

Acclipse BenchmarkIT — Overview of Reports

Although each report and sector in Acclipse BenchmarkIT is different, each report page shows you:

- The indicator used (eg *Business Income*), together with the ranges used to organise the firms in the sample into subgroups.
- A set of averages under each column heading for the firms with that particular feature.
- The ratios (shown on the left).

You will sometimes find unique categories that apply to particular business types, for example:

- Medical practices with or without shared offices
- Firms located in leased or freehold premises
- Firms renting premises in a shopping centre
- Full-time or part-time businesses

These unique categories enable you to examine businesses from different angles and find a relevant basis of comparison for each business. Here are some situations where you might use unique categories:

- Rent per square metre may be higher in a shopping centre than a street-front shop. The impact of a higher passing trade, the convenience of plentiful parking, and the promotion of the entire centre are all given as reasons for higher rent. A business owner might react to this by reducing other costs, trading at a higher gross profit margin, or taking less floor space. Consequently, the rent expense might differ as a percentage in the shopping centre firms. Other occupancy costs may vary and the sales per square metre may also differ.
- For a business in a remote town, the wage structure per week might differ from that of a suburban business. The rural business might need to offer better salaries to attract people to the town. Alternatively there might be a plentiful supply of skilled people in the town, enabling the business to pay lower wages. Rent per square metre might be lower and it may be necessary to carry more stock to compensate for longer delivery times in remote areas. You can test all these scenarios by examining a special set of averages for *Small Rural Towns*.
- Firms that own their premises have more assets than equivalent businesses which rent. Owning the building might require more debt and more interest (in dollars and possibly in percentages of turnover). Owning the business may also affect depreciation costs, the amount spent on *Other Occupancy Costs* (eg through rates or land taxes), and the *Asset Turnover* ratio.
- You might have a client whose business doesn't precisely match the definition in Acclipse BenchmarkIT. For example, if you are comparing a sound system retailer to the average of the *Electrical Appliance Retailer*, you can check a few key figures to assess the viability of the comparison. If the client's results for *Gross Profit Margin* and *Gross Profit per Person* are reasonably close to the averages, the comparison should run reasonably well. These indicators are good for retailers and contractors. If your client is an agency or professional, look at *Revenue per Person* as an overall guide.

The table provides descriptions of key reports.

Report	Description
<i>Comparison Report</i>	Access detailed comparison information for landmark ratios (eg <i>Gross Profit, Wages, Rent, Income</i>). The results are compared with businesses that have a similar size, profit, and region.
<i>Credit Check</i>	View a combined report on balance sheet information, subdivided according to all available splits (eg <i>Income, Net Profit, Location</i>).
<i>Overhead & Asset Turnover Graphs</i>	View results for <i>Major Overheads</i> and <i>Assets and Stock</i> turnover in a bar graph.
<i>Profit Analysis Report</i>	View results according to <i>Net profit</i> amounts (usually on a per owner basis) along with a total average for the industry.
<i>Profit Gap Report</i>	Determine the level of change needed in several key ratios to return the results achieved by high profit firms.
<i>Questionnaire</i>	Give this simple data entry form to clients to fill in the nonfinancial details of their business. You may choose to work through this with them.
<i>Results By Location Report</i>	Compare your client data to premises in a similar location (eg mall or major city) and view results according to broad geographic (state) or urban/rural areas.
<i>Trading Graphs</i>	Compare trading results in a bar graph.
<i>Turnover Analysis</i>	Restrict the comparisons to other businesses with similar income and view the results in income ranges.