

## Berylls Profit Radar Data Entry Sheet

<b>Business Name</b>	Scope: Strategic Business Unit (defined market, customers,...)	
<b>Contact Details</b>		
<b>Name</b>	<b>Last Name</b>	<b>E-Mail Address</b>

If you have any questions or want to submit the finished document, feel free to contact

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<b>Competitive Position</b>		
<b>Market Share [in %]</b>	The share of served market sales (by value) for your business in this year. Sense check: The sum of Market Share (this business) and Market Share (Top 3 businesses) must less than or equal to 100%	
<b>FY2023</b>	<b>FY2022</b>	<b>FY2021</b>
<b>Market Share Top 3 Competitors [in %]</b>	The combined market share of the three largest competitors (excluding this business) in this year. Sense Check: The sum of Market Share (this business) and Market Share (Top 3 businesses) must be less than or equal to 100%.	
<b>FY2023</b>	<b>FY2022</b>	<b>FY2021</b>
<b>Relative Perceived Quality [between -50 and +50]</b>	The quality of the goods or services relative to your main competitors taking product, service and image factors into consideration. The rating is on a scale of -50 to +50, where 0 implies equal quality. Sense check: value must be between -50 and +50	
<b>FY2023</b>	<b>FY2022</b>	<b>FY2021</b>
<b>Relative Perceived Price [between -50 and +200]</b>	Enter the relative prices of your business relative to competitors given an average market price of 100. E.g. enter 105 if your price is 5% higher than the average and 95 if your price is 5% lower than the average. Sense check: Value must be between 50 and 200.	
<b>FY2023</b>	<b>FY2022</b>	<b>FY2021</b>
<b>% Sales New Product [in %]</b>	The percentage of sales derived from 'step change' new products introduced in the last 3 years. Products must offer a new function to an existing market or an existing product to a new market (and not just a new size/recipe/pack format). They are often characterized by relatively long gestation periods, major retooling or other changes to operating facilities, separate marketing budgets, or separate product management. Sense check: Value must be between 0 and 100.	
<b>FY2023</b>	<b>FY2022</b>	<b>FY2021</b>

<b>Market environment</b>		
<b>Real Market Growth</b> [in %]	The real (inflation-adjusted) average annual rate at which the market has grown (% p.a.)	
<b>FY2023</b>	<b>FY2022</b>	<b>FY2021</b>
<b>Average Price Growth</b> [in %]	The average annual percentage change in market prices (% p.a.)	
<b>FY2023</b>	<b>FY2022</b>	<b>FY2021</b>
<b>Sales Direct to End Customer</b> [in %]	The % of your sales made directly to end customers as opposed to resellers. End customers consume the product/service or incorporate it into their offering (immediate customers may also be end customers or resellers). Sense check: Value must be between 0 and 100	
<b>FY2023</b>	<b>FY2022</b>	<b>FY2021</b>

<b>Cost &amp; Capital Structure</b>		
<b>Sales Revenue</b> [in m EUR]	Total revenue from sales of products/services net of bad debts, normal discounts, and rebates (also referred to as turnover or sales proceeds). If you use 'total cost' accounting, you can use the sales value of production providing there are not significant differences in year-end inventory.	
<b>FY2023</b>	<b>FY2022</b>	<b>FY2021</b>
<b>Purchases</b> [in m EUR]	The cost of purchases of raw materials, energy and inbound freight. Purchases of ancillary products and services (waste disposal, maintenance, travel, legal, rent, office supplies, etc.) are not a direct input to what the customer buys – exclude these here.	
<b>FY2023</b>	<b>FY2022</b>	<b>FY2021</b>
<b>Total Sales and Marketing Costs</b> [in m EUR]	The total cost of the sales organization, media advertising, sales promotion, customer services, market research and other marketing costs.	
<b>FY2023</b>	<b>FY2022</b>	<b>FY2021</b>
<b>Total Research and Development Costs</b> [in m EUR]	The total costs incurred by this business related to future products and processes, plus R&D services purchased from outside.	
<b>FY2023</b>	<b>FY2022</b>	<b>FY2021</b>
<b>General and Admin Costs</b> [in m EUR]	All costs related to general management, planning, accounting, controlling, HR, IT, procurement, legal, HSE, etc. Include people costs, offices, supplies, utilities, outsourced services and relevant charges from corporate HQ.	
<b>FY2023</b>	<b>FY2022</b>	<b>FY2021</b>
<b>EBIT</b> [in m EUR]	Earnings before interests and taxes (Net income before interest and tax) = sales minus purchases, operations, sales & marketing, R&D and general administration & other, before exceptional one-off items, financing or tax effects (also referred to as profit, operating profit, return, income)	
<b>FY2023</b>	<b>FY2022</b>	<b>FY2021</b>
<b>Accounts Receivable (net)</b> [in m EUR]	The average value of receivables over the year, net of allowances for bad debts, i.e. money invoiced to customers but not yet received (also referred to as debtors). For all balance sheet items, a year-average number is preferred, but year-end numbers are acceptable if similar	
<b>FY2023</b>	<b>FY2022</b>	<b>FY2021</b>
<b>NBV of Plant &amp; Equipment</b> [in m EUR]	Fixed assets at gross book value minus accumulated depreciation.	
<b>FY2023</b>	<b>FY2022</b>	<b>FY2021</b>
<b>Net capital employed (average investment)</b> [in m EUR]	Working capital plus fixed assets at net book value, plus any other trading assets/liabilities, that are a normal part of doing business (i.e. operational in nature), 'Financial engineering' (e.g. goodwill, exceptional provisions, etc.) should be eliminated so that investment corresponds to EBIT.	
<b>FY2023</b>	<b>FY2022</b>	<b>FY2021</b>