

# [Graphs for dirt bikes sales history from 2008 to 2012](https://assignbuster.com/graphs-for-dirt-bikes-sales-history-from-2008-to-2012/)

[Business](https://assignbuster.com/essay-subjects/business/)

Introduction Create graphs for Dirt Bikes sales history from 2008 to Domestic vs. International sales graph (figures in ‘ 000)
Gross margin = Gross Profit
Sales
Year201020112012
Gross Profit204572090814309
Sales615296406360144
Gross Margin0. 33250. 32640. 2379
Net Margin = Net Profit
Sales
Net Profit92477310(1444)
Sales615296406360144
Net Margin0. 15030. 1141(0. 0240)
What are Dirt Bikes best and worst performing products?
Enduro 550 brand is the best performing brand whereas Moto 450 is the poorest in market performance.
What is the proportion of domestic to international sales?
Proportion of domestic to international sales = Domestic sales
International sales
Year20082009201020112012
Domestic57236843825488898530
International528640911889762
Proportion10. 8410. 699. 0610. 0011. 19
Have international sales grown relative to domestic sales?
There is not growth in international sales with respect to domestic sales.
Are sales (revenues) growing steadily, and if so, at what rate?
PERIOD2010/20112011/2012
Year I sales6406360144
Year II sales6152964063

Sales Growth rate1. 04120. 9388
There is not steady growth rate. For example, in the period 2010/2011 there was a growth rate of 1. 0412 whereas in the period 2011/2012, there was a decline in sales.
What is the cost of goods sold compared to revenue?
Cost of Goods sold vs. Sales (in ‘ 000)
Cost of goods sold compared to revenue = Cost of Goods Sold
Sales
YEAR201020112012
Cost of goods sold410724315545835
Sales615296406360144
Cost of goods sold/sales0. 66750. 67360. 7621
Is the cost of goods sold compared to revenue (sales) increasing or decreasing?
The cost of goods sold compared to revenues is increasing across the years.
Are the firm’s operating expenses increasing or decreasing?
Both the gross and net margins for the firm are decreasing across the years.
Total Assets vs. Total Liabilities (in ‘ 000)
Is the firm heavily in debt?
No! The company is not in heavy debt as total assets throughout the years are more than total liabilities.
Does the firm have assets to pay for expenses and to finance the development of new products and information systems?
Total Current Assets vs. Current Liabilities (in ‘ 000)
Yes! The company has assets capable of paying expenses as well as financing the development of new products and information system. This is so because current assets are more than current liabilities throughout the years.
Work Cited
Parr, Danny. Dirt Bikes. Minnetonka: Capstone High Interest [Imprint], 2001. Print.