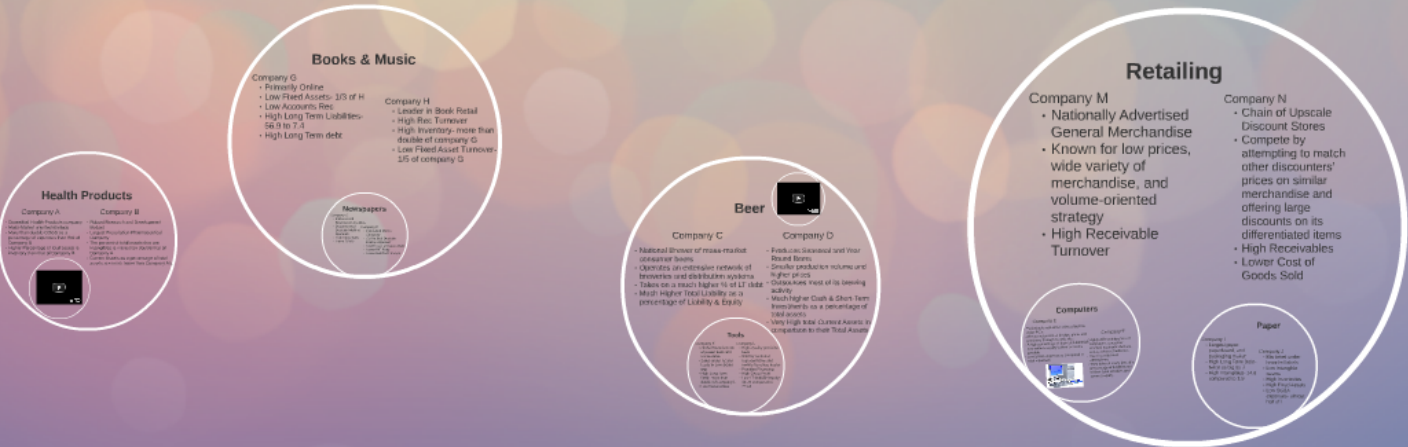
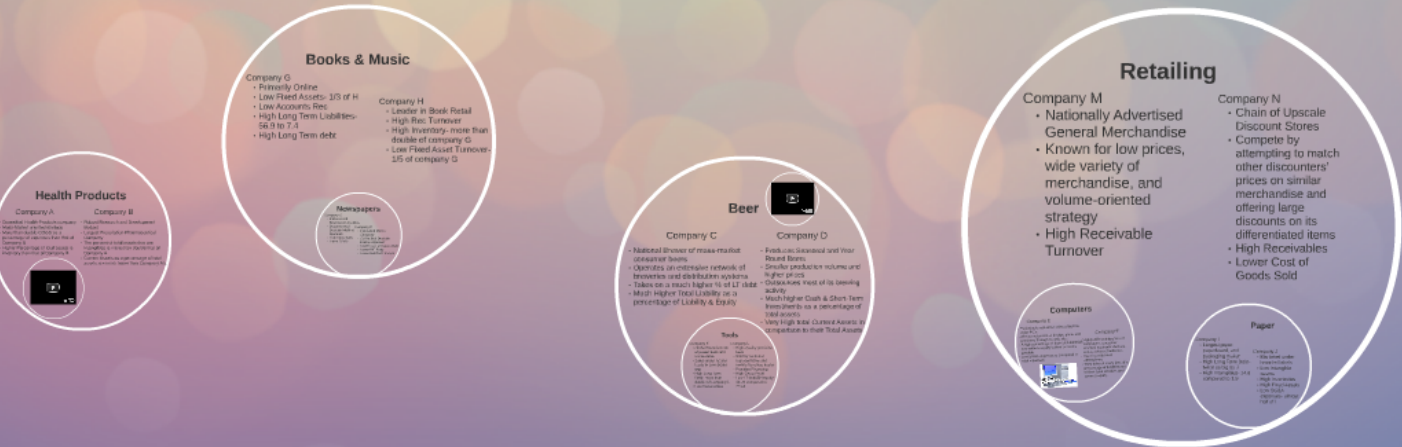


Financial Detective



Financial Detective



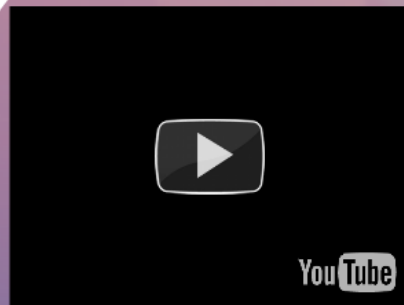
Health Products

Company A

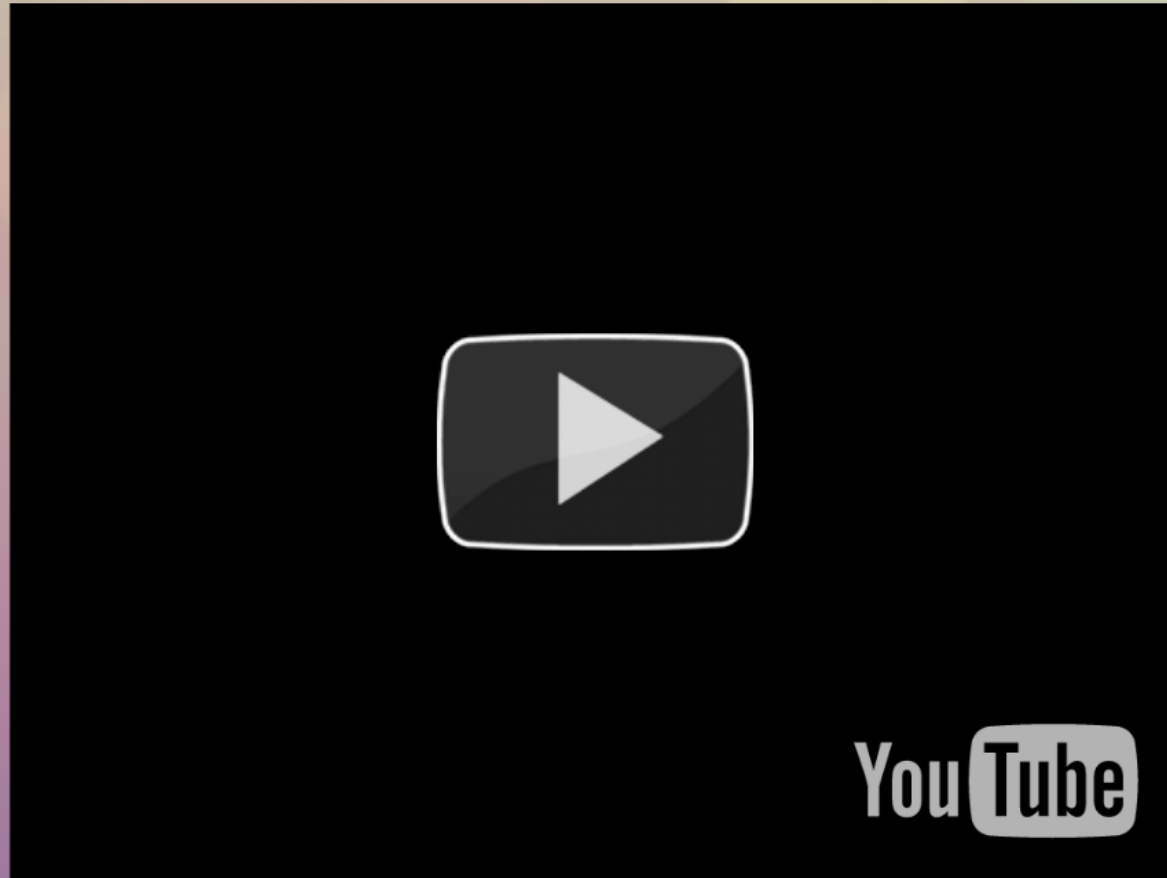
- Diversified Health-Products company
- Mass-Market oriented strategy
- More than double COGS as a percentage of expenses than that of Company B
- Higher Percentage of total assets is inventory than that of Company B

Company B

- Robust Research and Development Budget
- Largest Prescription-Pharmaceutical Company
- The percent of total assets that are Intangibles is more than double that of Company A
- Current Assets as a percentage of total assets are much lower than Company A's.



- Curre
asset



Books & Music

Company G

- Primarily Online
- Low Fixed Assets- 1/3 of H
- Low Accounts Rec
- High Long Term Liabilities- 56.9 to 7.4
- High Long Term debt

Company H

- Leader in Book Retail
- High Rec Turnover
- High Inventory- more than double of company G
- Low Fixed Asset Turnover- 1/5 of company G

Newspapers

Company O

- Midwest and Southwest Locations
- Decentralized Decision Making Approach
- High Intangibles
- Lower SG&A

Company P

- Diversified Media Company
- Centralized Decision Making Approach
- Lower Cost of Goods Sold
- Lower P/E Ratio
- Lower Net Profit Margin

Newspapers

Company O

- Midwest and Southwest Locations
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- Diversified Media Company
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- Lower Cost of Goods Sold
- Lower P/E Ratio
- Lower Net Profit Margin

Beer



Company C

- National Brewer of mass-market consumer beers
- Operates an extensive network of breweries and distribution systems
- Takes on a much higher % of LT debt
- Much Higher Total Liability as a percentage of Liability & Equity

Company D

- Produces Seasonal and Year Round Beers
- Smaller production volume and higher prices
- Outsources most of its brewing activity
- Much higher Cash & Short-Term Investments as a percentage of total assets
- Very High total Current Assets in comparison to their Total Assets

Tools

Company K

- Global Manufacturer of power tools and accessories
- Sales under retailer leads to Low SG&A exp
- High Long Term Debt- more than double of company L
- Low Receivables

Company L

- High-Quality precision tools
- Sold by technical representative and mobile franchise dealer
- Provides Financing
- High Gross Profit
- Low LT debt/SH equity- 18.29 compared to 77.03



You Tube