

SAMPLE COMPANY LTD

View website: www.plimsoll.co.uk

Registration Number: 00000000
 Incorporation Date: 01/01/2000
 Last Annual Return: 26-Jan-2007

Auditors: Company Auditors Ltd
 Audit. Fees: £50,000
 Secretary: Mr.C.Secretary

Registered Address: Registered Address 1
 Registered Address 2
 Registered Address Postcode

Directors
 Mr. A.Smith (54yrs, Managing Director)
 Mr. B.Smith (58yrs, Director)
 Mr. C.Smith (67yrs, Finance Director)
 Mr. D.Smith (38yrs, Ops Director)

Directors
 Mr. E.Smith (37yrs, Ops Director)
 Mr. F.Smith (42yrs, Overseas Director)
 Mr. G.Smith (62yrs, Director)
 Mrs H.Smith (62yrs, Secretary)

COMPANY ACTIVITIES AS FILED AT COMPANIES HOUSE

Comments

Period Ending	31-Jul-08	31-Jul-09	31-Jul-10	31-Jul-11	31-Jul-12	PROPOSED YEAR	
						31-Jul-13	31-Jul-13
Weeks	52	52	52	52	52	52	52
£000							
Total Sales	9047	9256	9734	10287	9320	7456	7456
Directors Fees	175	150	171	135	148	118	118
Gross Profit	1622	1654	1573	2055	1653	1323	1323
Value Added	3071	2871	2597	2869	2400	2105	2105
Trading Profit	718	557	322	707	238	532	532
Depreciation	796	686	559	476	447	357	357
Non-Trading Income	93	8	1722	6	0	0	0
Total Interest Charges	182	114	105	117	151	121	121
Pretax Profit	-167	-235	1380	120	-360	54	54
Retained Profit	546	-196	1425	13	-396	-360	-360
Fixed Assets	2132	1408	1080	1111	1244	995	995
Intangibles	0	0	0	0	0	0	0
Intermediate Assets	1	1	1	1	1	1	1
Stocks	63	72	77	95	89	59	59
Debtors	2138	1885	1884	2169	1688	1151	1151
Cash Or Equivalent	1191	992	830	791	1059	516	516
Total Current Assets	3392	2948	2791	3054	2836	1727	1727
Creditors	559	484	1093	910	1264	1166	1166
Short Term Borrowing	275	29	62	132	234	0	0
Oth.Curr.Liabilities	4454	3876	1664	1982	1654	1324	1324
Tot.Curr.Liabilities	5288	4388	2819	3024	3153	2490	2490
Net Curr.Assets	-1896	-1440	-28	30	-316	-763	-763
Shareholders Funds	-253	-450	975	988	593	233	233
Total Loan Capital	400	379	72	154	336	0	0
Other Capital Employed	90	40	6	0	0	0	0
Tot.Capt. Employed	237	-31	1052	1142	929	233	233
Pretax Profit Margin %	-1.84	-2.54	14.18	1.16	-3.86	0.73	0.73
Sales Growth %	-12	2	5	6	-9	-20	-20
Pretax Profit Growth %	79	-41	688	-91	-401	115	115
Debtor Ratio Days	86	74	71	77	66	56	56
Creditor Ratio Days	23	19	41	32	50	57	57
Stock Turnover	143	129	126	109	105	126	126
Sales £000/Employee	71	79	92	107	105	115	115
Value Added £000/Empl.	24	25	25	30	27	33	33
Av. Remun. £000/Empl.	19	20	21	23	24	24	24
Total Empl. Remu. £000	2353	2314	2275	2162	2162	1572	1572
Employees	127	117	106	96	89	65	65
Pretax Profit / Total Assets %	-5	-6	-9	3	-9	2	2

COMPANY SUMMARY

The Plimsoll Chart is low and falling indicating a decline in financial strength.
Sales per Employee is £105,000 which is well above the industry average of £90,000.
Exports contribute 13% towards the Total Sales of the company.
The company made a pretax loss of £360,000 in the latest year.
Shareholders received £120,000 in dividends this year.
Formal debt of the company has increased by £284,000, a rise of 99%.
The Profitability chart shows a well below average pretax profit return on total assets in the latest year
We expect new accounts for this company to be filed in the next couple of months, contact us for an updated analysis.
The company retained a loss in the latest year caused by making a loss on trading or the payment of a large dividend.

SAMPLE COMPANY LTD - ACQUISITION ATTRACTIVENESS ANALYSIS

COMPANY SUMMARY:

The company currently has £9.3m sales and lost £360,000, by following the proposal plan, sales would fall to £7.5m but profits would rise to £54,000.

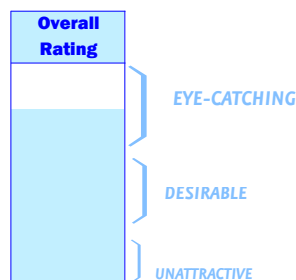
KEY ATTRACTIVENESS FEATURES:

PRIVATELY OWNED
ADD £9.3m TO SALES
ATTRACTIVE RATING
LOSING MONEY

Attractiveness Rating:

(see page 12)

- ✗ Sales growth above the industry average
- ✓ Low financial rating
- ✓ High gross earnings
- ✓ Low number of shareholders
- ✓ Big difference between current and future value
- ✓ Directors fees represent high proportion of profits
- ✗ Average age of directors is high
- ✓ Company is privately owned
- ✗ Low number of directors



Company Valuation:

(see page 14)

Year end:	31/07/2009	31/07/2010	31/07/2011	31/07/2012	Proposed Yr 31/07/2013
Total sales:	9256	9734	10287	9320	7456
Pretax Profits: £000	-235	1380	120	-360	54
Total value:	3474	2710	5207	2717	3674
Asset value:	3365	3042	3376	3022	2206
Goodwill:	109	-331	1831	-305	1468
Liabilities:	-3815	-2067	-2387	-2429	-1974
Equity value:	-341	643	2820	288	1700
% change in sales:	2	5	6	-9	-20
% change in pretax profits:	-41	688	-91	-401	115
% change in total value		-22	92	-48	35



Shareholders / Ownership:

ALAN SMITH	7,250 ORD o1
BRIAN SMITH	800 ORD o1
COLIN SMITH	6,250 ORD o1
DAVID SMITH	900 ORD o1

Holding Company: See Shareholders

Subsidiaries:

None

Acquisition / Valuation Comments:

- This company has been established 28 years.
- 2 directors are under 40 years of age.
- This company has no holding company and appears to be privately owned.
- As the company is loss making, any value can be looked at only on an asset basis.
- The value of the company has fluctuated in the last 2 years.
- The total value of the company is currently £2.7m including debts.
- The equity value, after deducting debts is £288,000.
- The company has a large board for its size, 8 directors.
- The company value is small in comparison to its sales.
- This company is rated EYE-CATCHING in terms of attractiveness.
- The proposed year is based on achieving a 2% return on total assets.
- The company's value would increase by 35% if the proposed business plan was followed.
- Profitability would increase by 115% if the proposed plan was followed.
- The proposed plan would improve the overall financial strength of the company by 172%.

Google search for more info: www.google.co.uk/search?q=PLIMSOLL+PUBLISHING