

CONFIDENTIAL REPLY FORM

Wire Fabricators Association

Information Exchange Program

***Annual Financial Information Questionnaire
For the year ending 12/31/09***

Reply deadline: Tuesday, June 1, 2010

Company Prepared by Date

1) Critical Profit Variables

- a) Annual Sales Volume \$ _____
- b) Gross Margin Percentage _____%
(Sales - Cost of Good Sold) / Sales
- c) Overhead Expense Percentage _____%
General + Sales + Administrative / Sales
- d) NBT Profit Margin _____%
Net Before Tax Income / Sales

2) Profit Ratios

- a) Asset Turnover (Sales / Assets) _____%
Measures how efficiently a company uses its assets to generate sales
- b) Return on Assets (NBT Income / Assets) _____%
Measures how much profit a company's assets generate
- c) Return on Equity (NBT Income / Equity) _____%

3) Financial Ratios

- a) Current Ratio (Current Assets / Current Liabilities) _____ to 1
Measures how quickly a company can meet its short-term obligations
- b) Quick Ratio (Cash + AR / Current Liabilities) _____ to 1
Eliminates inventory, which could take longer to convert to cash
- c) Debt to Equity Ratio (Total Liabilities / Equity) _____ to 1
Shows how much a company is financed by outside lenders compared to the owners
- d) Financial Leverage (Assets / Equity) _____ to 1
Illustrates how much a company's assets are financed by outside lenders

e) Average Collection Period (Days) _____
(360 x Average Receivables) / Net Sales

f) Inventory Turnover (Cost of Goods Sold / Average Inventory) _____
A high inventory turnover is preferable; however, it can indicate a stock shortage.
A low inventory is indicative of overstocking or a low sales volume

4) Productivity Measurements

a) Total Number of Employees _____

b) Sales Per Employee \$ _____

c) Sales Per Factory Square Foot \$ _____

d) Total Direct Manufacturing Labor Hours _____

e) Annual Steel Usage (2009 **in pounds**) _____ pounds

f) Chief Executive Compensation

i) 2009 Salary W-2 Wages (Do NOT include bonus) \$ _____

ii) 2009 Bonus W-2 Wages \$ _____

iii) 2009 Total benefits package \$ _____
(wages, bonus, 401k, pension, HSA, etc.)

g) Plant Manager

i) 2009 Salary W-2 Wages (Do NOT include bonus) \$ _____

ii) 2009 Bonus W-2 Wages \$ _____

h) Average Sales Commission Percentage _____%

i) Selling Expenses as a Percent of Gross Sales _____%

j) Capital Expenditures as a Percent of Gross Sales _____%

5) Software

a) What accounting software do you use? _____

i) Are you pleased with it? _____

ii) How many people do you have that administer this system? _____

b) What job scheduling/production control software do you use? _____

i) Are you pleased with it? _____

ii) How many people do you have that administer this system? _____

NOTE: This form must be received by the Wire Fabricators Association **no later than Tuesday, June 1, 2010.**
Late questionnaires will delay report results.

Return to:

Roseanne M. Hoban
Executive Director
Wire Fabricators Association
P.O. Box 304
Montgomery, IL 60538-0304
(630) 896-1469
(209) 633-6265 FAX
rhoban@wirefabricators.org