



**STATISTICS FOR THE  
AUTOMATION SOLUTION MARKETPLACE - 2023**

<b>Business Statistic</b>	<b>Typical AHTD Distributor</b>	<b>High Profit AHTD Distributor</b>	<b>Your Company</b>
<b>Typical Sales Volume</b>	\$20M	\$25M	
<b>Gross Margins %</b>	25 – 30%	30% - 35%	
<b>Operating Expense %</b>	20% - 25%	15% - 20%	
<b>Profit Margin (pre-tax) %</b>	5% - 10%	10% - 15%	
<b>Sales Per Employee</b>	\$500,000	\$700,000	
<b>Return on Assets % (pretax)</b>	8%-10%	35%	
<b>Asset Turnover</b>	3%-3.8%	3.7%	
<b>Inventory Turn Over (times)</b>	7.2	6.4	
<b>Average A/R Collection Period (Days)</b>	50	45	
<b><u>Primary Financial Objective</u></b>	<b><u>Return on Assets</u></b>	<b><u>Return on Net Worth</u></b>	<b><u>Effect on Company Performance</u></b>
<b>Minimum</b>	4 - 5%	8 – 10%	Minimum long-term return necessary to ensure survival
<b>Target</b>	8 – 10%	15 – 20%	Satisfies owners’ minimum needs, but doesn’t provide for growth or offset inflation.
<b>Top Performance</b>	15 – 20%	30 – 40%	Would make the firm of the top profit producers in the industry