Financial information of BATBC

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| **British American Tobacco Bangladesh Company Limited (BATBC)** | | | |
| **Information** | **2013** | **2014** | **2015** |
| **Taka '000s** | **Taka '000s** | **Taka '000s** |
| Sales | 109,581,710 | 126,804,602 | 143,711,664 |
| Gross profit | 13,724,107 | 16,309,771 | 18,682,383 |
| Net profit | 4,868,649 | 6,281,922 | 5,846,008 |
| Operating profit | 9,504,368 | 11,534,652 | 13,200,527 |
| Total asset | 18,463,798 | 27,075,019 | 29,590,831 |
| Total equity | 8,901,590 | 11,463,511 | 14,609,519 |

Financial information of CCL

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| **Confidence Cement Limited (CCL)** | | | |
| **Information** | **2013** | **2014** | **2015** |
| Sales | 3,481,284,388 | 3,634,989,180 | 5,530,112,567 |
| Gross profit | 716,085,536 | 606,412,471 | 897,057,376 |
| Net profit | 364,000,408 | 239,276,307 | 665,985,110 |
| Operating profit | 506,376,748 | 443,602,779 | 660,069,628 |
| Total asset | 4,587,102,041 | 5,061,452,990 | 6,245,999,864 |
| Total equity | 2,929,474,547 | 2,898,245,046 | 3,318,619,578 |

Ratio Analysis

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| **Ratio Analysis** | | | | |
|  | **Name of Ratios** | **2013** | **2014** | **2015** |
| **BATBC** | Gross Profit Margin | 0.1252409 | 0.1286213 | 0.1299991 |
| Net Profit Margin | 0.0444294 | 0.0495402 | 0.0406787 |
| Operating Profit Margin | 0.0867332 | 0.090964 | 0.0918542 |
| Return on Asset (ROA) | 0.2636862 | 0.2320191 | 0.1975615 |
| Return on Equity | 0.5469415 | 0.5479928 | 0.4001506 |
| ROE (DU Pont) | 0.5469415 | 0.5479928 | 0.4001506 |
| **Ratio Analysis** | | | | |
|  | **Name of Ratios** | **2013** | **2014** | **2015** |
| **CCL** | Gross Profit Margin | 0.2056958 | 0.1668265 | 0.1622132 |
| Net Profit Margin | 0.1045592 | 0.0658259 | 0.1204289 |
| Operating Profit Margin | 0.1454569 | 0.1220369 | 0.1193592 |
| Return on Asset (ROA) | 0.079353 | 0.0472742 | 0.1066259 |
| Return on Equity | 0.1242545 | 0.082559 | 0.2006814 |
| ROE (DU Pont) | 0.1242545 | 0.082559 | 0.2006814 |

## 1. Gross Profit Margin

## Gross profit margin is a financial metric used to assess a company's financial health and business model by revealing the proportion of money left over from revenues after accounting for the cost of goods sold (COGS).

**British American Tobacco Bangladesh Company Limited (BATBC)**

Gross Profit Margin of BATBC was 0.1252409 in 2013; 0.1286213 in 2014 & 0.1299991 in 2015. The higher gross profit margin earned by BATBC was 0.1299991 in 2015. It is good.

**Confidence Cement Limited (CCL)**

Gross Profit Margin of CCL was 0.2056958 in 2013; 0.1668265 in 2014 & 0.1622132 in 2015. The higher gross profit margin earned by CCL was 0.2056958 in 2013. It is good.

Comparative with these two Company CCL is in the good position.

## 2. Net Profit Margin

Higher operating margin is good for the firm.

**British American Tobacco Bangladesh Company Limited (BATBC)**

Net Profit Margin of BATBC was 0.0444294 in 2013; 0.0495402 in 2014 & 0.0406787 in 2015. The higher net profit margin earned by BATBC was 0.0495402 in 2014. It is good.

**Confidence Cement Limited (CCL)**

Net Profit Margin of CCL was 0.1045592in 2013; 0.0658259 in 2014 & 0.1204289 in 2015. The higher net profit margin earned by CCL was 0.1204289 in 2015. It is good.

Comparative with these two Company CCL is in the good position.

## 3. Operating Profit Margin

Higher operating margin is good for the firm.

**British American Tobacco Bangladesh Company Limited (BATBC)**

Operating Profit Margin of BATBC was 0.0867332 in 2013; 0.090964 in 2014 & 0.0918542 in 2015. The higher operating profit margin earned by BATBC was 0.0918542 in 2015. It is good.

**Confidence Cement Limited (CCL)**

Operating Profit Margin of CCL was 0.1454569 in 2013; 0.1220369 in 2014 & 0.1193592 in 2015. The higher operating profit margin earned by CCL was 0.1454569 in 2013. It is good.

Comparative with these two Company CCL is in the good position.

## 4. Return on Asset

It is primarily an indicator of managerial efficiency. It indicates how capable management has been in converting assets into net earnings.

**British American Tobacco Bangladesh Company Limited (BATBC)**

Return on Asset of BATBC was 0.2636862 in 2013; 0.2320191 in 2014 & 0.1975615 in 2015. The high percentage of how profitable a BATBC’s assets are in generating revenue was 0.2636862 in 2013. So it is good.

**Confidence Cement Limited (CCL)**

Return on Asset of CCL was 0.079353 in 2013; 0.0472742 in 2014 & 0.1066259 in 2015. The high percentage of how profitable a CCL’s assets are in generating revenue was 0.1066259 in 2015. So it is good.

Comparative with these two Company BATBC is in the good position. They asset generate a higher revenue each time than CCL.

## 5. Return on Equity

More ROE is efficient for investor’s choice for investment

**British American Tobacco Bangladesh Company Limited (BATBC)**

Return on Equity of BATBC was 0.5469415 in 2013; 0.5479928 in 2014 & 0.4001506 in 2015. The high amount of net income returned as a percentage of shareholder’s equity of BATBC was 0.5479928 in 2014. So it is good.

**Confidence Cement Limited (CCL)**

Return on Equity of CCL was 0.1242545 in 2013; 0.082559 in 2014 & 0.2006814 in 2015. The high amount of net income returned as a percentage of shareholder’s equity of CCL was 0.2006814 in 2014. So it is good.

Comparative with these two Company BATBC is in the good position. They provide high amount of net income returned as a percentage of shareholder’s equity.

**6. ROE DuPont**

ROE is affected by three things: operating efficiency, which is measured by profit margin; [asset](http://www.investopedia.com/terms/a/asset.asp) use efficiency, which is measured by total asset turnover; and financial [leverage](http://www.investopedia.com/terms/l/leverage.asp), which is measured by the equity multiplier.

ROE = [Profit Margin](http://www.investopedia.com/terms/p/profitmargin.asp) x Asset [Turnover](http://www.investopedia.com/terms/t/turnover.asp) Ratio x [Equity Multiplier](http://www.investopedia.com/terms/e/equitymultiplier.asp).

**British American Tobacco Bangladesh Company Limited (BATBC)**

DuPont of BATBC was 0.5469415 in 2013; 0.5479928 in 2014 & 0.4001506 in 2015. The high amount of DuPont of BATBC was 0.5479928 in 2014. So it is good.

**Confidence Cement Limited (CCL)**

DuPont of CCL was 0.1242545 in 2013; 0.082559 in 2014 & 0.2006814 in 2015. The high amount of DuPont of CCL was 0.2006814 in 2014. So it is good.

Comparative with these two Company BATBC is in the good position.