

Garden Centres Market Rank & Profile UK 2008

Report Sample

Garden Centres Industry 2004-2012, Garden Centres Ranking & Profiles, Industry Averages for Sales, Profitability & Key Financials 2004-2012.

September 2008

Rank & Profile Report Contents

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This report reflects MTW Research's independent view of the market which may differ from other third party views. Whilst we try to ensure that our reports are an accurate depiction of their respective markets, it must be emphasised that the figures and comment contained therein are estimates based on a mix of primary and secondary research, and should therefore be treated as such.

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Companies Included

Whilst MTW endeavour to ensure that the majority of the major companies active in the market with which this report is concerned are included, it should be noted that the list of companies included in this report is not exhaustive and the inclusion or otherwise of a company in this report does not necessarily indicate, nor should be interpreted as, a company's relevance or otherwise in a particular market. Whilst we endeavour to attain high levels of accuracy, it should be borne in mind that the rankings and other information provided within this report contain an element of estimation, should be regarded as such and treated with a degree of caution.

Estimates Provided

In order to enable benchmarking, competitor analysis and facilitate further market research, MTW have provided estimates for turnover, profit before tax and number of employees for small, medium sized and other companies who are not obliged to submit this information to Companies House. As such, in the interests of clarity, all data relating to turnover, profit and number of employees provided in this report should be regarded as independent estimates by MTW. Whilst we endeavour to attain high levels of accuracy with these estimates, they any not reflect the actual figures of a company and should therefore be treated with caution. It should be noted that the list of companies included in this report is not exhaustive and the inclusion or otherwise of a company in this report does not necessarily reflect its relevance in the market. Market size estimates provided in this report include all activity by the companies identified, which may include an element of activity outside the scope of this report.

1. Introduction to Rank & Profile Reports

MTW Research *Rank and Profile* reports are designed to provide manufacturers and distributors with an independent, comprehensive overview of the current market trends, recent trading conditions and potential sales leads within their respective markets in an easy to use and easy to disseminate format.

Based on actual sales returns and researched by market research professionals who have been writing market reports on these sectors since 1999, MTW's *Rank and Profile* reports represent an excellent tool on which to base further strategic or operational decision making, develop sales, or can simply be used to gain a greater understanding of the current and future performance of the industry.

This report enables the reader to undertake

Fast and Effective Company Analysis

With the report providing an Industry Overview with market totals, sales averages and forecasts to 2012; Ranking section; and a more detailed Profile section, the depth and range of analysis provides a comprehensive 10 year overview of the market's performance and estimated ranking for each company included in the report. Each company has a 1 page key financial indicators profile providing crucial company analysis on which to base further research and strategic decision making or develop relevant sales leads.

Market Size & Trends for Sales & Industry Value to 2012

Market size for revenue and industry value is provided from 2004 through to 2012 – based on actual sales returns, enabling a fast and accurate understanding of the key trends in the industry and likely future prospects, facilitating sales and marketing planning.

Identify & Target the Most Relevant Sales Leads

The report identifies the market leaders in the industry, and ranks them by sales, profitability and a number of other key performance indicators, enabling you to quickly identify and target the most relevant companies in the industry. The additional contact name and mailing details for each company provide the key to quickly increasing sales leads in this industry.

Benchmark & Monitor your Company's Performance against the Industry.

3 years of the most recent accounts available, supported where appropriate by our own estimates, is supplied for each company enabling the reader to understand the position of your company in the market and gauge its performance against your competitors in recent years.

Turnover & Profit Estimates for Every Company

MTW reports are unique in that we have provided an estimate for turnover and profit ranking for every company listed, enabling smaller and medium sized companies to gauge their market share, as well as the larger companies. Whilst we don't claim that every estimate we make is accurate, this will always be our aim.

• Monitor The Market Leaders' Performance.

Key financial data are provided for every company listed for the last 4 years, enabling the reader to quickly and effectively track your competitor's performance in recent years, providing an excellent foundation on which to base further SWOT analysis to provide a comprehensive review of your competitive environment.

A Company Listing More Relevant to Your Market

MTW Research have been researching and writing market reports since 1999 and as such we are able to develop a company listing which is more relevant to your chosen market, saving you time and money.

Save Your Company's Time & Money

MTW's Rank & Profile reports don't bombard you with irrelevant financial data, they are designed to enable you to engage in fast and effective market and competitor analysis. We focus on providing what's important in an easy to reference and use format.

2. UK Garden Centres Market

2.1 Introduction to this Rank & Profile Report

In order to provide an easy to use tool for the basis of a market and company analysis study, this report provides the following information:-

Garden Centres Industry Overview 2004-2012

Overview of the industry's performance 2004-2007 and forecasts to 2012, including:-

- > Total Industry Sales 2004-2012
- > Total Industry Profitability
- Combined Industry Assets & Liabilities
- > Total Industry Net Worth

Average Garden Centre Performance 2004-2012

A Profile of the 'Average' Centre in the industry, enabling effective and fast comparisons:-

- Average Garden Centre Revenue 2004-2012
- > Average Centre Profit Levels 2004-2012
- Average Assets & Liabilities 2004-2012
- > Average Net Worth 2004-2012
- Average Value of Sales per Employee 2004-2012

Garden Centre Ranking

Provided for the leading companies in tabular format:-

- > By Turnover & Individul Sales Revenue Estimates for 2007
- > By Profit
- > By Total, Combined Assets
- > By Net Worth
- By Number of Employees

Company Profile & Sales Leads

Financial data and estimates provided for the last 4 years of trading for every company:-

- > Full Registered Address, Postcode & Telephone Number
- > Turnover & Profit estimates for every company listed for 2007
- Working Capital (i.e. Cash Available),
- > Sales & Profit Per Employee (where reported)
- ➤ Debtors Value (i.e. money owed to company each year over the last 4 years)
- Fixed Assets (e.g value of land, buildings, vehicles, equipment etc)
- Current Assets (i.e cash & other assets to be sold within 1 year)
- Current Liabilities (i.e debts or obligations due in 1 year)
- ➤ Long Term Liabilities (i.e debts or obligations which extend beyond 1 year)
- ➤ Net Worth (i.e total assets less total liabilities)
- Company's Principal Activities
- > Incorporation Date
- Ultimate Holding Company & Parent Company (if applicable)
- Number of Employees (estimates given where no data exists from Companies House)
- Senior Decision Maker / Director Contact Name

Also provided as part of the "Ultimate Pack" is a comprehensive multi-use mailing and telemarketing list with comprehensive financial spreadsheet including 4 years key financial data for the industry.

2.2 Garden Centres Competitor Listing

The following table provides a listing of the companies which are included, and for the purposes of this report, defined as 'the market'.

Figure 1: Garden Centres Company Listing

Alford Nurseries & Garden Centre

Alpha Garden Centre Avon Mill Garden Centre

Aylett Nurseries

Azure Garden Centre Badger Nurseries

Ballymoney Garden Centre Barnett Hill Garden & Leisure

Barton Grange Group

Beardsworths Bell Plantation Bellis Bros

Blackmore & Langdon Blooms of Bressingham

Blue Diamond

Bourne Valley Garden Centre

Bretby Nurseries Bridgemere

Bridgford Garden Centre Brookside Garden Centre

Burston

C W Groves & Sons Cadbury Garden & Leisure Caerphilly Garden Centre

Capital Gardens Chaplins

Charlton Brook Chatsworth Garden Centre Christies Of Fochabers Garden

Centre

Codsall & Wergs Garden Centre Congleton Garden Centre

Country Homes & Gardens

Crown Nursery DJ Squire & Co

Dobbies Garden Centres Doveleys Garden Centre Dutch Imports & Daughters E H Williams Nurseries East Studdal Nurseries EMCY Garden and Leisure

Centre

Exbury Gardens Retail Fakenham Garden Centre Fermoy's Garden Centre

Ferndale Nursery & Garden

Centre

Finchley Nurseries
Fosseway Garden Centre

Fosseway Garden Cer Fromefield Nurseries Fron Goch Garden Centre Frosts Garden Centre Limited

Gordon Rigg

Grange Garden Centre Limited Grasmere Garden Centre Greenbrook Garden Centre Grosvenor Garden Centre Haddenham Garden Centre Harrington Hall Nursery Haskins Garden Centre Haskins Roundstone Garden

Centre

Hayes Gardenworld

Heighley Gate Garden Centre

Highway Nurseries
Hillier Nurseries
Holme Nurseries
Honnor & Jeffrey
Hurrans Garden Centre

In-Ex U.K
Iver Flowerland

Jacksdale Garden Centre

Kinglea Plants

Kings Garden & Leisure

Klondyke Garden Centres Limited

Lady Green Garden Centre

Lanes Landscapes
Larch Cottage Nurseries
Longmates Nurseries

Marlows Diy & Garden Centre Matlock Garden Waterlife & Pet

Centre

Mentha Nurseries

Monkton Elm Garden Centre Moores Nurseries & Garden

Centre

National Polytunnels Notcutts Garden Centre Nurseries Direct Garden Centre

Oakington Garden Centre

Oaklands Nursery

Opperman Plants Otter Nurseries

Pantiles Nurseries Limited

Paramount Plants & Gardens

Parker's Garden Co Pentland Plants Peter Eastwood Plants Phoebes Garden Centre Planters Garden Centre Plowmans Garden Nursery &

Plant Centre

Plymouth Garden Centre Pontarddulais Garden Centre Poplars Nursery Garden Centre

Pople Garden Centre
Porters Horticultural
Quercus Garden Plants
R & T Landscapes

R.V. Roger

Rainworth Garden Centre Read Garden Centre Reuben Shaw & Sons Rivendell Nurseries

Root One Ruscrete

Samuel Jackson Growers
Scotsdale Nursery And Garden

Centre

Seymours Gardens Snowdonia Nurseries

Springwell Nursery & Garden

Centre

Stansted Park Garden Centre

Stonepit Nurseries Swanland Nurseries The Beth Chatto Gardens The Boma Garden Centre

The Q Garden Co

Thompsons Plant & Garden

Centre

Tong Garden Centre Trebaron Garden Centre Tree World Services Twinacre Nurseries Valley Grown Nurseries Van Hage Garden Co

Vistas

Walker Home & Garden Centre

Webbs Garden Centre
Whitehall Garden Centre
Willowbrook Conservatories
Woodborough Garden Centre &

Nurseries

Woodcote Green Nurseries Woodthorpe Hall Garden Centre

Wych Cross Wyevale

The companies identified overleaf represent a market value of around £xxx million in 2007, estimated to reflect more than 85% of the £xxx million UK Garden Centres industry in 2007.

In addition to the companies identified above, there are around xxxx smaller, independent garden

centres with a turnover of up to £xxxx and a further xxxxx with a turnover of between £xxxx-£xxx. Details on these companies are also available from MTW as additional mailing lists.

The high level of consolidation in the market remains evident in 2008, despite ongoing difficulties at present, with the top xx companies estimated to account for more around xx% of the total market by value in 2008.

The following section illustrates the performance of the market since 2004, based on quantitative, actual sales returns, with forecasts to 2012 provided for a range of market indicators.

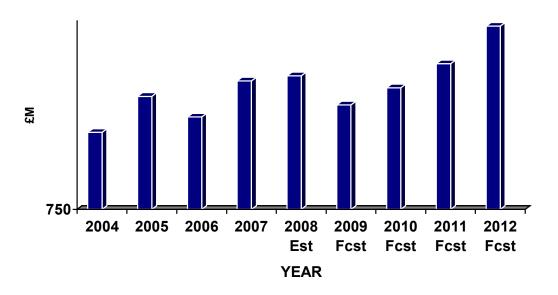
2.3 Garden Centres Market Performance 2004-2012

The following section illustrates the overall, combined performance of the leading Garden Centres in terms of sales revenue, profit, assets, liabilities and net worth.

2.3.1 Garden Centres Market Sales 2004-2012

The following table illustrates the performance of the selected Garden Centres in terms of combined sales revenues between 2004 and 2007 and forecasts to 2012:-

Figure 2: Garden Centres Market Sales 2004-2012 £M (Censored in Sample)



Source: MTW Research / Company Financials

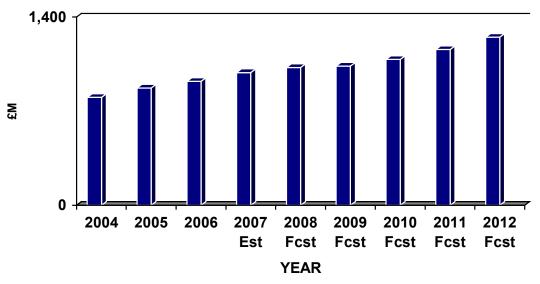
The above chart illustrates our estimates of the sales performance of the selected Garden Centres identified earlier based on actual sales returns.

In 2007, sales by the Garden Centres identified reached around £xxx million, reflecting xxx of just under xxx since 2004. However, this disguises the

2.3.2 Garden Centres Assets 2005-2012

The following table illustrates the Garden Centres Market in terms of current and fixed assets between 2005 and 2007 and forecasts to 2012:-

Figure 6: Garden Centres Total Assets (Current & Fixed) 2005-2012



Source: MTW Research / Company Financials

In 2008, total assets of the Garden Centres identified are expected to exceed £x billion, reflecting a growth of some x% over the 2007 figure of £xxx million. However, it is clear that asset growth is xxxxx in 2008, with 2007 growth recorded at x%.

Indications are that industry assets are unlikely to xxxxx substantially in 2009 and 2010, with x% forecast over the next xx years as xxxxx consumer confidence is reflected in xxxx volume sales in the mid-high value garden products market where the garden centres typically predominate.

In addition to xxxxx, coupled with xxxxx, the Garden Centres market is also likely to experience a xxxxxx fixed assets, particularly given xxxxxxx xxxxxxx at present. As such, whilst our forecasts predict a continued xxxxxxx in assets over the next two years, this may reflect xxxxxxx

xxxxxx is forecast to xxxx by 2011, however, as xxxxx xxxx. An element of xxxxx may also offer xxxxx to the market in xxxxx, with the likelihood of xxxxxx asset growth, though the seasonality of the sector reduces the likelihood of a xxxx xxxx xxxx 2011. By 2012, total industry assets are forecast to reach around £xx billion.

The percentage change in assets by the selected Garden Centres is illustrated in the following chart:-

2.4 Average Garden Centres' Sales Performance 2004-2012

The following section illustrates the average performance of the selected Garden Centres in terms of revenue, profit, assets, liabilities and net worth.

2.4.1 Garden Centres Average Sales Revenue 2004-2012

The following table illustrates the average sales revenue of Garden Centres since 2004 and forecasts to 2012:-

3. Garden Centres Centre Rankings

3.1 Introduction to the Rankings

The following section ranks the companies identified in the previous chapter by various key financial indicators.

Where possible, we have used the financial information reported by each company. However, for small and medium sized companies reporting obligations are less strict and these companies are not obliged to disclose turnover, profit before tax and other information such as number of employees etc. Where this data does not exist, MTW have provided an estimate based on previous performance, industry averages other financial indicators and background knowledge of the industry.

3.2 Garden Centre Sales & Turnover Ranking

3.2.1 Garden Centres Ranking by Turnover

The table illustrates our estimates of the rank by turnover for each Garden Centre in 2007:-

	Table 23: Garden Centres Ranking by Profit 2007						
1.							
2.	xxxxxxx Garden Centres	48.	xxxxxxx Bros	94.	XXXXXXX XXXXXXX		
3.	xxxxxxx Garden Centres	49.	xxxxxxx Nurseries	95.	XXXXXXX XXXXXXX		
4.	xxxxxxx Garden Centres	50.	xxxxxxx Garden Centre	96.	xxxxxx xxxxxxx		
5.	xxxxxxx Garden Centres	51.	xxxxxx	97.	XXXXXX XXXXXXX		
6.	xxxxxxx Garden Centres	52.	xxxxxxx Nurseries	98.	xxxxxx xxxxxxx		
7.	xxxxxxx Garden Centre	53.	xxxxxx	99.	xxxxxx		
8.	xxxxxxx Nursery And Garden Centre	54.	xxxxxxx Garden Centre	100.	xxxxxx		
9.	xxxxxx xxxxxxx	55.	xxxxxx	101.	xxxxxx		
10.	xxxxxxx Plants	56.	xxxxxxx Jackson Growers	102.	xxxxxx		
11.	xxxxxxx xxxxxxx Group	57.	xxxxxxx Garden Centre	103.	XXXXXXX XXXXXXX XXXXXXX		
12.	XXXXXXX XXXXXXX	58.	xxxxxxx	104.	XXXXXXX XXXXXXX XXXXXXX		
13.	xxxxxxx xxxxxxx Garden Co	59.	xxxxxxx Garden Centre	105.	XXXXXXX XXXXXXX XXXXXXX		
14.	xxxxxxx Garden Centre	60.	C W xxxxxxx & Sons	106.	xxxxxx xxxxxxx		
15.	XXXXXXX XXXXXXX XXXXXXX	61.	xxxxxxx Garden Centre	107.	xxxxxxx		
16.	xxxxxxx Nurseries	62.	xxxxxx	108.	xxxxxx		
17.	xxxxxxx Hall Garden Centre	63.	xxxxxxx Garden Centre	109.	xxxxxxx		
18.	xxxxxxx	64.	xxxxxxx	110.	xxxxxxx		
19.	xxxxxxx Garden & Leisure	65.	Lady xxxxxxx Garden Centre	111.	XXXXXXX XXXXXXX XXXXXXX		
20.	xxxxxxx Garden Centres	66.	xxxxxxx Gardens	112.	xxxxxxx		
21.	xxxxxxx Gardenworld	67.	xxxxxxx Nurseries	113.	xxxxxxx		
22.	xxxxxxx Green Nurseries	68.	xxxxxxx Direct Garden Centre	114.	xxxxxx		
23.	XXXXXXX	69.	xxxxxxx Nurseries	115.	XXXXXXX XXXXXXX XXXXXXX		
24.	xxxxxxx Of xxxxxxx Garden Centre	70.	R. xxxxxxx V. Roger	116.	XXXXXXV XXXXXXX		
25.	xxxxxxx Landscapes	71.	xxxxxxx xxxxxxx ne Valley Gar	den7Cen	trexxxxx		
26.	xxxxxxx Grown Nurseries	72.	xxxxxxx Nursery & Garden Cer	n t lr te 8.	XXXXXXX		
1	xxxxxxx Garden Centre	73.	Bell xxxxxxx	119.	XXXXXXX XXXXXXX		
1	xxxxxxx Gardens	74.	xxxxxxx Garden Centre	120.	XXXXXXX		
1	xxxxxxx Elm Garden Centre	75.	xxxxxxx Garden Centre	121.	xxxxxxx		
1	xxxxxxx Gate Garden Centre	76. 	xxxxxxx Brook	122.	xxxxxxx		
1	xxxxxxx Garden Centre	77.	xxxxxxx Garden Nursery & Pla		exxxxxx		
1	xxxxxxx Garden Centre	78.	XXXXXXX	124.	XXXXXXX		
	xxxxxxx Plants	79.	xxxxxxx Cross	125.	xxxxxx		
34.	xxxxxxx Roundstone Garden Centre	80.		126.	XXXXXX		
35.	E H xxxxxxx Nurseries	81.	xxxxxxx Garden Centre	127.	XXXXXX		
36.		82.	R & xxxxxxx Landscapes	128.	XXXXXXX		
	xxxxxxx Diy & Garden Centre	83.	xxxxxxx Shaw & Sons	129.	XXXXXXX		
1	xxxxxxx Garden xxxxxxx & Pet Centre		xxxxxxx xxxxxxx oebes Garder				
1	xxxxxxxx Garden Centre	85. ee	xxxxxxxx Garden Centre	131.	XXXXXXX		
1	xxxxxxx Plant & Garden Centre xxxxxxx Hill Garden & Leisure	86. 87.	xxxxxxx Garden Centre	132. 133.	XXXXXXX		
1	xxxxxxx Hill Garden & Leisure xxxxxxx Nurseries	88.	XXXXXXX	133. 134.	XXXXXXX		
1	xxxxxxx Nurseries xxxxxxx Garden Centre	89.	XXXXXXX	134. 135.	XXXXXXX		
44.		90.	XXXXXXX	135. 136.	XXXXXXX		
44.	xxxxxxx Nursenes & Garden Centre xxxxxxx Polytunnels	90. 91.	XXXXXXX		XXXXXXX		
	xxxxxxx Polytumels xxxxxxx Plants	91.	XXXXXXX	137.	XXXXXXX		
40.	AAAAAA FIGIILƏ	32.	xxxxxxx				

Source: MTW Research Sales Estimates

3.2.2 Company Turnover Estimates

The following table illustrates the estimated turnover for each company for 2007:Table 24: Garden Centres Individual Turnovers 2007

Trading Name	2007 Turnover	Trading Name	2007 Turnover
xxxxxxx Garden Centres	£185.1	XXXXXXX XXXXXXX	£3.0
xxxxxxx Garden Centres	£83.5	Xxxxxxx	£3.0
xxxxxxx Garden Centre	£41.0	XXXXXXX XXXXXXX	£2.7
XXXXXXX XXXXXXX XXXXXXX	£27.3	Xxxxxxx	£2.5
xxxxxx xxxxxxx	£25.5	Xxxxxxx	£2.5
Xxxxxx xxxxxxx	£23.9	xxxxxxx	£2.5
Xxxxxx xxxxxx xxxxxx	£22.0	Xxxxxxx	£2.5
Xxxxxx xxxxxxx	£20.0	Xxxxxxx	£2.5
Xxxxxx xxxxxxx	£19.8	Xxxxxxx	£2.3
Xxxxxx xxxxxxx	£18.9	xxxxxx xxxxxxx	£2.3
Xxxxxx xxxxxxx	£15.4	Xxxxxxx	£2.2
Xxxxxx xxxxxx xxxxxx xxxxxx	£15.0	XXXXXXX XXXXXXX XXXXXXX	£2.2
Xxxxxx xxxxxxx	£13.2	XXXXXXX XXXXXXX	£2.1
Xxxxxx xxxxxxx	£12.4	XXXXXXX XXXXXXX	£2.0
Xxxxxx xxxxxxx	£11.4	Xxxxxxx	£2.0
Xxxxxx xxxxxxx	£11.2	Xxxxxxx	£2.0
Xxxxxx xxxxxxx	£9.9	Xxxxxx	£2.0
Xxxxxx xxxxxxx	£9.7	Xxxxxx	£2.0
Xxxxxx xxxxxxx	£9.1	Xxxxxx	£2.0
Xxxxxx xxxxxxx	£8.9	Xxxxxxx	£2.0
Xxxxxx xxxxxxx	£8.5	Xxxxxx	£1.9
Xxxxxx xxxxxxx	£8.1	Xxxxxxx	£1.8
Xxxxxx xxxxxxx	£8.0	Xxxxxx	£1.8
Xxxxxx xxxxxxx	£6.5	Xxxxxx	£1.7
Xxxxxx xxxxxxx	£6.5	XXXXXXX XXXXXXX	£1.5
Xxxxxx xxxxxx xxxxxx	£6.5	Xxxxxx	£1.5
Xxxxxx xxxxxx xxxxxx	£6.5	XXXXXXX XXXXXXX	£1.5
Xxxxxx xxxxxx xxxxxx	£6.0	XXXXXXX XXXXXXX	£1.5
Xxxxxx xxxxxx xxxxxx	£5.2	Xxxxxx	£1.5
XXXXXX XXXXXXX	£5.0	xxxxxx xxxxxx	£1.5
Xxxxxxx	£5.0	XXXXXXX	£1.5
Xxxxxx	£4.9	Xxxxxx	£1.3
Xxxxxx	£4.5	Xxxxxx	£1.2
Xxxxxx	£4.4	Xxxxxxx	£1.1
Xxxxxx	£4.0	Xxxxxxx	£1.1
Xxxxxx	£4.0	Xxxxxx	£1.1
Xxxxxx	£4.0	Xxxxxxx	£1.0
Xxxxxx	£4.0	Xxxxxx	£1.0
Xxxxxx	£4.0	Xxxxxx	£1.0
Xxxxxx	£4.0	Xxxxxx	£1.0
Xxxxxx	£3.8	Xxxxxxx	£1.0
Xxxxxx	£3.5	Xxxxxx	£1.0
Xxxxxxx	£3.5	Xxxxxxx	£1.0
Xxxxxxx	£3.5		£0.9
Xxxxxxx	£3.5	XXXXXXX XXXXXXX	£0.9
	£3.5	XXXXXXX XXXXXXX	£0.9
XXXXXXX XXXXXXX XXXXXXX	£3.5 £3.5	XXXXXXX XXXXXXX	£0.9
Xxxxxxx Xxxxxxx	£3.0	XXXXXXX XXXXXXX XXXXXXX	£0.9

3.3 Garden Centres Ranking by Profit

The following table illustrates our estimates of the rank by profit for each of the selected Garden Centres in 2007:-

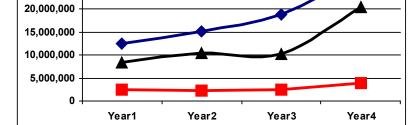
Table 25: Garden Centres Ranking by Profit 2007

4. Garden Centres Profiles

Sample Garden Centre Ltd - Company Overview & 'At a Glance'

Sample Road Wokingham Berkshire RGXX 5XX Tel: Sample

Sample Garden Centre Ltd is a public limited with share capital company, incorporated on December 4, 2000. The company's main activities are recorded by Companies House as "A group engaged in the operation of Garden Centres." The company has



At A Glance - Key Financial Indicators

Current Assets

→ Net Worth

Fixed Assets

an estimated 145 employees as of mid 2008.

To year end December 31, 2007, Sample Garden Centre Ltd is estimated to have achieved a turnover of around £11.4 million.

30,000,000

25,000,000

The following table briefly provides a top line overview on Sample Garden Centre Ltd:-

Company Name	Sample Garden Centre Ltd	
Brief Description of Activities	A group engaged in the operation of Garden Centres.	
Parent Company	Sample Garden Centre Ltd	
Ultimate Holding Company	n/a	
Estimated Number of Employees	145	
Senior Decision Maker / Director	Sample Contact Name	

The following table illustrates the company's key performance indicators for the last 4 years:-

Sample Garden Centre Ltd - KPIs for Year Ending December 31, 2003 to December 31, 2006

Key Indicator £	Year End December 31, 2004 (Year1)	Year End December 31, 2005 (Year2)	Year End December 31, 2006 (Year3)	Year End December 31, 2007 (Year4)
Fixed Assets	12,511,000	15,135,000	18,761,000	27,318,000
Current Assets	2,420,000	2,237,000	2,494,000	3,795,000
Current Liabilities	1,719,000	2,374,000	3,580,000	3,394,000
Long Term Liabilities	4,838,000	4,536,000	7,376,000	7,220,000
Net Worth	8,374,000	10,462,000	10,299,000	20,499,000
Working Capital	701,000	-137,000	-1,086,000	401,000
Profit per Employee	7,402	-4,269	-790	-1,205
Sales per Employee	90,245	80,096	86,971	77,952