%
Wage expense %	32%	55%	68%	77%	84%
Net Operating Profit Margin	0%	3%	8%	15%	23%
Net Operating Profit\$	304	61,230	227,672	580,193	1,205,383
ROA	0%	9%	25%	46%	69%
ROE	0%	20%	51%	109%	213%

Table 2.43 – 72120 Labour Supply Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	134,819	221,618	453,931	1,366,988	3,665,842
%Change in sales	-58%	-26%	-2%	23%	73%
Gross Margin	20%	34%	98%	100%	100%
Wage expense %	9%	22%	60%	81%	84%
Net Operating Profit Margin	-6%	0%	5%	11%	22%
Net Operating Profit\$	-26,396	978	23,756	91,346	297,276
ROA	-13%	1%	11%	32%	53%
ROE	-23%	0%	23%	66%	157%
Small					
Sales\$	329,828	519,337	817,550	1,541,132	3,503,057
%Change in sales	-42%	-19%	2%	26%	62%
Gross Margin	17%	69%	100%	100%	100%
Wage expense %	22%	42%	73%	84%	84%
Net Operating Profit Margin	-3%	0%	4%	12%	21%
Net Operating Profit\$	-28,572	3,849	42,367	118,934	267,892
ROA	-8%	2%	13%	33%	61%
ROE	-19%	3%	26%	82%	201%
Medium					
Sales\$	815,440	1,365,259	2,677,810	5,116,427	9,147,546
%Change in sales	-32%	-10%	8%	30%	73%
Gross Margin	16%	32%	100%	100%	100%
Wage expense %	43%	67%	80%	84%	84%
Net Operating Profit Margin	-2%	1%	4%	9%	16%
Net Operating Profit\$	-24,770	18,712	94,529	273,620	590,874
ROA	-5%	3%	16%	38%	60%
ROE	-10%	7%	38%	101%	205%

Table 2.44 – 73110 Building and Other Industrial Cleaning Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	137,162	212,018	402,423	793,462	1,621,646
%Change in sales	-34%	-15%	1%	15%	39%
Gross Margin	45%	80%	96%	100%	100%
Wage expense %	10%	17%	33%	55%	70%
Net Operating Profit Margin	-7%	0%	5%	13%	24%
Net Operating Profit\$	-18,308	530	19,613	65,807	137,051
ROA	-13%	1%	13%	32%	63%
ROE	-28%	0%	27%	77%	154%
Small					
Sales\$	274,747	462,601	860,803	1,628,741	3,213,671
%Change in sales	-20%	-6%	6%	20%	43%
Gross Margin	42%	68%	92%	98%	100%
Wage expense %	13%	24%	40%	57%	69%
Net Operating Profit Margin	-2%	2%	7%	15%	25%
Net Operating Profit\$	-12,944	14,165	62,052	161,259	365,163
ROA	-6%	5%	19%	37%	55%
ROE	-13%	9%	40%	80%	170%
Medium					
Sales\$	594,918	995,892	2,043,518	4,120,090	7,150,294
%Change in sales	-17%	-4%	8%	23%	49%
Gross Margin	39%	72%	94%	98%	100%
Wage expense %	19%	36%	52%	68%	76%
Net Operating Profit Margin	0%	2%	8%	15%	22%
Net Operating Profit\$	-5,955	36,732	146,627	390,470	772,367
ROA	-1%	8%	22%	41%	65%
ROE	-6%	15%	45%	93%	187%

Table 2.45 – 85110 General Practice Medical Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	251,273	354,393	488,881	670,893	955,797
%Change in sales	-22%	-10%	0%	9%	21%
Gross Margin	75%	100%	100%	100%	100%
Wage expense %	29%	40%	49%	58%	69%
Net Operating Profit Margin	-2%	0%	5%	16%	31%
Net Operating Profit\$	-8,089	883	25,624	82,516	178,168
ROA	-5%	1%	12%	33%	57%
ROE	-10%	1%	22%	66%	144%
Small					
Sales\$	417,667	647,415	995,059	1,450,215	2,035,372
%Change in sales	-20%	-6%	2%	12%	31%
Gross Margin	63%	95%	100%	100%	100%
Wage expense %	18%	31%	46%	56%	66%
Net Operating Profit Margin	-1%	3%	11%	23%	39%
Net Operating Profit\$	-2,820	28,117	102,183	256,152	443,085
ROA	-1%	7%	20%	40%	63%
ROE	-4%	12%	34%	77%	161%
Medium					
Sales\$	880,101	1,202,312	1,777,933	2,652,704	4,385,159
%Change in sales	-18%	-7%	4%	16%	40%
Gross Margin	61%	91%	100%	100%	100%
Wage expense %	23%	35%	46%	57%	64%
Net Operating Profit Margin	-1%	3%	12%	24%	38%
Net Operating Profit\$	-9,625	51,381	215,474	478,485	738,981
ROA	-2%	7%	23%	47%	74%
ROE	-4%	12%	44%	101%	194%

Table 2.46 - 85310 Dental Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	218,540	325,671	507,233	777,019	1,113,303
%Change in sales	-25%	-13%	-2%	10%	26%
Gross Margin	71%	86%	94%	100%	100%
Wage expense %	19%	31%	41%	51%	62%
Net Operating Profit Margin	-5%	1%	10%	23%	37%
Net Operating Profit\$	-14,571	4,320	48,952	131,285	276,349
ROA	-6%	2%	13%	33%	60%
ROE	-12%	3%	21%	62%	124%
Small					
Sales\$	488,874	723,955	1,048,046	1,504,029	2,115,887
%Change in sales	-17%	-7%	2%	15%	33%
Gross Margin	74%	84%	91%	100%	100%
Wage expense %	24%	32%	41%	51%	59%
Net Operating Profit Margin	0%	6%	15%	26%	40%
Net Operating Profit\$	4,104	55,136	139,735	318,199	555,450
ROA	1%	9%	22%	42%	63%
ROE	1%	16%	41%	88%	187%
Medium					
Sales\$	1,230,450	1,760,431	2,325,734	3,420,611	5,301,207
%Change in sales	-15%	-4%	6%	20%	37%
Gross Margin	62%	82%	93%	100%	100%
Wage expense %	24%	34%	44%	52%	58%
Net Operating Profit Margin	2%	7%	17%	27%	39%
Net Operating Profit\$	53,608	163,018	375,821	855,038	1,423,276
ROA	6%	12%	31%	51%	66%
ROE	8%	24%	55%	108%	219%

Table 2.47 - 85320 Optomerty and Optical Dispensing

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	248,271	421,336	577,634	743,242	996,837
%Change in sales	-15%	-7%	0%	8%	21%
Gross Margin	55%	62%	68%	73%	77%
Wage expense %	18%	24%	32%	38%	45%
Net Operating Profit Margin	-2%	3%	10%	19%	30%
Net Operating Profit\$	-8,516	11,368	54,031	118,979	206,493
ROA	-3%	5%	18%	34%	58%
ROE	-9%	7%	32%	78%	159%
Small					
Sales\$	611,744	904,113	1,401,513	2,002,756	2,467,458
%Change in sales	-11%	-3%	3%	10%	20%
Gross Margin	60%	68%	72%	74%	76%
Wage expense %	22%	26%	31%	37%	43%
Net Operating Profit Margin	1%	5%	11%	17%	24%
Net Operating Profit\$	9,189	60,519	155,871	269,783	406,601
ROA	2%	12%	27%	52%	73%
ROE	2%	19%	68%	257%	403%
Medium					
Sales\$	2,447,372	2,893,730	3,458,088	4,329,203	5,165,399
%Change in sales	-5%	0%	6%	11%	18%
Gross Margin	71%	72%	73%	74%	75%
Wage expense %	25%	27%	29%	32%	34%
Net Operating Profit Margin	6%	9%	12%	16%	19%
Net Operating Profit\$	194,953	291,184	424,760	605,334	764,355
ROA	24%	39%	57%	73%	86%
ROE	107%	196%	286%	405%	705%

Table 2.48 – 94129 Automotive Body, Paint and Interior Repair n.e.c.

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	237,849	334,815	500,140	793,075	1,172,456
%Change in sales	-33%	-12%	2%	14%	31%
Gross Margin	45%	57%	70%	87%	100%
Wage expense %	16%	25%	34%	45%	56%
Net Operating Profit Margin	-8%	0%	7%	17%	29%
Net Operating Profit\$	-29,561	1,061	38,098	106,811	235,223
ROA	-11%	0%	13%	30%	53%
ROE	-19%	1%	23%	67%	134%
Small					
Sales\$	709,798	1,047,995	1,546,424	2,336,931	3,359,932
%Change in sales	-23%	-10%	1%	14%	28%
Gross Margin	33%	47%	57%	68%	85%
Wage expense %	20%	26%	32%	38%	44%
Net Operating Profit Margin	-2%	1%	6%	12%	20%
Net Operating Profit\$	-29,849	18,086	92,109	213,201	386,099
ROA	-5%	3%	13%	30%	49%
ROE	-11%	6%	28%	67%	133%
Medium					
Sales\$	2,324,886	3,210,622	4,230,350	6,390,775	9,191,017
%Change in sales	-17%	-4%	5%	15%	30%
Gross Margin	25%	35%	49%	60%	71%
Wage expense %	22%	26%	30%	34%	41%
Net Operating Profit Margin	0%	3%	7%	13%	17%
Net Operating Profit\$	-10,174	92,257	301,192	627,047	985,973
ROA	-1%	7%	16%	32%	50%
ROE	-2%	12%	33%	69%	132%

Table 2.49 – 94199 Other Automotive Repair and Maintenance

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	267,608	411,977	588,414	838,787	1,155,487
%Change in sales	-17%	-7%	2%	12%	26%
Gross Margin	40%	50%	60%	68%	80%
Wage expense %	18%	24%	30%	37%	44%
Net Operating Profit Margin	-4%	1%	6%	12%	20%
Net Operating Profit\$	-17,325	3,849	33,099	81,530	152,199
ROA	-9%	2%	14%	31%	50%
ROE	-21%	3%	27%	67%	139%
Small					
Sales\$	729,424	997,602	1,369,298	2,030,417	3,103,992
%Change in sales	-13%	-3%	5%	16%	32%
Gross Margin	35%	48%	58%	66%	73%
Wage expense %	18%	25%	31%	37%	42%
Net Operating Profit Margin	-1%	2%	7%	13%	19%
Net Operating Profit\$	-13,488	24,506	89,433	197,501	389,559
ROA	-3%	5%	17%	32%	50%
ROE	-8%	10%	32%	72%	146%
Medium					
Sales\$	2,455,553	3,582,527	5,428,832	8,117,144	12,613,873
%Change in sales	-14%	-3%	7%	18%	38%
Gross Margin	25%	36%	52%	66%	80%
Wage expense %	15%	22%	29%	36%	44%
Net Operating Profit Margin	0%	3%	7%	11%	18%
Net Operating Profit\$	-4,807	121,764	347,981	737,926	1,230,654
ROA	0%	6%	17%	31%	48%
ROE	-3%	12%	37%	83%	148%

Table 2.50 – 95110 Hairdressing and Beauty Services

	Very Low p10	Low p25	Typical p50	High p75	Very high p90
Micro					
Sales\$	144,711	193,882	261,406	359,833	496,229
%Change in sales	-29%	-15%	-3%	7%	22%
Gross Margin	64%	81%	87%	92%	98%
Wage expense %	28%	37%	46%	55%	62%
Net Operating Profit Margin	-4%	1%	8%	16%	27%
Net Operating Profit\$	-10,658	1,673	19,076	46,688	86,669
ROA	-10%	1%	17%	35%	58%
ROE	-23%	2%	34%	81%	165%
Small					
Sales\$	289,678	397,404	552,450	777,518	1,099,213
%Change in sales	-24%	-12%	-1%	12%	30%
Gross Margin	67%	79%	86%	91%	97%
Wage expense %	31%	41%	50%	57%	62%
Net Operating Profit Margin	-2%	2%	8%	16%	25%
Net Operating Profit\$	-11,429	10,348	43,721	97,877	175,954
ROA	-5%	5%	20%	41%	64%
ROE	-14%	9%	39%	92%	196%
Medium					
Sales\$	857,599	1,138,338	1,543,684	2,355,283	3,752,466
%Change in sales	-25%	-13%	-2%	12%	31%
Gross Margin	60%	74%	85%	92%	97%
Wage expense %	30%	39%	50%	56%	61%
Net Operating Profit Margin	-1%	3%	9%	15%	22%
Net Operating Profit\$	-22,318	46,898	135,233	254,814	436,883
ROA	-4%	7%	21%	39%	65%
ROE	-10%	13%	40%	102%	210%

Appendix

Methodology for benchmarks of profitability and risk

Data and Sample

Data for our analysis is based on the company tax returns of the population of Australian SMEs in the Australian Bureau of Statistics (ABS) Business Longitudinal Analysis Data Environment (BLADE). Data within ABS BLADE provides enterprise level information including, company registrations, tax filings and business surveys.

The available data for this report covers the period of the five fiscal years from 2017/2018 to 2021/2022.

The data has been averaged over the five fiscal years and shows annualised averages.

The starting population for our analysis is a registered resident ABN business that is a company and has lodged a business income tax return with the ATO over the 2018 to 2022 period. To be included in the sample, a business must have more than 2 employees, total assets greater than \$10,000, total wages greater than \$50,000 and ROA > -100% and ROA <100%. Businesses are excluded from the starting population if they have sales of more than \$20,000,000 or more than 199 employees. Businesses are excluded if they are insolvent, in the not-for-profit, government or large market segments. To focus our analysis on the most prevalent industries, the sample is restricted to the 50 ANZSIC industries with the greatest number of businesses.

Industry Classification

Businesses are allocated to specific industry sub-groups based on their ATO business industry codes (BIC). BICs are unique 5-digit identifiers adapted from the Australian and New Zealand Standard Industry Classification (ANZSIC) codes.

Size Classification

Businesses are allocated into a size categories based on their number of employees. The size categories are:

- Micro: 1-4 employees;
- Small: 5-19 employees;
- Medium: 20-199 employees

Understanding the benchmarks for profitability and risk

To identify typical, and very low to very high values of the profitability and risk metrics, we ranked all observations of the variable from the lowest to the highest (within each industry sector and size category). For each financial metric, we then identified the values at the following specific points in the percentile distribution of the rank of the financial metric from

low to high: 10th percentile, 25th percentile, 50th percentile, 75th percentile, and 90th percentile. The observations at these specific percentile points become the reported observations that are very low, low, typical, high and very high, respectively.

The typical value is the observation at the 50th percentile, which is the median, and thus a measure of a normal value for the financial metric. The very high value is the observation at the 90th percentile of a rank of entities from lowest to highest on this metric. Thus, only 10% of entities have values greater than the 90th percentile and these values can therefore be considered to have a very high value and are “very unusual”. The high value is the observation at the 75th percentile of a rank of entities from lowest to highest on this metric and only 25% of entities have values greater than this observation and thus can be considered “unusual”. Likewise, a very low value is the observation at the 10th percentile of a rank of entities from lowest to highest on this metric and only 10% of entities have an observation lower than this value. A low value is the observation at the 25th percentile of a rank of entities, and only 25% of entities have an observation lower than this value.

As an illustration, for ANZSIC #45110 *Coffeeshop - Small* sector (see Table 2.27):

- The median and thus typical values for net operating profit is \$30,596 and net operating profit margin is 5%.
- The very high value of the net operating profit margin is 18%. This is the value at the 90th percentile and implies that only 10% of entities have a net operating profit margin greater than 18% and thus these entities can be deemed unusual.
- The low value of net operating profit margin is 1%, this is the value at the 25th percentile and implies, that 25% of entities have a net operating profit margin lower than 1%.
- Values below the 25th or greater than the 75th percentile can be considered “unusual” or “not typical”.¹

The percentiles for each metric are determined independently. Therefore, a specific entity may be represented in different percentile bands for individual financial metrics. However, it is expected that there is a high degree of correlation between entities and the percentile bands across the metrics.

¹ More generally, the Xth percentile of a variable’s distribution is the value for which X% of the observations are less and (1-X)% are greater. So for net operating profit for small businesses the 90th percentile is \$xxx which implies 90% of companies have net operating profit lower than \$xxx and 10% of companies have profits greater than \$xxx. The 75th percentile is \$xxx which implies that 75% of companies have net operating profit lower than xxx% and 25% of companies have profits greater than \$xxx.

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