



External

PESTEL / PESTLE

Industry

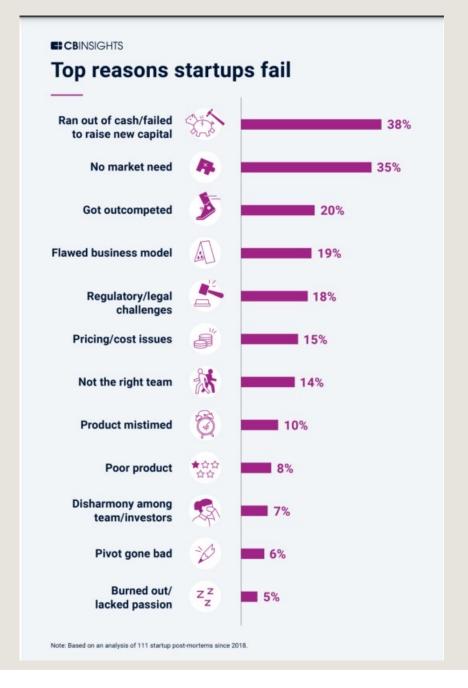
Porters

Internal

Business Model Canvas

Financial

Financials & Forecasts





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Financials & Forecasts







			Actuals	Current	Forecasts		
	2016	2017	2018	2019	2020	2021	2022
Return on Invested Capital (ROIC)	8.87%	12.42%	-0.13%	0.04%	5.85%	6.55%	9.65%
Return on Equity (ROE)	13.96%	17.58%	-2.06%	-1.52%	11.97%	8.22%	13.70%
Profit Margin	0.097	0.134	-0.002	0.000	0.073	0.068	0.095
Fixed Asset Turnover	1.088	1.501	1.374	2.083	1.371	2.270	4.215
Receivables Days	32.850	40.150	43.800	51.100	36.500	36.500	36.500
Inventory Days	54.750	47.609	63.173	51.328	44.392	41.063	39.107
Accounts Payable Days	37.985	36.426	37.479	36.391	36.855	36.558	36.410





Assumptions

Income Statement

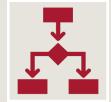




Balance Sheet

Cash Flow





Supporting Schedules

Revenue Growth Rate	2%
GP Margin	24%
Opex	14%
Adjusted Opex	
Working Capital	6.20%
Capex (essential)	38500
Additional Capex	
Depreciation (PPE)	12%
Tax Rate	30%
Dividend Pay-out	50%
Debt InterestRate	6%

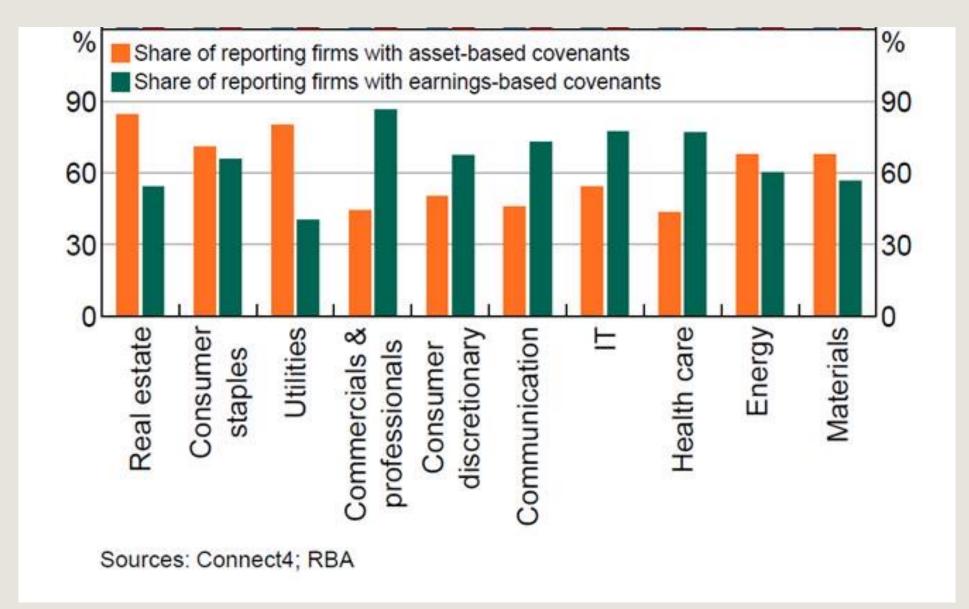


The World's Dumbest	Earnings l	Model ™			
AMZN, \$bn, except per share data	201	5 2020	Annual growth rate, last five years	Assumed growth, next five years	Dumb estimate for 2025
Sales	107	386	29%	29%	1,392
Pretax income	1.6	24	73%	29%	87
Pretax margin	1.59	6.3%			6.3%
Tax rate	629	6 12%			20%
Net income	0.6	21	105%	27%	70
Shares, m	477	510	1%	1%	545
EPS	\$ 1.25	\$ 41.83	102%	25%	\$ 128
Price	\$ 434	\$ 3,223	49%	25%	\$ 9,853
Price/trailing earnings	347	77			77

Robert Armstrong, "Unhedged" FT.com 1 June 2021









Financial Statistics and Covenant Breaches

Australian non-financial listed firms (2002–2020), median

