



2020 Financial & Operating Benchmark Study

DEADLINE FOR SUBMITTING FORM: MAY 8, 2020

The Survey can be completed online at 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, 2019** otherwise noted. While full-year data is required, you don't 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, 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.

The Survey can be completed online at www.TOYsurvey.com

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, rather than 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 2
3. Did you do any acquisitions during 2019?	<input type="checkbox"/> Yes <input type="checkbox"/> No 4
4. If "yes," are you reporting for all acquired entities?	<input type="checkbox"/> Yes <input type="checkbox"/> No 5
5. Percent of total gross sales revenue coming from toys and games in 2019:	_____ % 7
6. Total number of manufacturing locations:	
08# _____ U.S.	11 # _____ Hong Kong
09 # _____ Canada	12 # _____ Vietnam
10 # _____ Mexico	13 # _____ China
14# _____ Other _____	
7. Total number of North American employees — Expressed in Full-Time Equivalent (FTE) <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>	# 23
8. Total number of non-North American employees — Expressed in Full-Time Equivalent (FTE)	# 24
9. Please describe your company. (Check only one)	
25-1 <input type="checkbox"/> We are a parent company with at least one subsidiary 2 <input type="checkbox"/> We are a subsidiary of a larger company	
3 <input type="checkbox"/> We are a stand-alone company with no parent company or subsidiaries	
10. Current year (i.e., 2019) net sales	\$ 28
11. Prior year (i.e., 2018) net sales	\$ 29
12. Forecasted 2020 total company sales growth (i.e., your expected total 2020 net sales volume change over 2019). Use a "-" for an expected decline.	_____ % 30
13. What is the typical average full container ocean freight rate you pay to bring product into the United States or Canada in 2019?	\$ 76
14. Through which ports are your products brought into the US? (Check all that apply)	
360 <input type="checkbox"/> Los Angeles, CA	363 <input type="checkbox"/> Seattle, WA
361 <input type="checkbox"/> Long Beach, CA	364 <input type="checkbox"/> Tacoma, WA
362 <input type="checkbox"/> Oakland, CA	365 <input type="checkbox"/> New York/Newark
428 <input type="checkbox"/> Miami, FL	366 <input type="checkbox"/> Norfolk, VA
	367 <input type="checkbox"/> Charleston, SC
	368 <input type="checkbox"/> Savannah, GA
	369 <input type="checkbox"/> Houston, TX
	370 <input type="checkbox"/> Other _____
15. How much did you spend in 2019 on credit insurance to cover customer receivables?	\$ 77
16. How many unique toy/game products (SKU'S) were sold in 2019?	# 78

17. What percentage of your company's toy/game sales were in the following categories for 2019?	Action figures	%	31
	Arts & Crafts	%	32
	Building sets	%	33
	Dolls	%	34
	Games/Puzzles	%	35
	Infant/Preschool	%	36
	Youth electronics	%	37
	Outdoor and sports toys	%	38
	Plush	%	39
	Vehicles	%	40
	All other toys _____	%	41
	Total	100%	
18. What percentage of your company's total gross revenues was a result of sales to customers in the following geographic locations in 2019?	United States	%	42
	Canada	%	43
	Mexico	%	44
	Africa	%	45
	China	%	400
	All other Asia	%	46
	Australia	%	47
	Europe	%	48
	South America	%	49
	Total	100%	
19. What percentage of your company's toy/game sales were to customers in the following distribution channels in 2019?	Discount mass retail	%	50
	Educational and specialty retail	%	51
	Grocery/food/drug	%	52
	Department stores	%	53
	Internet (online, mobile)	%	54
	Specialty toy store chain	%	55
	Toy wholesalers/distributors	%	56
	Warehouse clubs	%	57
	Other _____	%	58
Total	100%		
20. Average monthly (or quarterly) total assets for 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
21. Average monthly (or quarterly) inventory for 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
22. Average monthly (or quarterly) accounts payable for 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
23. Average monthly (or quarterly) accounts receivable for 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

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:		2019 (MOST RECENTLY COMPLETED FISCAL YEAR)
1.	Gross toy/game products sales manufactured, imported or distributed by this company	\$ 144
2.	Licensing revenues from toy/game products	\$ 145
3.	Gross non toy /game sales and other revenue	\$ 146
4.	Total gross revenue (sum of lines 1 through 3)	\$ 147
5.	Sales returns, allowances and deductions on toy/game products	\$ 148
6.	Other non toy/game sales returns and allowances	\$ 149
7.	Net sales revenue (line 4 minus lines 5 and 6)	\$ 150
COST OF SALES:		
COST OF TOY/GAME PRODUCTS (RELATING TO LINE 1)		
8.	Purchased finished goods	\$ 151
9.	Purchased materials used to produce toy/game products	\$ 152
10.	Total Material Costs (line 8 plus line 9)	\$ 153
11.	Total Factory Labor including payroll taxes and benefits	\$ 154
FACTORY OVERHEAD		
12.	Rent and depreciation on factory	\$ 155
13.	Utilities and other factory energy expenses	\$ 156
14.	Factory repairs and maintenance	\$ 157
15.	Insurance	\$ 158
16.	Manufacturing supplies	\$ 159
17.	Depreciation of machinery and equipment	\$ 160
18.	Amortization of tools and molds	\$ 161
19.	Shipping supplies	\$ 162
20.	Ocean freight costs in	\$ 163
21.	All other freight costs in	\$ 164
22.	All other factory overhead	\$ 165
23.	Total Factory Overhead (sum of lines 12 through 22)	\$ 166
COST OF NON TOY/GAME AND OTHER SALES		
24.	Total Cost of Non Toy/Game and Other Sales (relating to line 3)	\$ 167
ROYALTIES		
25.	Total Royalty Expense	\$ 168
26.	Total Cost of Sales (add lines 10 + 11 + 23 + 24 + 25)	\$ 169
27.	Gross margin (line 7 minus line 26)	\$ 170

Continue

OTHER EXPENSES:		2019
		(MOST RECENTLY COMPLETED FISCAL YEAR)
SELLING EXPENSES		
28.	Sales salaries, commissions and related payroll taxes and benefits	\$ 171
29.	Sales and marketing travel and entertainment expenses	\$ 172
30.	Marketing salaries, bonuses and related payroll taxes and benefits	\$ 173
31.	Outside sales commissions	\$ 174
32.	Outside advertising	\$ 175
33.	Product safety testing costs	\$ 176
34.	Freight out	\$ 290
35.	All other selling and marketing expenses	\$ 177
36.	Total selling expenses (sum of lines 28 through 35)	\$ 178
RESEARCH & DEVELOPMENT EXPENSES		
37.	R&D related salaries, bonuses and related payroll taxes and benefits	\$ 179
38.	All other in-house R&D expenses	\$ 180
39.	All outsourced R&D expenses	\$ 181
40.	Total R&D expenses (sum of lines 37 through 39)	\$ 182
DELIVERY EXPENSES		
41.	Delivery salaries, bonuses and related payroll taxes and benefits	\$ 350
42.	All other delivery expenses	\$ 351
43.	Total delivery expenses (sum of lines 41 and 42)	\$ 183
GENERAL AND ADMINISTRATIVE EXPENSES		
44.	General & administrative salaries, bonuses and related payroll taxes and benefits	\$ 184
45.	Depreciation/Amortization Expense	\$ 185
46.	Insurance Expense (general business, liability, auto, etc.)	\$ 186
47.	Product liability insurance expense	\$ 187
48.	Professional Services (e.g., accounting, legal, etc.)	\$ 188
49.	Travel and Entertainment	\$ 189
50.	Bad debt expense	\$ 190
51.	Charitable giving (in-kind and monetary)	\$ 191
52.	All other G&A Expenses	\$ 192
53.	Total General and Administrative Expenses (sum of lines 44 through 52)	\$ 193
54.	Total Operating Expenses (add lines 36 + 40 + 43 + 53)	\$ 194
55.	Net Operating Profit (line 27 minus line 54)	\$ 195
OTHER INCOME (EXPENSE)		
56.	Net Other Income (Expense) (enter expense as a negative using -)	\$ 196
57.	Net Income (or Loss) Before Tax (line 55 plus line 56)	\$ 197

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.

Deduction Description	Deduction as a % of Gross Sales	PLEASE CHECK WHERE DEDUCTION IS RECORDED			
		Sales	Cost of Goods Sold	Selling Expenses	Other (specify)
Markdown allowance	% 300	<input type="checkbox"/> 310	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising allowance	% 301	<input type="checkbox"/> 311	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compliance allowance	% 302	<input type="checkbox"/> 312	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Defective allowance	% 303	<input type="checkbox"/> 313	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Freight	% 304	<input type="checkbox"/> 314	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cash/early pay discount	% 305	<input type="checkbox"/> 315	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Returns	% 306	<input type="checkbox"/> 316	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Volume allowance	% 307	<input type="checkbox"/> 317	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shortages	% 308	<input type="checkbox"/> 318	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	% 309	<input type="checkbox"/> 319	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1	2	3	4

Line #	BALANCE SHEET	Amount
ASSETS:		2019 (MOST RECENTLY COMPLETED FISCAL YEAR)
58.	Cash & Equivalents	\$ 198
59.	Accounts receivable	\$ 199
60.	Allowance for uncollectible receivables	\$ 200
61.	Notes Receivable	\$ 201
62.	Inventory	\$ 202
63.	Allowance for obsolete inventory	\$ 203
64.	Other Current Assets	\$ 204
65.	Total Current Assets (sum of lines 58 through 64)	\$ 205
66.	Plant and Equipment (fixed assets) (less accumulated depreciation)	\$ 206
67.	Other Assets	\$ 207
68.	Total Assets (sum of lines 65 through 67)	\$ 208
LIABILITIES & NET WORTH:		
69.	Accounts Payable	\$ 209
70.	Notes Payable	\$ 210
71.	Other Current Liabilities	\$ 211
72.	Total Current Liabilities (sum of lines 69 through 71)	\$ 212
73.	Long Term Liabilities	\$ 213
74.	Net Worth	\$ 214
75.	Total Liabilities & Net Worth (sum of lines 72 through 74) Must equal line 68.	\$ 215

Thank you for your participation.

Please return your survey to:

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Or use the enclosed postage-paid envelope.

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