



## 2021 Financial & Operating Benchmark Study

**DEADLINE FOR SUBMITTING FORM: MAY 31, 2021**

The Survey can be completed online at [www.TOYsurvey.com](http://www.TOYsurvey.com)

### General Information

- This survey is intended to focus only on companies engaged in the **manufacture, importing and distribution of toys** - NOT the retailers, sales reps, inventors/designers, or other industry support services
- **If you can't fill out every line, provide as much information as possible. It is OK to leave blanks.** Keep in mind that the more you fill out, the more information you'll get back about your own company. You may provide estimates if necessary.
- Enter figures from your completed **year that ended nearest to December 31, 2020** unless information is requested for December 31, 2019. While full-year data is required, you do not necessarily need to wait for audited/adjusted results from your accountant.
- **Unless otherwise specified, report your total worldwide information.** Report dollar figures only, without pennies.
- **If you need assistance**, call Michael Becher, CPA, Vice President of Industry Insights at 614/389-2100 ext. 114 or e-mail him at [mbecher@industryinsights.com](mailto:mbecher@industryinsights.com), or if you prefer, complete what you can and forward your financial statements to Industry Insights. They will fill out the rest of the form for you, to the extent possible.
- **Individual company responses will not be shared with The Toy Association or any other person or organization.** All responses will be kept in strict confidence by Industry Insights, Inc.
- **Return this survey to:** Industry Insights, Inc., PO Box 4330, Dublin, Ohio 43016 or by FAX to 614/389-3816.

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**Your data will be treated in the strictest confidence** by Industry Insights, Inc., an outside, third party that specializes in such studies. Please provide the information below, so that Industry Insights can notify you of the report release. We advise that you provide a direct email account, rather than a general address (For example, please provide [jsmith@abc.com](mailto:jsmith@abc.com), rather than [info@abc.com](mailto:info@abc.com)). Your email addresses will not be used for any other purpose.

Please type or print clearly.

*Person to whom report should be sent:*

*Person to be contacted with questions:*

Name:	Name:
Title:	Title:
Email:	Email:

Company Name:		
Address:		Suite/Floor:
City	State/Province	Zip/postal code:
Phone: (        )	Fax: (        )	



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COMPANY PROFILE				
1.	In what state/province and country is your North American headquarters located? _____	1		
2.	Number of years in operation?	_____	years <sup>2</sup>	
3.	Did you do any acquisitions during 2020 or 2019?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<sup>4</sup>	
4.	If "yes," are you reporting for all acquired entities?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<sup>5</sup>	
5.	Percent of <b>total gross sales</b> revenue coming from toys and games in 2020 and 2019:	<b>2020</b>	<b>2019</b>	
		% <sup>7</sup>	% <sup>289</sup>	
6.	Total number of manufacturing locations (regardless if it is company owned or not):			
	08 # _____ U.S.	11 # _____ Hong Kong	520 # _____ India	
	09 # _____ Canada	12 # _____ Vietnam	14 # _____ Other _____	
	10 # _____ Mexico	13 # _____ China		
7.	Number of employees — Expressed in Full-Time Equivalent (FTE) in North American and non-North American countries  <i>Each salaried or hourly full-time employee (any employee who consistently works 40 hours per week) is counted as 1 FTE. Part-time employees — Add the actual hours worked plus paid time off hours per quarter or year for each part-time employee and then divide by the total number of full-time hours for the quarter or year. This number equals the number of full-time equivalents. Add your actual number of full-time employees and your actual number of part-time FTE's together for the total FTE count. Reporting in full-time equivalents provides a more accurate level of staffing because it accounts for part-time employees.</i>			
		General and Administrative	# 521	# 527
		Sales/Marketing	# 522	# 528
		Research and Development	# 523	# 529
		Delivery	# 524	# 530
		Factory	# 525	# 531
		Other _____	# 526	# 532
	Total FTEs	# 23	# 24	
8.	Please describe your company. (Check only one)			
	<sup>25-1</sup> <input type="checkbox"/> We are a parent company with at least one subsidiary <sup>2</sup> <input type="checkbox"/> We are a subsidiary of a larger company <sup>3</sup> <input type="checkbox"/> We are a stand-alone company with no parent company or subsidiaries			
9.	Did your organization receive funds for a loan through the Paycheck Protection Program (PPP), government grants, or other funds as part of relief from the COVID-19 impact in 2020?			
	<sup>533-1</sup> <input type="checkbox"/> Yes <sup>2</sup> <input type="checkbox"/> No, did not apply <sup>3</sup> <input type="checkbox"/> No, applied but was not approved <sup>4</sup> <input type="checkbox"/> Not sure			
10.	Current year (i.e., 2020) net sales	\$	<sup>28</sup>	
11.	Prior year (i.e., 2019) net sales	\$	<sup>29</sup>	
12.	Forecasted 2021 total company sales growth (i.e., your expected total 2021 net sales volume change over 2020). Use a " - " for an expected decline.		% <sup>30</sup>	
13.	Through which ports are your products brought into the US? (Check all that apply)			
	<sup>360</sup> <input type="checkbox"/> Los Angeles, CA	<sup>363</sup> <input type="checkbox"/> Seattle, WA	<sup>367</sup> <input type="checkbox"/> Charleston, SC	
	<sup>361</sup> <input type="checkbox"/> Long Beach, CA	<sup>364</sup> <input type="checkbox"/> Tacoma, WA	<sup>368</sup> <input type="checkbox"/> Savannah, GA	
	<sup>362</sup> <input type="checkbox"/> Oakland, CA	<sup>365</sup> <input type="checkbox"/> New York/Newark	<sup>369</sup> <input type="checkbox"/> Houston, TX	
	<sup>428</sup> <input type="checkbox"/> Miami, FL	<sup>366</sup> <input type="checkbox"/> Norfolk, VA	<sup>370</sup> <input type="checkbox"/> Other _____	

**Unless otherwise specified, report your total worldwide information.**

		2020	2019	
14.	What percentage of your company's toy/game sales are in the following categories?	Action figures	% 31	% 79
		Arts & Crafts	% 32	% 80
		Building sets	% 33	% 81
		Dolls	% 34	% 82
		Games/Puzzles	% 35	% 83
		Infant/Preschool	% 36	% 84
		Youth electronics	% 37	% 85
		Outdoor and sports toys	% 38	% 86
		Plush	% 39	% 87
		Vehicles	% 40	% 88
		All other toys _____	% 41	% 89
		Total	100%	100%
15.	What percentage of your company's total gross revenues was a result of sales to customers in the following geographic locations?	United States	% 42	% 90
		Canada	% 43	% 91
		Mexico	% 44	% 92
		Africa	% 45	% 93
		China	% 400	% 401
		All other Asia	% 46	% 94
		Australia	% 47	% 95
		Europe	% 48	% 96
		South America	% 49	% 97
		Total	100%	100%
16.	What percentage of your company's toy/game sales were to customers in the following distribution channels?	Brick and mortar discount mass retail	% 50	% 98
		E-commerce retailer (Amazon, Target.com, etc.)	% 54	% 103
		Educational and specialty retail	% 51	% 99
		Grocery/food/drug	% 52	% 101
		Department stores	% 53	% 102
		Specialty toy store chain	% 55	% 104
		Direct to consumer	% 534	% 535
		Toy wholesalers/distributors	% 56	% 105
		Warehouse clubs	% 57	% 106
		Other _____	% 58	% 107
Total	100%	100%		

**Unless otherwise specified, report your total worldwide information.**

		2020	2019
17.	What is the typical average full container ocean freight rate you pay to bring product into the United States or Canada in 2020 and 2019?	\$ 76	\$ 123
18.	How much did you spend in 2020 and 2019 on credit insurance to cover customer receivables?	\$ 77	\$ 124
19.	How many unique toy/game products (SKU'S) were sold in 2020 and 2019?	# 78	# 125
20.	Average monthly (or quarterly) total assets for the years 2020 and 2019 <i>To arrive at this figure, please add ending assets figures for all 12 months, then divide by 12 – or add ending assets figures for each quarter, then divide by 4.</i>	\$ 60	\$ 108
21.	Average monthly (or quarterly) inventory for the years 2020 and 2019 <i>To arrive at this figure, please add ending inventory figures for all 12 months, then divide by 12 – or add ending inventory figures for each quarter, then divide by 4.</i>	\$ 63	\$ 111
22.	Average monthly (or quarterly) accounts payable for the years 2020 and 2019 <i>To arrive at this figure, please add ending A/P figures for all 12 months, then divide by 12 – or add ending A/P figures for each quarter, then divide by 4.</i>	\$ 66	\$ 114
23.	Average monthly (or quarterly) accounts receivable for the years 2020 and 2019 <i>To arrive at this figure, please add ending A/R figures for all 12 months, then divide by 12 – or add ending A/R figures for each quarter, then divide by 4.</i>	\$ 69	\$ 117

## IMPORTANT

The information on this page is requested in order to compute the various financial ratios and industry comparative data for the industry report as well as your personalized *Company Performance Report*. It is critically important that this information is provided to produce the most complete and accurate results possible. All surveys will be coded to assure anonymity of responses when processing the survey forms. No one outside Industry Insights will ever have access to your data. All responses are kept strictly confidential. **REPORT RESULTS FOR YOUR MOST RECENTLY COMPLETED FISCAL YEAR.**



If you prefer, Industry Insights' Financial Analysts will transfer your company's financial statements to this survey form for you, to the extent possible. Simply enclose a copy of your most recent financial statements (P&L and Balance Sheet only) along with your completed survey to this point in the postage paid envelope provided. Otherwise, please proceed.

**IF YOU DON'T HAVE YOUR NUMBERS BROKEN OUT BY THIS LEVEL OF DETAIL, PLEASE ENTER TOTALS.**

Line #	INCOME STATEMENT	Amount	
SALES & OTHER REVENUES:		2020 (MOST RECENTLY COMPLETED FISCAL YEAR)	2019 (PRIOR FISCAL YEAR)
1.	Gross toy/game products sales manufactured, imported or distributed by this company	\$ 144	\$ 216
2.	Licensing revenues from toy/game products	\$ 145	\$ 217
3.	Gross non toy /game sales and other revenue	\$ 146	\$ 218
ppp	PPP Loans / Government Grants / Other Funds for COVID-19 relief	\$ 536	
4.	<b>Total gross revenue (sum of lines 1 through 3 plus 'ppp')</b>	\$ 147	\$ 219
5.	Sales returns, allowances and deductions on toy/game products	\$ 148	\$ 220
6.	Other non toy/game sales returns and allowances	\$ 149	\$ 221
7.	<b>Net sales revenue (line 4 minus lines 5 and 6)</b>	\$ 150	\$ 222
<b>COST OF SALES:</b>			
<b>COST OF TOY/GAME PRODUCTS (RELATING TO LINE 1)</b>			
8.	Purchased finished goods	\$ 151	\$ 223
9.	Purchased materials used to produce toy/game products	\$ 152	\$ 224
10.	<b>Total Material Costs (line 8 plus line 9)</b>	\$ 153	\$ 225
11.	<b>Total Factory Labor including payroll taxes and benefits</b>	\$ 154	\$ 226
<b>FACTORY OVERHEAD</b>			
12.	Rent and depreciation on factory	\$ 155	\$ 228
13.	Utilities and other factory energy expenses	\$ 156	\$ 229
14.	Factory repairs and maintenance	\$ 157	\$ 230
15.	Insurance	\$ 158	\$ 231
16.	Manufacturing supplies	\$ 159	\$ 232
17.	Depreciation of machinery and equipment	\$ 160	\$ 233
18.	Amortization of tools and molds	\$ 161	\$ 234
19.	Shipping supplies	\$ 162	\$ 235
20.	Ocean freight costs in	\$ 163	\$ 236
21.	All other freight costs in	\$ 164	\$ 237
22.	All other factory overhead	\$ 165	\$ 238
23.	<b>Total Factory Overhead (sum of lines 12 through 22)</b>	\$ 166	\$ 239

CONTINUED...	2020 (MOST RECENTLY COMPLETED FISCAL YEAR)	2019 (PRIOR FISCAL YEAR)
<b>COST OF NON TOY/GAME AND OTHER SALES</b>		
24. Total Cost of Non Toy/Game and Other Sales (relating to line 3)	\$ 167	\$ 240
<b>ROYALTIES</b>		
25. Total Royalty Expense	\$ 168	\$ 241
26. Total Cost of Sales (add lines 10 + 11 + 23 + 24 + 25)	\$ 169	\$ 242
27. Gross margin (line 7 minus line 26)	\$ 170	\$ 243
<b>OTHER EXPENSES:</b>		
<b>SELLING EXPENSES</b>		
28. Sales salaries, commissions and related payroll taxes and benefits	\$ 171	\$ 244
29. Sales and marketing travel and entertainment expenses	\$ 172	\$ 245
30. Marketing salaries, bonuses and related payroll taxes and benefits	\$ 173	\$ 246
31. Outside sales commissions	\$ 174	\$ 247
32. Outside advertising	\$ 175	\$ 248
33. Product safety testing costs	\$ 176	\$ 249
34. Freight out	\$ 290	\$ 291
35. All other selling and marketing expenses	\$ 177	\$ 250
36. Total selling expenses (sum of lines 28 through 35)	\$ 178	\$ 251
<b>RESEARCH &amp; DEVELOPMENT EXPENSES</b>		
37. R&D related salaries, bonuses and related payroll taxes and benefits	\$ 179	\$ 252
38. All other in-house R&D expenses	\$ 180	\$ 253
39. All outsourced R&D expenses	\$ 181	\$ 254
40. Total R&D expenses (sum of lines 37 through 39)	\$ 182	\$ 255
<b>DELIVERY EXPENSES</b>		
41. Delivery salaries, bonuses and related payroll taxes and benefits (drivers, delivery workers, etc.)	\$ 350	\$ 352
42. All other delivery expenses	\$ 351	\$ 353
43. Total delivery expenses (sum of lines 41 and 42)	\$ 183	\$ 256
<b>GENERAL AND ADMINISTRATIVE EXPENSES</b>		
44. General & administrative salaries, bonuses and related payroll taxes and benefits	\$ 184	\$ 257
45. Depreciation/Amortization Expense	\$ 185	\$ 258
46. Insurance Expense (general business, liability, auto, etc.)	\$ 186	\$ 259
47. Product liability insurance expense	\$ 187	\$ 260
48. Professional Services (e.g., accounting, legal, etc.)	\$ 188	\$ 261
49. Travel and Entertainment	\$ 189	\$ 262
50. Bad debt expense	\$ 190	\$ 263
51. Charitable giving (in-kind and monetary)	\$ 191	\$ 264
52. All other G&A Expenses	\$ 192	\$ 265
53. Total General and Administrative Expenses (sum of lines 44 through 52)	\$ 193	\$ 266
54. Total Operating Expenses (add lines 36 + 40 + 43 + 53)	\$ 194	\$ 267
55. Net Operating Profit (line 27 minus line 54)	\$ 195	\$ 268
<b>OTHER INCOME (EXPENSE)</b>		
56. Net Other Income (Expense) (enter expense as a negative using -)	\$ 196	\$ 269
57. Net Income (or Loss) Before Tax (line 55 plus line 56)	\$ 197	\$ 270

Continue

## INCOME STATEMENT (CONTINUED)

Members have told us additional detail on allowances and deductions would be valuable. **The below question is optional.** However, the more information you provide, the more useful the final report will be to all participants.

		PLEASE CHECK WHERE DEDUCTION IS RECORDED			
Deduction Description	Deduction as a % of Gross Sales	Sales	Cost of Goods Sold	Selling Expenses	Other (specify)
Markdown allowance	% 500	<input type="checkbox"/> 510	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> _____
Advertising allowance	% 501	<input type="checkbox"/> 511	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> _____
Compliance allowance	% 502	<input type="checkbox"/> 512	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> _____
Defective allowance	% 503	<input type="checkbox"/> 513	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> _____
Freight	% 504	<input type="checkbox"/> 514	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> _____
Cash/early pay discount	% 505	<input type="checkbox"/> 515	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> _____
Returns	% 506	<input type="checkbox"/> 516	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> _____
Volume allowance	% 507	<input type="checkbox"/> 517	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> _____
Shortages	% 508	<input type="checkbox"/> 518	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> _____
Other _____	% 509	<input type="checkbox"/> 519	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> _____
		1	2	3	4

Line #	BALANCE SHEET	Amount	
ASSETS:		2020 (MOST RECENTLY COMPLETED FISCAL YEAR)	2019 (PRIOR FISCAL YEAR)
58.	Cash & Equivalents	\$ 198	\$ 271
59.	Accounts receivable	\$ 199	\$ 272
60.	Allowance for uncollectible receivables	\$ 200	\$ 273
61.	Notes Receivable	\$ 201	\$ 274
62.	Inventory	\$ 202	\$ 275
63.	Allowance for obsolete inventory	\$ 203	\$ 276
64.	Other Current Assets	\$ 204	\$ 277
65.	<b>Total Current Assets (sum of lines 58 through 64)</b>	\$ 205	\$ 278
66.	Plant and Equipment (fixed assets) (less accumulated depreciation)	\$ 206	\$ 279
67.	Other Assets	\$ 207	\$ 280
68.	<b>Total Assets (sum of lines 65 through 67)</b>	\$ 208	\$ 281
LIABILITIES & NET WORTH:			
69.	Accounts Payable	\$ 209	\$ 282
70.	Notes Payable	\$ 210	\$ 283
71.	Other Current Liabilities	\$ 211	\$ 284
72.	<b>Total Current Liabilities (sum of lines 69 through 71)</b>	\$ 212	\$ 285
73.	Long Term Liabilities	\$ 213	\$ 286
ppp	PPP Loans / Government Grants / Other Funds for COVID-19 relief	\$ 537	
74.	Net Worth	\$ 214	\$ 287
75.	<b>Total Liabilities &amp; Net Worth (Line 72 + line 73 + 'ppp' + line 74) Must equal line 68.</b>	\$ 215	\$ 288

**Thank you for your participation.**

**Please return your survey to:**

Industry Insights, Inc., PO Box 4330, Dublin, Ohio 43016; 614-389-3816 FAX

**Deadline for Submitting Form: May 31, 2021**