

Graphs for dirt bikes sales history from 2008 to 2012

[Business](#)



**ASSIGN
BUSTER**

Introduction Create graphs for Dirt Bikes sales history from 2008 to Domestic vs. International sales graph (figures in ' 000)

Gross margin = Gross Profit

Sales

Year 2010 2011 2012

Gross Profit 204572090814309

Sales 615296406360144

Gross Margin 0.33250.32640.2379

Net Margin = Net Profit

Sales

Net Profit 92477310(1444)

Sales 615296406360144

Net Margin 0.15030.1141(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

Year 2008 2009 2010 2011 2012

Domestic 57236843825488898530

International 528640911889762

Proportion 10.8410.699.0610.0011.19

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?

PERIOD 2010/2011 2011/2012

Year I sales 6406360144

Year II sales 6152964063

Sales Growth rate 1.0412 0.9388

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

YEAR 2010 2011 2012

Cost of goods sold 410724315545835

Sales 615296406360144

Cost of goods sold/sales 0.6675 0.6736 0.7621

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.