

Example Benchmarking Report

		OVERALL RESULTS	BETA
BUSINESS CONFIDENCE**	Short term (next 3 months)	6.81	7
	Medium Term (next 12 months)	6.98	7
	Long term (next 24 months)	7.05	7

** The results are based on the following rate scael: (1) = vaule very low, (10) = Very high

		OVERALL RESULTS	BETA
CUSTOMERS*	Achieved in Q1 2019	0.47	1
	Predicted for Q2 2019	0.24	2
TURNOVER*	Achieved in Q1 2019	0.48	0
	Predicted for Q2 2019	0.31	-1

* The results are based on the following rating scale: (-2) = Decrease of 11% or more, (-1) = Decrease of up to 10%, (0) = No change, (1) = Increase of up to 10%, (2) = Increase of 11% or more. For example, if a business increased turnover by up to 10% comparing the last three months (i.e. January to March 2019) to the same period last year (i.e. January to March 2018) the score would be '1'.