

## STRATEGY by simple NUMBERS

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

- 1) Sanofi
- 2) Adidas
- 3) BASF
- 4) Danone
- 5) Tesla
- 6) Netflix



### Number Gathering

- Find the Sales numbers for the last 5 years (2017-2021)
- Find the EBIT-numbers for the last 5 years (2016-2021)
- 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 are other relevant Key Performance Indicators the company is referring to?

### 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?

