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Financial Baseline Forecasts

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SG&A Benchmarks

SG&A Benchmarks

SG&A Benchmarks is a series of PDF reports published by Schonfeld & Associates for use as a convenient source of information for professional managers seeking benchmark information on the Selling, General & Administrative spending practices of major public corporations within specific industry sectors.

Each title within the **SG&A Benchmarks** series is produced for a specific industry sector. The sector summary chart provides a side by side comparison of 10%ile, median and 90%ile values for each industry within the sector. For each industry within the sector, individual companies are listed with their historical SG&A to Sales percentage and growth rates in sales and spending for the past year. For use in setting and evaluating budgets, estimates are given for the current year SG&A to Sales percentage and expected growth in sales and SG&A spending. To allow for easy identification of relative performance within each industry, individual companies are grouped by size based on sales. The firms are presented in three groups as defined by sales of less than \$100 million, sales between \$100 million and \$1 billion, and sales of more than \$1 billion. Since location and annual sales may be of interest, total annual sales and headquarters city are also reported

The tables for each individual industry present values for both last year and this year of SG&A as a percentage of sales and the annual percentage growth rate in SG&A spending as well as in sales for each company within the industry. Comparing the growth rate of SG&A expenses and sales gives a snapshot of where the profitability of the firm may be heading.

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