

STRATEGY by NUMBERS

Please look (according to your group number at one of the 6 following publicly listed companies:

- 1) Sanofi
- 2) Johnson & Johnson
- 3) Bayer AG
- 4) Fresenius Medical Care
- 5) Biontech
- 6) Netflix



Number Gathering

- Find the Sales numbers for the last 5 years (2016-2020)
- Find the EBIT-numbers for the last 5 years (2016-2020)
- Calculate the Sales and EBIT CAGRs (Compound annual growth rate)
- Visualise your findings.

Deep Dive

- Repeat the Number Gathering, but now show the three biggest divisions of the respective company.
- What do you learn?

Benchmarking?

- What are direct competitors for your company?
- Please compare the numbers of two competitors and compare them to the overall sales and EBIT data and the relevant divisions.
- How has your company performed compared to its key competitors?