——**Industry Research** ——

**Table of Contents**

1. **Company Financials (1.1-1.2)**—Contains the *Historical Income Sheet Summary* and *Historical Balance Sheet Summary* for the subject company in Excel format. – **Provided with Case Study.**
2. **Cost of Capital (2.1)—**Contains *Key Variables for Estimating the Cost of Capital,* supplied with special permission from*Ibbotson’s 2012 SBBI® Valuation Edition Yearbook*, an industry standard in business valuation reference materials.

# Industry Data—Contains the following industry data:

* + **IRS Ratios (3.1a-3.1b)** for Commercial Printing, NAICS 323 from 2010 returns (Excel format) for both with net income and with or without net income. Note that data after 2010 would not have been published until after 2013.
  + **The Mergerstat® Industry Review 2012 (3.2)**—table format, providing selected data on transactions for major industries, including Printing & Publishing.
  + **A KeyValueData custom industry research report for *Commercial Printers, Tampa, FL, June 30, 2012 (3.3)****.* This narrative report in Word format provides a timely overview and outlook for the printing industry and economic data for the Tampa, Florida, area.
  + **RMA Data (3.4a-3.4e)**—by special permission, provides industry norms (ratios) for Commercial Printing, NAICS 323110, and SIC codes 2752 and 2771.
  + **Fundamental Data provided by Morningstar (3.5)**—financial data for publicly traded Commercial Printing companies, NAICS 323110 and SIC codes 2752 and 2771.
  + **Industry Rules of Thumb (3.6)**—provides rules of thumb and expert comments on valuing print shops (SIC No. 2752-02) and (NAICS No. 323114) from *Business Reference Guide, 2013*—by Tom West.

# National Economic Data

* + **KeyValueData: National Economic Report, October 2012 (4.1a)***—*provides a discussion and analysis of the national economy for the second quarter of 2012 in Word format with accompanying Excel charts and graphs.
  + **KeyValueData: National Economic Report, October 2012 Data (4.1.b)**—provides National and International GDP statistics and other economic indicators—in Excel spreadsheets.

# Regional Data

* + **KeyValueData Metropolitan Area Study: Tampa–St. Petersburg–Clearwater, FL Metropolitan Statistical Area (MSA) (5.1)** —Data for this study is compiled from a wide variety of reliable sources, ranging from government web sites to regional reports. The study looks at the key economic factors of the area including population, income, and earnings and employment by industry. Provides a series of charts, graphs, and spreadsheets with earnings and employment data for the region.
  + **Federal Reserve Bank: Beige Book Report for the Sixth District—Atlanta—July 18, 2012 (5.2)**—provides a snapshot of economic conditions including Consumer Spending, Real Estate, Manufacturing and Transportation, Banking and Finance and Employment and Prices.
  + **Bearfacts Economic Profiles (5.3)**—provided for Florida—these are the U.S. Bureau of Economic Development’s narrative snapshots of regional economic conditions including per capita income and earnings by place of work.
  + **Quarterly Census of Employment and Wages (5.4)**—from the U.S. Bureau of Labor Statistics, this data for Commercial Printing is provided for Florida.
  + **U.S. Census Bureau American Factfinder(5.5)***—*this report features an employment and income profile: 2011—provided for Florida.
  + **Census Data for Hillsborough County(5.6a-5.6b)**—job forecast data by industry sector for the greater Tampa area, from 2011-19 in Excel.
  + **Tampa Bay Information Technology Workforce Analysis (5.7)**—published in October 2012 by the Tampa Bay Workforce Alliance, includes information on Tampa area job growth and economic conditions.
  + **Summary Area Profile for Florida (5.8)**—provides summary population and earnings information for Florida in Word format, sourced from the Florida Research and Economic Database Application.
  + **Tampa Bay MarketView for Office, Industrial, and Retail real estate (5.9a-5.9b)**—Tampa Bay economic and real estate information.

# Transaction Data

* **IBA Comps™ (6.1a-6.1c)**—provides comparable information on the sales of small businesses, based on detailed data from thousands of transactions. Commercial Printing transactions from 1984 through 2012, SIC 2752, 2754, and 2759, are provided in Excel format, DMDM Analyzer, and Transaction Analyzer.
* **Pratt’s Stats® Transaction reports (6.2a-6.2c)**—a series of reports (‘Group’ 1 through 4) are included by special permission for Commercial Printing firm (SIC 2752, 2754, and 2759) transactions for various years, locations, and sizes. *Pratt Stats Facts* user guide is also included.

# Software Project File

# Analysis File for Business Valuation Manager Pro (7.1) —Only the historic financial statements are input.