Financial Information about Company

Company Name	Alpha Co.
Year of Incorporation	2000
Year	2010
Currency	Rupees
Stock Exchange Listed	Karachi, Islamabad, Lahore
Sector	Textile
Sub-Sector	Spinning
Name of Chairman	Mr. Ali
Name of Chief Executive	Mr. Ali
Name of Auditor	Ali & Co.
Name of Chief Executive of Parent Co. (Holding)	Mr. Ali
Name of Chief Executive of Ultimate Parent Co. (Holding)	Mr. Ali
Name of Chief Executive of Sister Company (Holding)	Mr. Ali

Key Ratios

Ratios	Company Performance	Industry Average	Industry Rank	Top Company Ratio
Profitability Ratios				
Profitability Ratio (Net profit / Sales)	10%	8%	5th	15%
Return on Capital Employed (Net profit / Capital Employed)	15%	12%	5th	20%
Return on Equity (Net profit / Equity)	20%	15%	5th	25%
Return on Assets (Net profit / Total Assets)	10%	8%	5th	15%
Liquidity Ratios				
Current Ratio (Current Assets / Current Liabilities)	1.5	1.2	5th	2
Quick Ratio (Current Assets - Inventory / Current Liabilities)	1.2	1	5th	1.5
Cash Ratio (Cash / Current Liabilities)	0.5	0.4	5th	0.6
Activity Ratios				
Inventory Turnover (Sales / Inventory)	5	4	5th	6
Receivables Turnover (Sales / Receivables)	6	5	5th	7
Payables Turnover (Purchases / Payables)	4	3	5th	5
Fixed Assets Turnover (Sales / Fixed Assets)	2	1.5	5th	3
Total Assets Turnover (Sales / Total Assets)	1.5	1.2	5th	2
Leverage Ratios				
Debt Ratio (Total Debt / Total Assets)	0.5	0.4	5th	0.6
Debt Equity Ratio (Total Debt / Equity)	1	0.8	5th	1.2
Interest Coverage Ratio (Profit before Interest and Tax / Interest)	3	2.5	5th	4
Cash Flow Ratios				
Cash Flow to Sales (Cash Flow / Sales)	0.1	0.08	5th	0.15
Cash Flow to Capital Employed (Cash Flow / Capital Employed)	0.2	0.15	5th	0.25
Cash Flow to Equity (Cash Flow / Equity)	0.3	0.2	5th	0.4
Cash Flow to Assets (Cash Flow / Total Assets)	0.1	0.08	5th	0.15
Cash Flow to Current Liabilities (Cash Flow / Current Liabilities)	0.5	0.4	5th	0.6
Cash Flow to Debt (Cash Flow / Total Debt)	0.2	0.15	5th	0.25

Table 1 - Horizontal Analysis Balance Sheet

Year	Total Assets
2010	100
2011	110
2012	120
2013	130
2014	140

Table 2 - Horizontal Analysis Profit and Loss Account

Year	Sales
2010	100
2011	110
2012	120
2013	130
2014	140

Table 3 - Vertical Analysis Balance Sheet