



Financial Benchmarking To Guide Your Business And Your Industry

Maybe this year wasn't your company's best or maybe it's been exceptional. Maybe your revenue improved dramatically or your employee costs increased more than expected. Maybe you experienced staff shortages or rising freight costs. How much of this was due to conditions affecting the whole industry? How much was due to your actions? What are the most beneficial changes you can make to improve profitability in the current business environment?

The **CETA Benchmark Study** provides answers to many of your questions and more. Study results provide an annual analysis of the current state of the industry and of your firm compared to the industry. The analysis provides insights into changes you can make to guide your business planning for improving your current financial performance. Annual study reports are even valuable assets in future support and decision making roles for operating loan applications, valuations for succession or sale of your business, shareholder reports, SEC filings and more.

Financial benchmarking studies compare the key financial and operating metrics of your business with the performance of others in your industry. These comparisons identify performance gaps that reveal your company's strengths and weaknesses relative to the experience of others in the industry.

Annual industry metrics are vital for directing your management team's efforts to improve profitability. The modern business practice of continuous improvement requires regularly monitoring key metrics to evaluate whether changes made to improve performance are actually effective. Annual benchmarking provides the framework to track and regularly measure these metrics.

The CETA Benchmark Study analyzes the key financial and operating metrics of the firms in your industry. The study analyzes all firms as well as firms in small to large revenue brackets. Most importantly, the top performing firms are identified and analyzed to provide insights into practices that make them successful. Your firm's performance and trend metrics are compared with other members' to identify key areas where your firm has a business advantage, an opportunity for improvement or a weakness your management team should address.

Since the CETA Benchmark Study analyzes CETA members exclusively, ***it is the only source of benchmark metrics specific to CETA.*** This study is CETA's community-sourced asset for comparing your firm's performance with the performance of your peers.

This CETA study is a ***free member benefit.*** That's a tremendous bargain. Some accounting firms offer limited analytic services but they are not based on CETA industry data and they are not free.

It is ***easy to participate*** in this study. Since the benchmark survey only collects essential data, it usually takes an hour or so to complete. You can skip questions you can't answer or reasonably estimate. You can choose to provide general data without providing sensitive detail (for example, you can report total payroll without reporting owner compensation).

Profit Planning Group conducts the annual benchmark study for CETA to ensure that your data is held in strict confidence. ***CETA never has access to your data.*** You enter your data in a familiar spreadsheet environment on your computer rather than on a vulnerable web page exposed to the internet. You submit your data directly to Profit Planning Group by email or through Profit Planning Group's exclusive, easy-to-use secure dropbox.

Your data is securely managed by Profit Planning Group. Data is stored anonymously on secure servers that are not connected to the internet. Profit Planning Group conducts the analysis and sends the study results directly back to you in a confidential report. Documents submitted for the study are destroyed after the analysis. Profit Planning Group has managed confidential data for thousands of studies over more than 35 years without a security incident.

Profit Planning Group's analytics employ their proprietary financial modeling technology. These academically validated methods statistically derive models from aggregated industry data. Your firm is compared with these models to evaluate your performance within the industry.

Your performance evaluation is presented in your confidential Performance Analysis Report™ (PAR). **The PAR is customized just for your firm -- it's the most valuable benefit of the study.** The PAR presents detailed metrics and narratives for the topics below and more. To facilitate convenient, direct comparisons with others in your industry, your results are presented next to results for a typical firm, a typical high profit firm and a model firm in your revenue bracket.

- Return On Investment
- Revenue and Expenses
- Assets and Liabilities
- Financial Ratios
- Cash Flow and Growth
- Employee Productivity
- Products and Customers
- Operations

Other benchmark studies end here. Profit Planning Group's PAR goes further. The PAR includes guidance specifically for your firm for planning profit improvements. The PAR provides:

- An analysis and discussion of what differentiates typical and high profit performance.
- A [Performance Scorecard™](#) which graphically depicts your rank within the industry for every important financial and operational metric in a concise, one page chart.
- A trend analysis of your performance over recent years.
- A customized action plan of changes and specific action items that you can incorporate into your plan to improve performance.

In addition to the *static* Performance Analysis Report, Profit Planning Group also includes access to a *dynamic* planning tool, the [Profit Dashboard™](#). This tool allows your team to quickly test what-if scenarios to refine an action plan to kick-start immediate profit improvements.

The CETA Benchmark Study provides a unique opportunity. Your participation helps you improve your profits and also contribute to supporting your industry community at the same time. The study and members' need for comparative metrics are mutually beneficial. Members need industry benchmarks to evaluate performance. The study needs member data to compile the benchmarks. This relationship makes benchmarking a community effort. Please contribute to this valuable study now to both support your community and improve your profits.

About Profit Planning Group (PPG)

PPG is a professional corporation providing over 35 years of consulting, education and analytic services to corporations and trade associations. PPG pioneered "affordable financial benchmarking for all" by developing proprietary, academically validated statistical methods for financial modeling on the first personal computer platforms. Our small, agile team of experienced data engineers, analysts and accountants is dedicated to helping businesses like yours improve profits immediately.