



Jewelers of America's
2010 COST OF DOING BUSINESS SURVEY
&
National Jeweler's
AMERICA'S BEST JEWELER SURVEY



YOUR KEY FINANCIAL RATIOS

NOTES:

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Remember, the results of this survey are anonymous. The financial information you enter is being recorded, your identity is not.

To obtain your copy of the 2010 Cost of Doing Business Report, click [here](#) to print an Honor Card, which certifies that you have completed the online survey. See the Honor Card for submission instructions.

Your Key Financial Ratios

Ratio Name	Your Ratio Value	Formula
Net profit before tax to net sales	5.09%	(Net profit before tax/Net sales)*100
Net profit before tax to total assets	8.99%	(Net profit before tax/Total assets) * 100
Net profit before tax to net worth	11.71%	(Net profit before tax/Net worth) * 100
ebit to net sales	5.52%	((net profit + interest expense)/net sales)*100
ebit to total assets	9.74%	((net profit + interest expense)/total assets)*100
Net sales per store	\$815272.00	net sales/number of stores
sales per sq. ft. total area	\$313.57	(net sales/total sq. feet)
Sales per sq. ft. selling area	\$603.91	net sales / total sq. ft. selling area
gm/sq. ft total	\$144.17	gross profit / total sq. feet
gm/sq. ft selling area	\$277.67	Gross profit / total sq. ft selling area
selling/total store	51.92%	total sq. ft. selling / total sq. ft * 100
gross margin	45.98%	((net sales - cost of goods sold)/ net sales) * 100
inventory turnover	1.07X	cost of goods sold / inventory
gm return on inventory	91.44%	(gross profit / inventory)*100
sales to inventory	1.99X	net sales / inventory
asset turnover	1.77X	net sales / total assets
sales growth over previous year	10.84%	((total 09 sales - total 08 sales)/total 09 sales)*100
sales per full time employee	\$232934.86	net sales / # fulltime employees
sales per full and part-time employee	\$203818.00	net sales/(#full time employees + (#part time employees/2))
sales per full, part time, seas empl	\$193651.31	net sales / (#full time + #part time/2 + #full time seas/6 + #part time seas/12)
gm per full time employee	\$107099.57	gross profit / # full time employees
gm per full & part time empl	\$93712.13	gross profit/ (#full time + # part time/2)
gm per full, part, seas. empl	\$89037.65	gross profit/ (#full time + #part time/2 + #full time seas/6 + #part time seas/12)

payroll as per cent of net sales	18.95%	(payroll/net sales) * 100
payroll per full time empl	\$44146.14	payroll / # full time employees
payroll per full & part time empl	\$38627.88	payroll / (#full time empl + #part time empl/2)
payroll per full, part, seasonal empl	\$36701.07	payroll / (#full time empl + # part time/2 + #full time seas/6 + #pt seas/12)
total debt to total assets	23.23%	(total liabilities)/(total assets) * 100
long term debt to total assets	19.65%	(other liabilities)/(total assets) * 100
current ratio	27.24	total current assets / total current liabilities
quick ratio (acid test)	2.42	(total current assets - inventories) / total current liabilities
inventory to net working capital	0.95	inventory / (total current assets - total current liabilities)
Net sales	\$1630544	(net sales)
cost of goods sold as % of net sales	54.02%	(Cost of goods sold/net sales)*100
gross margin as % of net sales	45.98%	(gross profit / net sales) *100
Payroll as % of net sales	18.95%	(Payroll / Net sales)*100
Occupancy as % of net sales	8.99%	(Occupancy costs / Net sales)*100
Print advertising as % of net sales	3.99%	(print ads / Net sales)*100
Radio advertising as % of net sales	0.31%	(radio advertising / Net sales)*100
TV advertising as % of net sales	0.46%	(TV ads / Net sales)*100
Internet website advertising % of net sales	0.46%	(Internet and website ads / Net sales) *100
Promo staff as % of net sales	0.37%	(Adv and promo staff payroll / Net sales) *100
Other promotional expenses as % of net sales	0.25%	(Other promo expenses / Net sales)*100
Employee training as % of net sales	0.31%	(employee training and education / Net sales)*100
Other operating expenses as % of net sales	8.22%	(Other operating expenses / Net sales) *100
Total Operating expenses as % of net sales	40.46%	(total operating expenses / Net sales) *100
Operating profit as % of net sales	5.52%	(Operating profit / Net sales)*100
Other non-operating income as % of net sales	0.00%	(other operating income / Net sales)*100
Interest expense as % of net sales	0.43%	(Interest expense / Net sales)*100
Other non-operating expense as % of net sales	0.00%	(other non-oper expense / Net sales) *100
Net profit before tax to net sales	5.09%	(Net profit before tax/Net sales)*100

Accounts receivable as % of net sales	2.21%	(accounts receivable / Net sales)*100
Inventory as % of net sales	50.28%	(inventory / Net sales)*100
Other current assets as % of net sales	2.69%	(Other current assets / Net sales)*100
Total current assets as % of net sales	55.18%	(Total current assets / Net sales)*100
Fixed assets as % of net sales	0.94%	(Fixed assets / Net sales)*100
Other assets as % of net sales	0.50%	(Other assets / Net sales)*100
Total assets as % of net sales	56.62%	(total assets / Net sales)*100
Current liabilities as % of net sales	2.03%	(current liabilities / Net sales)*100
Long term liabilities as % of net sales	11.13%	(Other liabilities / Net sales)*100
Total liabilities as % of net sales	13.15%	(Total liabilities / Net sales)*100
Net worth as % of net sales	43.47%	(Net worth / Net sales)*100
SALES GROWTH		
% change diamonds loose	222.88%	((Diamonds loose 09 - diamonds loose '08) / diamonds loose '08) *100
% change diamond jewelry	0.15%	((diamond jewelry 09 - diamond jewelry 08) / diamond jewelry 08) * 100
% change colored stone jewelry	14.20%	((Colored stone jewelry '09 - colored stone jewelry '08) / colored stone jewelry '08) * 100
% change '06 to 07 cultured pearl jewelry	65.66%	(cultured pearl '09 - cultured pearl '08) / cultured pearl '08 * 100
% change Karat gold jewelry	23.78%	((Karat gold '09 - Karat gold '08)/ Karat gold '08) *100
% change Platinum jewelry	73.96%	((platinum 09 - platinum 08) / platinum 08) * 100
% change timepieces and watchbands	13.02%	((time pieces 09 - time pieces 08) / time pieces 08) * 100
% change all other new fine jewelry	42.19%	((other new 09 - other new 08)/ other new 08) * 100
% change estate and antique jewelry	-100.00%	((estate 09 - estate 08) / estate 08)*100
% change flatware -- All sterling silver, plated, and stainless steel flatware	Not Enough Data%	((flatware 09 - flatware 08) / flatware 08) * 100
% change appraisals	-71.52%	((appraisals 09 - appraisals 08) / appraisals 08)*100
% change repairs	-18.07%	((repairs 09 - repairs 08) / repairs 08) *100
% change fashion jewelry	-28.58%	((fashion jewelry 09 - fashion jewelry 08) / fashion jewelry 08) * 100
% change other	101.73%	((other 09 - other 08) / other 08)*100
% change total	12.16%	((total 09 - total 08) / total 08)*100
GROSS MARGINS		

gross margin diamonds - loose	34.42%	(diamonds loose gross profit 09 / diamond loose sales 09) * 100
gross margin diamond jewelry	45.40%	(gross profit diamond jewelry / 09 sales diamond jewelry)*100
gross margin colored stone jewelry	52.68%	(gross profit colored stone / 09 sales colored stone) *100
Gross margin cultured pearl jewelry	57.03%	(gross profit cultured pearl / 09 sales cultured pearl) * 100
Gross margin Karat gold jewelry	54.83%	(gross profit karat gold / sales karat gold) * 100
Gross margin platinum jewelry	38.66%	(gross profit platinum / sales platinum) * 100
Gross margin timepieces and watchbands	48.33%	(timepieces gross profit / timepieces sales) * 100
Gross margin other fine jewelry	57.15%	(Other fine gross profit / other fine sales) * 100
Gross margin estate/antique jewelry	Not Enough Data%	(estate - antique gross profit/ estate-antique sales)*100
Gross margin flatware -- all sterling silver, plated, and stainless steel flatware	Not Enough Data%	(flatware gross profit / flatware sales) *100
Gross margin appraisals	100.00%	(Appraisals gross profit / Appraisals sales)*100
Gross margin repairs	25.42%	(Repairs gross profit / repairs sales)*100
Gross margin fashion jewelry	57.59%	(fashion jewelry gross profit / fashion jewelry sales)*100
Gross margin -- other	51.45%	(Gross profit other / sales other)*100
Gross margin -- total	45.98%	(gross profit total / sales total)*100
INVENTORY TURNOVER		
Diamonds -- loose only	8.18X	((diamonds loose 09 - diamonds gross profit)/ inventory at cost)
Diamond jewelry	0.73X	(diamond jewelry sales - gross profit)/ cost)
Colored stone jewelry	0.89X	(colored stone sales - gross profit)/ cost)
Cultured pearl jewelry	1.15X	(cultured pearl sales - gross profit) / cost
Karat gold jewelry	1.04X	(karat gold sales - gross profit) / inventory at cost
Platinum jewelry	0.57X	(Platinum jewelry sales - gross profit) / inventory at cost
Timepieces and watchbands	1.04X	(Timepieces sales - gross profit) / inventory at cost)
All other fine jewelry	1.23X	(All other fine jewelry sales - gross profit) / inventory at cost
Estate / antique jewelry	Not Enough DataX	(estate & antique sales - gross profit) / inventory at cost
Flatware -- all Sterling silver, plated, and stainless steel flatware	Not Enough DataX	(Flatware sales - gross profit) / inventory at cost
Appraisals	NA	Not applicable

Repairs	Not Enough DataX	(Repairs sales - gross profit) / inventory at cost
Fashion jewelry	1.10X	(Fashion jewelry sales - gross profit) / inventory at cost
Other	3.47X	(Other sales - gross profit) / inventory at cost
Total	1.07X	(Total sales - gross profit) / inventory at cost
DISTRIBUTION OF SALES		
Diamonds -- loose only	8.35%	(Diamonds loose sales / Total sales)*100
Diamond jewelry	49.10%	(Diamond jewelry sales/ Total sales)*100
Colored stone jewelry	6.24%	(Colored stone jewelry sales / Total sales) *100
Cultured pearl jewelry	4.03%	(Cultured pearl jewelry sales / Total sales)*100
Karat gold jewelry	9.69%	(Karat gold jewelry sales / Total sales) *100
Platinum jewelry	0.13%	(Platinum jewelry sales / total sales) *100
Timepieces and watchbands	4.64%	(Timepieces sales / Total sales)*100
All other fine jewelry	1.72%	(All other fine jewelry sales / Total sales)*100
Estate / antique jewelry	0.00%	(Estate & antique sales / Total sales) *100
Flatware -- all Sterling silver, plated and stainless steel flatware	0.00%	(Flatware sales / total sales)*100
Appraisals	0.06%	(Appraisals sales / total sales)*100
Repairs	10.59%	(Repairs sales / total sales)*100
Fashion jewelry	0.51%	(Fashion jewelry sales / total sales)*100
Other	4.99%	(Other sales / total sales)*100
Total	100.00%	(Total sales / Total sales)*100
GROSS MARGIN RETURN ON INVENTORY		
Diamonds -- loose only	429.32%	(Diamonds loose gross profit / Inventory at cost)*100
Diamond jewelry	60.95%	(Diamond jewelry gross profit/ Inventory at cost) *100
Colored stone jewelry	99.13%	(Colored stone jewelry gross profit / Inventory at cost)*100
Cultured Pearl jewelry	152.35%	(Cultured pearl jewelry gross profit / Inventory at cost)*100
Karat gold jewelry	125.95%	(Karat gold gross profit / Inventory at cost)*100
Platinum jewelry	35.68%	(Platinum jewelry gross profit / Inventory at cost)*100
Timepieces and watchbands	97.10%	(Timepieces gross profit / Inventory at cost)*100

All other new fine jewelry	163.85%	(All other gross profit / Inventory at cost) *100
Estate / antique jewelry	Not Enough Data%	(Estate & antique gross profit / Inventory at cost) *100
Flatware -- all sterling silver, plated and stainless steel flatware	Not Enough Data%	(Flatware gross profit / Inventory at cost) * 100
Appraisals	Not Enough Data%	(Appraisals gross profit / Inventory at cost) *100
Repairs	Not Enough Data%	(Repairs gross profit / Inventory at cost) *100
Fashion jewelry	148.91%	(Fashion jewelry gross profit / Inventory at cost) *100
Other	367.49%	(Other gross profit / Inventory at cost) *100
Total	91.44%	
COMPANY PROFILE		
Annual net sales	\$1630544	
Full time equivalents	8.42	#full time + (#part time/2) + (#full time seasonal/6) + (#part time seasonal/12)
Number of stores	2	

SAVE & CONTINUE

SAVE & GO BACK

SAVE & EXIT