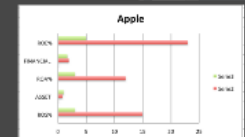
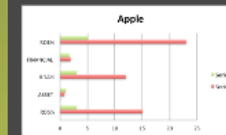


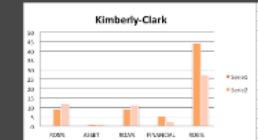
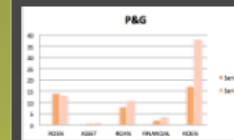
# The Financial Cockpit: Three Levers And One Flight Plan

Computers and Office Equipment Industry Category

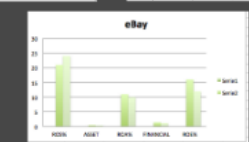
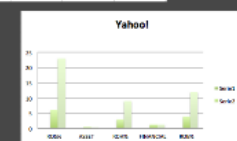
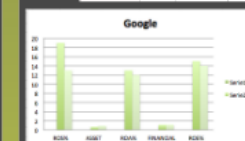
COMPANY	YEAR	ROSN	ASSET TURNOVER	ROAN	FINANCIAL LEVERAGE	ROES
H-P	5	7	1.60	7	3	21
	1	4	1.25	5	1.8	9
DELL	5	4	2.25	9	6.44	58
	1	6	2.17	14	3.62	47
APPLE	5	15	0.80	12	3.92	23
	1	3	1.00	3	3.67	5



COMPANY	YEAR	ROSN	ASSET TURNOVER	ROAN	FINANCIAL LEVERAGE	ROES
P&G	5	14	0.57	8	2.13	17
Kimberly Clark	1	13	0.65	11	3.45	38
	5	9	1.00	9	4.89	44
Estée Lauder	1	12	0.92	11	2.45	27
	5	6	1.50	9	3.22	29
	1	6	1.50	9	2.22	20



COMPANY	YEAR	ROSN	ASSET TURNOVER	ROAN	FINANCIAL LEVERAGE	ROES
Google	5	19	0.08	13	2.35	13
	1	18	0.92	12	5.17	14
Yahoo!	5	6	0.5	3	3.33	4
	1	28	0.39	9	3.39	12
eBay	5	21	0.52	11	2.45	14
	1	24	0.42	10	1.2	12



**CASE ANALYSIS**

- What was the main reason for the decline in the 1990s? ROE (return on equity) is the best indicator of a company's performance. It is calculated by dividing net income by the number of shares outstanding.
- What were the main reasons for the decline in the 1990s? ROE (return on equity) is the best indicator of a company's performance. It is calculated by dividing net income by the number of shares outstanding.

**OBJECTIVES**

In the next case we discuss the DuPont method. About the problems we have, we will discuss 3 of them and find the best answer for the justification and reach a suitable solution for the company grows favorably.

**CASE ANALYSIS**

- What company is the most profitable and why? (ROE)
- What company is the most profitable and why? (ROE)

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**Case problem**

What recommendations can Keys Jill give us on good management method that was used, the main objectives and techniques created that used to verify the fundamental differences in financial results and as brought this information to the company

**CASE ANALYSIS**

- What is the main reason for the decline in the 1990s? ROE (return on equity) is the best indicator of a company's performance. It is calculated by dividing net income by the number of shares outstanding.
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**FINANCIAL FOCUS**

WHICH CFO'S LATES ANNUAL REPORT IN HAND SHE CALCULATED THE FIVE DUPONT RATIOS, USING THE FOLLOWING FORMULA