



# Vendor Profit Ranking

Year of 2005

Vendor	% of Total		Avg Cost	Avg Sale	Units	COGS	Sales	Profit	Margin
	Profit	Sales							
Cannondale	62.1%	66.1%	\$1,173.70	\$2,237.79	10	\$11,737.00	\$22,377.90	\$10,640.90	47.6%
Scuba & Swim Spot	7.9%	4.0%	\$0.00	\$168.75	8	\$0.00	\$1,350.00	\$1,350.00	100.0%
Point of Sale Technologies, Inc.	6.0%	3.2%	\$2.34	\$56.73	19	\$44.50	\$1,077.80	\$1,033.30	95.9%
Rossignol	3.2%	5.4%	\$319.29	\$455.89	4	\$1,277.16	\$1,823.55	\$546.39	30.0%
Briko	3.0%	2.7%	\$57.95	\$132.11	7	\$405.65	\$924.75	\$519.10	56.1%
Local Motion	2.9%	3.5%	\$343.00	\$589.86	2	\$686.00	\$1,179.71	\$493.71	41.9%
Acme	2.9%	2.9%	\$80.00	\$162.12	6	\$480.00	\$972.70	\$492.70	50.7%
Arnette	2.8%	2.9%	\$48.50	\$96.65	10	\$485.00	\$966.50	\$481.50	49.8%
Timberland	1.4%	0.7%	\$0.00	\$120.00	2	\$0.00	\$240.00	\$240.00	100.0%
adidas	1.3%	1.3%	\$11.84	\$23.75	19	\$224.93	\$451.22	\$226.29	50.2%
Icelandic Design	1.0%	1.1%	\$89.75	\$179.00	2	\$179.50	\$358.00	\$178.50	49.9%
Prince	1.0%	1.0%	\$14.50	\$28.28	12	\$174.00	\$339.30	\$165.30	48.7%
Marker USA	0.7%	1.2%	\$134.07	\$197.95	2	\$268.13	\$395.89	\$127.76	32.3%
Surf More	0.7%	0.4%	\$5.00	\$29.96	5	\$25.00	\$149.78	\$124.78	83.3%
Reebok	0.5%	0.9%	\$17.67	\$25.30	12	\$212.00	\$303.60	\$91.60	30.2%
Fessenden Shirt Company	0.5%	0.5%	\$13.23	\$25.57	7	\$92.61	\$179.00	\$86.39	48.3%
Climb Time	0.4%	0.2%	\$0.00	\$20.67	3	\$0.00	\$62.00	\$62.00	100.0%
TallySoft	0.3%	0.1%	\$0.00	\$11.25	4	\$0.00	\$44.99	\$44.99	100.0%
Leki	0.2%	0.2%	\$10.80	\$21.04	4	\$43.20	\$84.16	\$40.96	48.7%
Footjoy	0.2%	0.6%	\$90.00	\$110.00	2	\$180.00	\$220.00	\$40.00	18.2%
Lotus Designs, Inc.	0.2%	0.2%	\$49.00	\$83.99	1	\$49.00	\$83.99	\$34.99	41.7%
Windsor Newton	0.2%	0.2%	\$1.75	\$3.97	14	\$24.52	\$55.63	\$31.11	55.9%
Burton Snowboards	0.1%	0.2%	\$37.50	\$59.96	1	\$37.50	\$59.96	\$22.46	37.5%
Watermark	0.1%	0.1%	\$19.40	\$40.00	1	\$19.40	\$40.00	\$20.60	51.5%
Maxfli-Dunlop	0.1%	0.1%	\$0.00	\$2.25	9	\$0.00	\$20.25	\$20.25	100.0%
DaKine	0.1%	0.1%	\$8.50	\$19.31	1	\$8.50	\$19.31	\$10.81	56.0%
Cascade Designs	0.0%	0.1%	\$9.80	\$16.99	1	\$9.80	\$16.99	\$7.19	42.3%
New York Times	0.0%	0.0%	\$0.95	\$2.50	3	\$2.85	\$7.50	\$4.65	62.0%
Chapstick	0.0%	0.0%	\$0.33	\$1.00	5	\$1.63	\$5.00	\$3.37	67.3%
Barrons	0.0%	0.0%	\$0.00	\$1.00	3	\$0.00	\$3.00	\$3.00	100.0%
Wall Street Journal	0.0%	0.0%	\$0.71	\$1.50	3	\$2.13	\$4.50	\$2.37	52.7%
Postcard Printing Co.	0.0%	0.0%	\$0.00	\$0.75	3	\$0.00	\$2.25	\$2.25	100.0%
Grabber	0.0%	0.0%	\$3.68	\$5.00	1	\$3.68	\$5.00	\$1.33	26.5%
USA Today	0.0%	0.0%	\$0.50	\$1.00	2	\$1.00	\$2.00	\$1.00	50.0%
Blue Water	0.0%	0.0%	\$0.46	\$0.70	3	\$1.37	\$2.10	\$0.73	34.7%
Muller	0.0%	0.0%	\$0.05	\$0.08	15	\$0.75	\$1.20	\$0.45	37.5%
Columbia Sportswear Company	-0.2%	0.1%	\$78.00	\$48.30	1	\$78.00	\$48.30	\$-29.70	-61.5%
<b>Grand Totals</b>			<b>\$80.94</b>	<b>\$163.66</b>	<b>207</b>	<b>\$16,754.81</b>	<b>\$33,877.83</b>	<b>\$17,123.02</b>	<b>50.5%</b>