



**salesforce**



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# Introduction



Salesforce, Inc. was incorporated in 1999 and is headquartered in San Francisco, California.

The company's service includes sales to store data, monitor leads and progress, forecast opportunities, gain insights through analytics and artificial intelligence, and deliver quotes, contracts, and invoices; and service that enables companies to deliver trusted and highly personalized customer support at scale.

In addition, its platform offering comprise a flexible platform that enables companies of various sizes, locations, and industries to build business workflow and apps with customer



# History of Salesforce

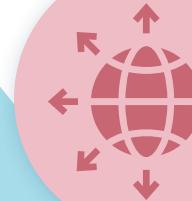
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1999



Established. Salesforce journey begins with a clear vision to be "A world class Internet company for sales Force automation"

2001



Expansion into Worldwide market place with headquarters in Dublin & tokyo, fastest growing CRM

2003



Reached \$100 Million in revenue by year end

2004



On June 23, IPO on the New York Stock Exchange, raising \$110 million at \$11 per share

2005



Introduces AppExchange service, offering third-party developers a place to work on their own applications.

2007



Acquisition of wireless technology startup Sendia, and the original Salesforce mobile app, AppExchange Mobile

2008



Revenue of just over \$1 billion, making it the first cloud computing company to breach the billion-dollar mark in annual revenue



# History of Salesforce

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2010



Ranked 4th on the Fortune magazine list of world's fastest-growing companies

2011



Company crosses threshold with more than 10000 customers

2015



Salesforce enters fortune 500 companies

2018



The company acquires MuleSoft to help power Salesforce's integration capabilities

2019



Acquires Tableau, bringing the world's #1 CRM and #1 analytics platform together to supercharge customers' digital transformations

2020



IDC ranks Salesforce #1 in CRM for the 7th year in a row, gaining more share of market than the next nine competitors combined.

2021 & 2022



Acquires Slack  
Salesforce was ranked #1 in CRM for the 9th consecutive year.

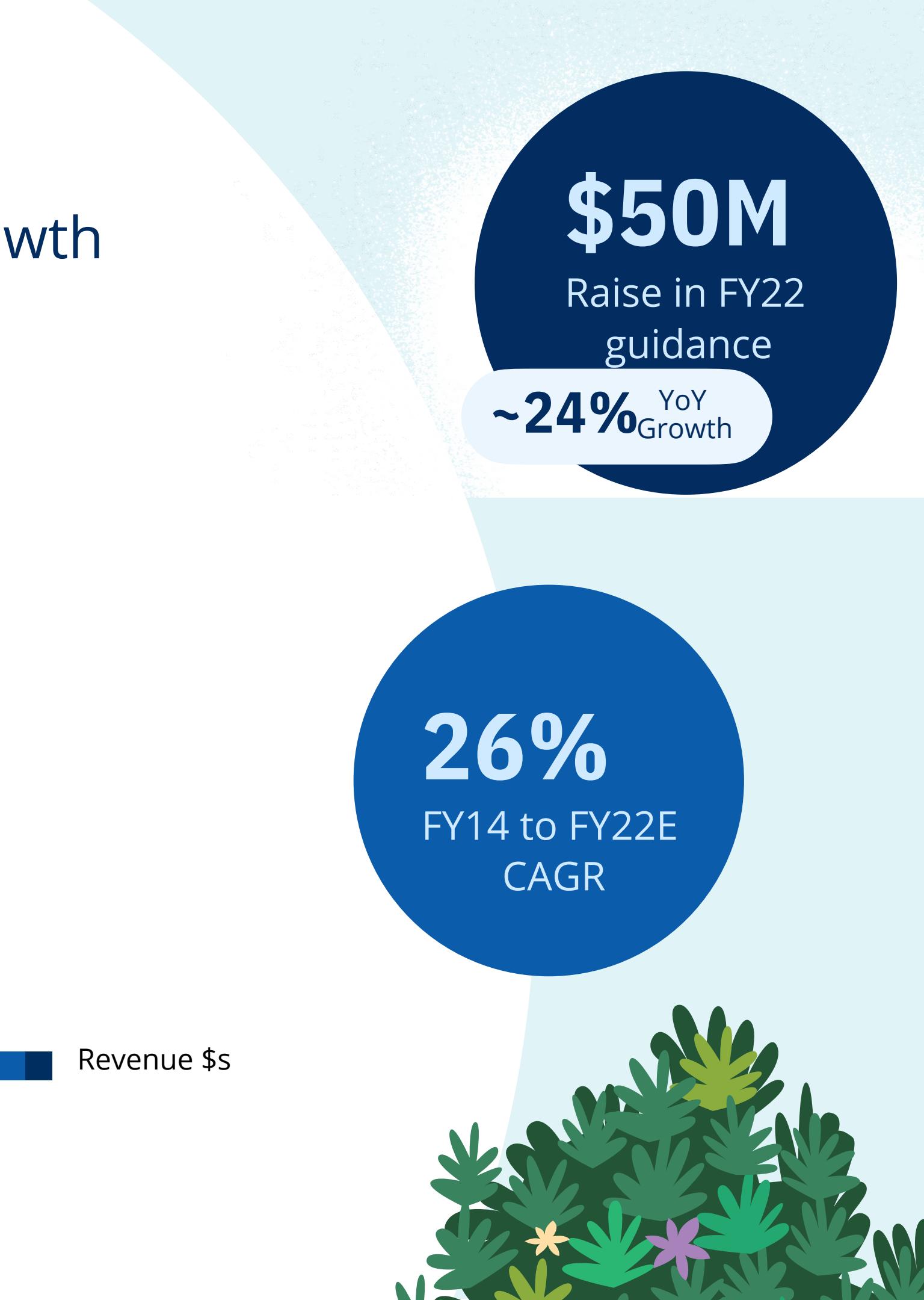
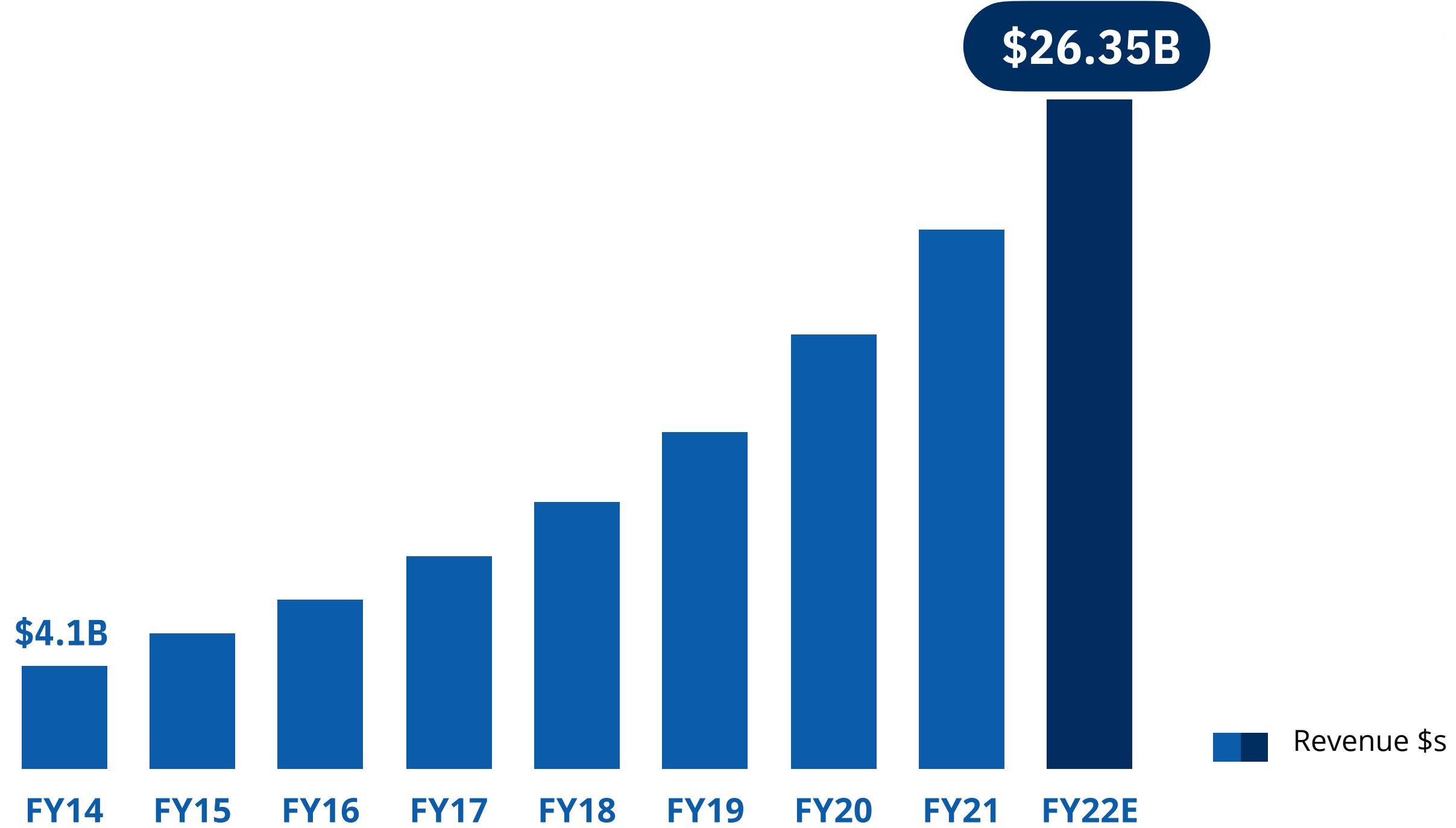


# Growth & Performance



# Outstanding Revenue Performance

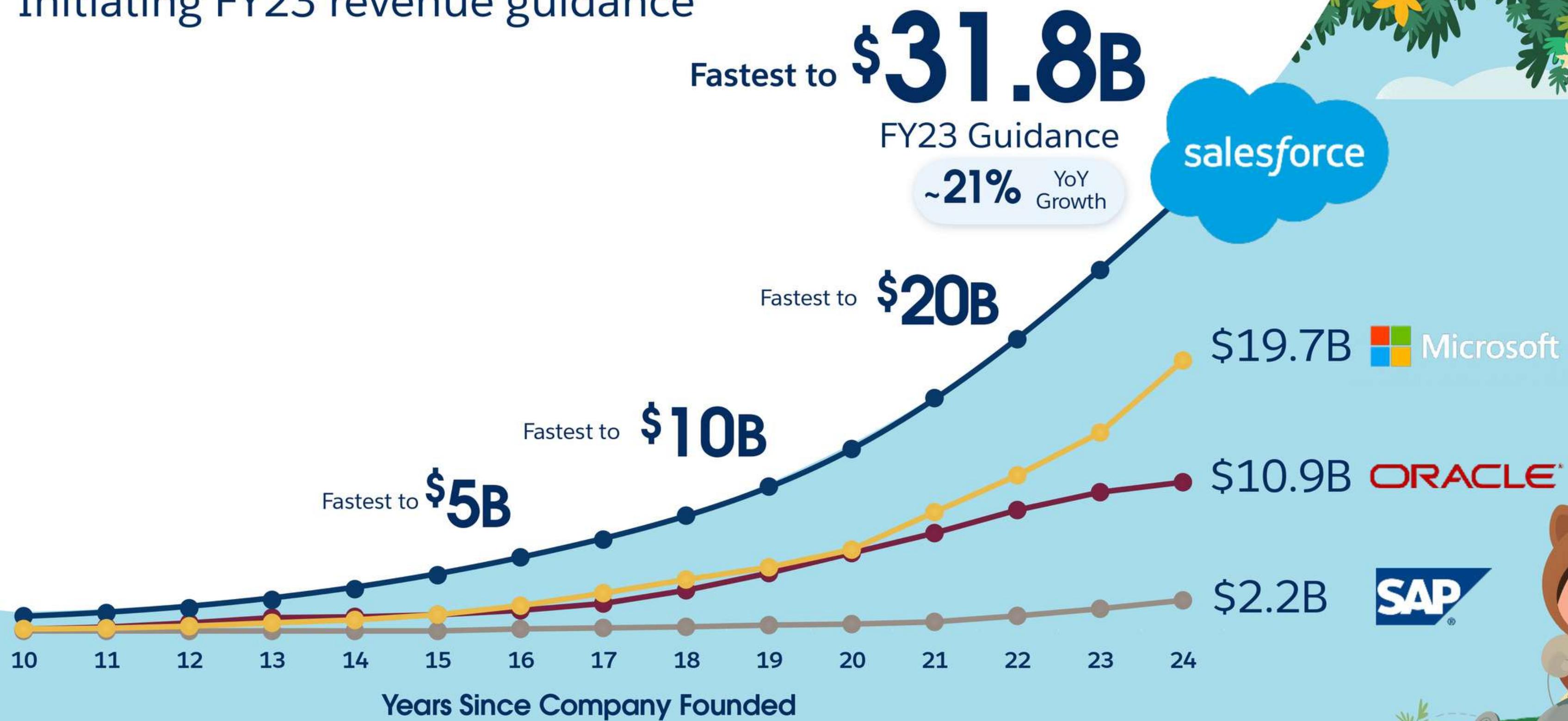
Track record of consistently driving revenue growth



# Fastest Growing Enterprise Software Company Ever

Initiating FY23 revenue guidance

\$50B+  
FY26 Target\*

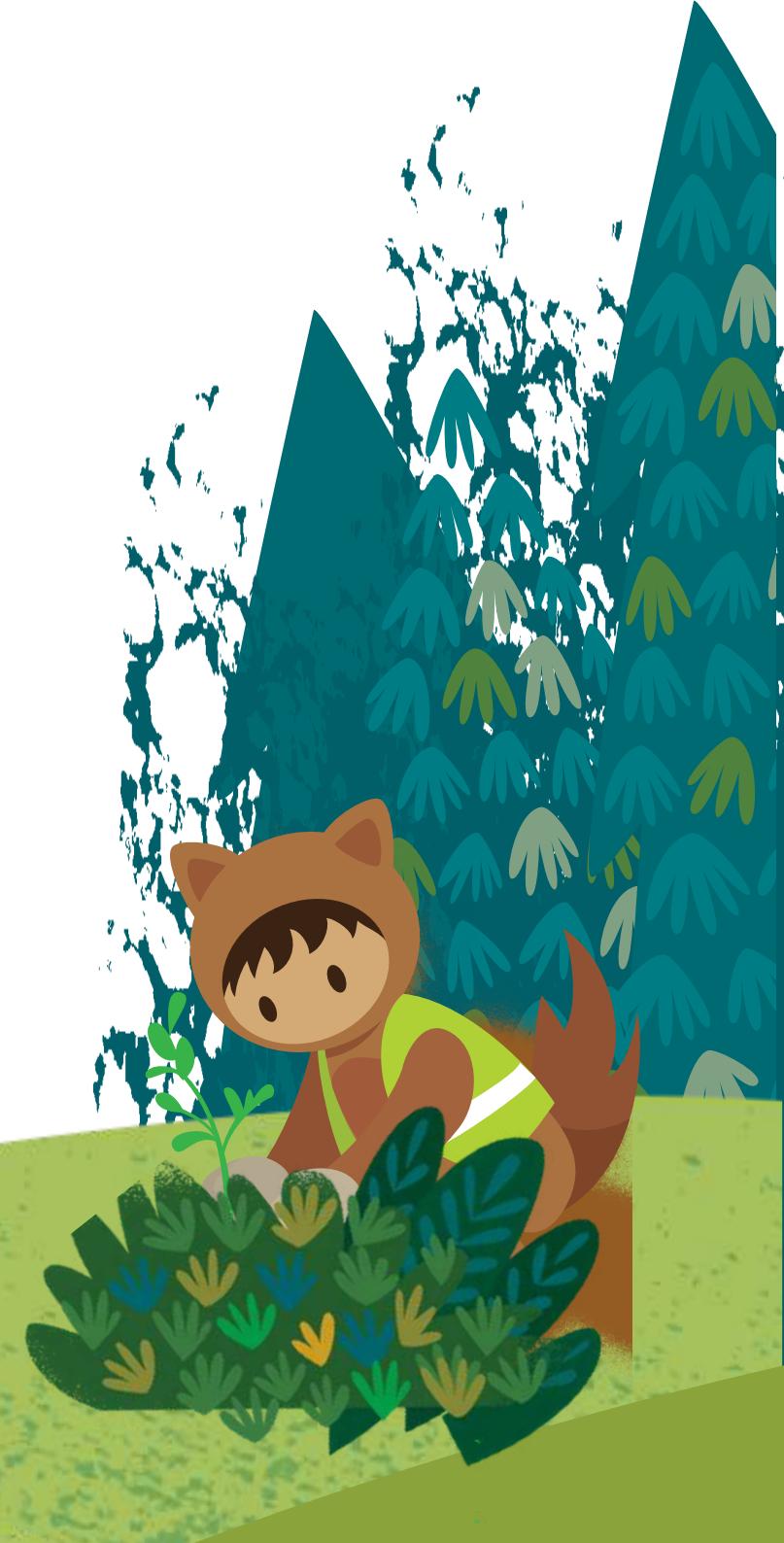
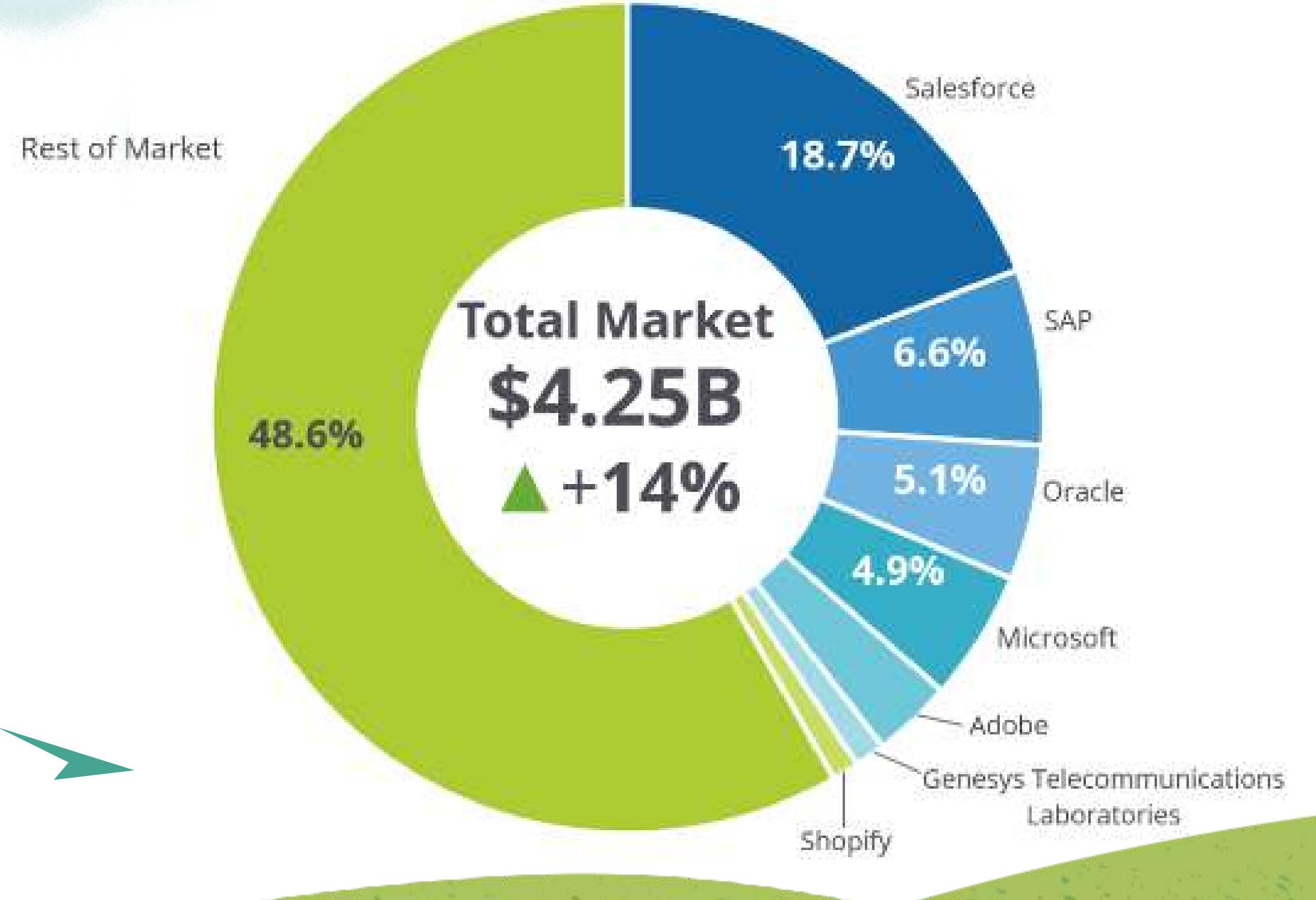


Note: Salesforce revenue of \$5.4B in FY15, \$10.5B in FY19 and \$21.3B in FY21. Source for Microsoft, Oracle and SAP revenues: FactSet.  
FY22: High end of FY22 revenue guide of \$26.25B to \$26.35B as of September 23, 2021. FY23: High end of FY23 revenue guide of \$31.65B to \$31.8B as of September 23, 2021.

SAP®



# Market Share



# Share Prices since Inception

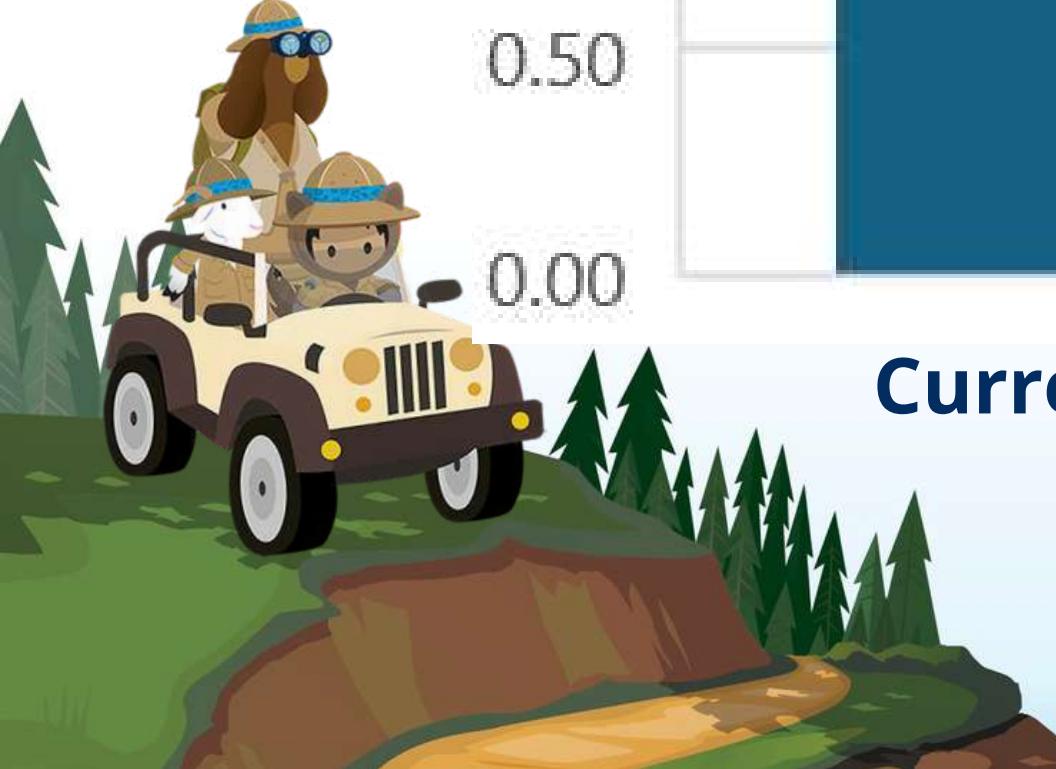
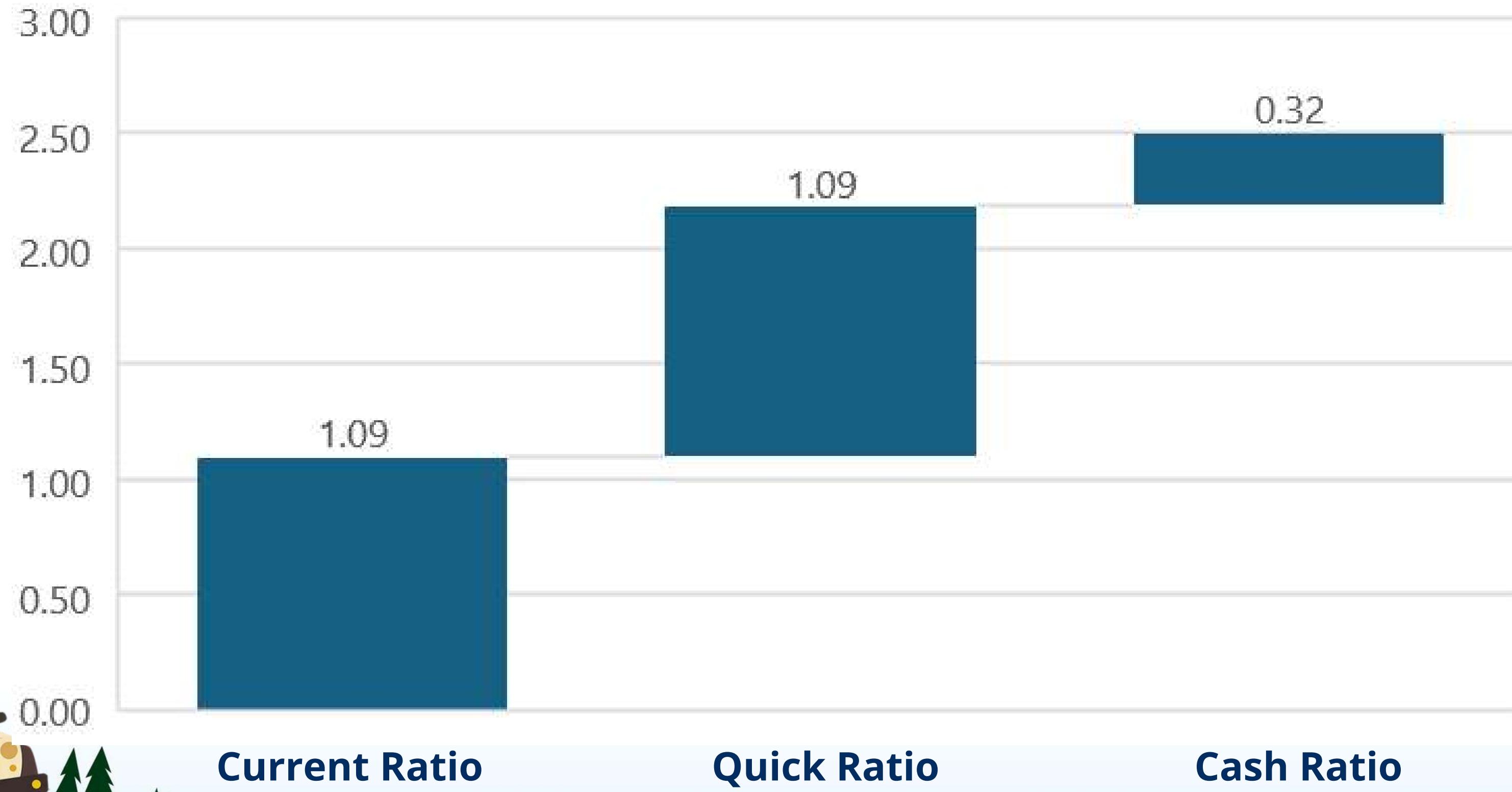


Published on Investing.com, 8/Apr/2024 - 19:54:36 GMT, Powered by TradingView.

Salesforce Inc, United States, NYSE:CRM, M



# Liquidity Ratios



# Profitability Ratios

Return On Investments

5.62

Gross Profit Margin

75.50%

Operaitng Profit Margin

17.21%

Return On Assets

4.14%

Return On Equity

7.09%

Return On Sales

17.21%



**70.87**

Earning Ratio



**0.18**

Debt-to-Equity Ratio

**Salesfoce announces first ever dividend of \$0.40 per share to be paid by 11th April to its shareholders.**

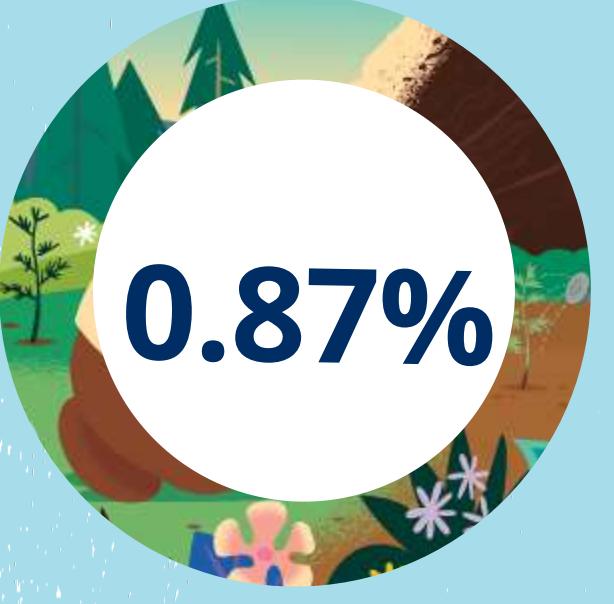
**In addition to dividend, Salesforce also announced that it would be boosting its share repurchase program by \$10billion**

# CAPM Analysis



**1.30**

Beta



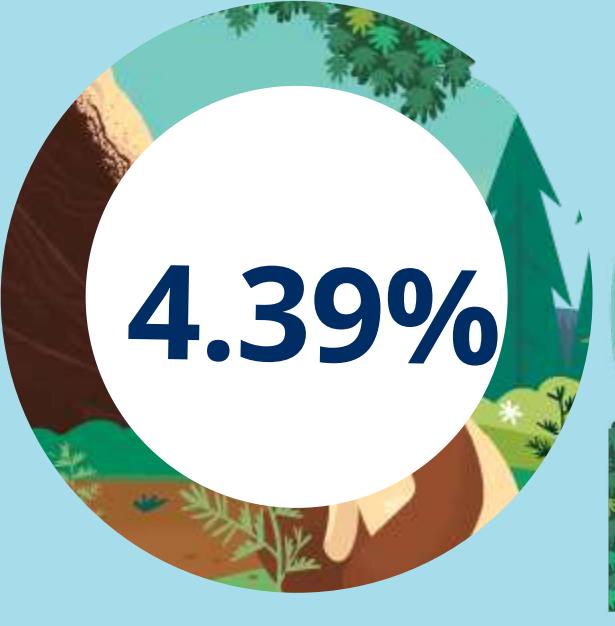
**0.87%**

Geomean



**10.9%**

Market return



**4.39%**

Risk free rate of  
return



**12.86%**

Return on Assets

# Weighted Average Cost Of Capital



**15.94%**

**WACC**



**12.86%**

**Cost of Equity**



**39.7%**

**Cost of Debt**



**16.44%**

**Tax Rate**



**33.17%**

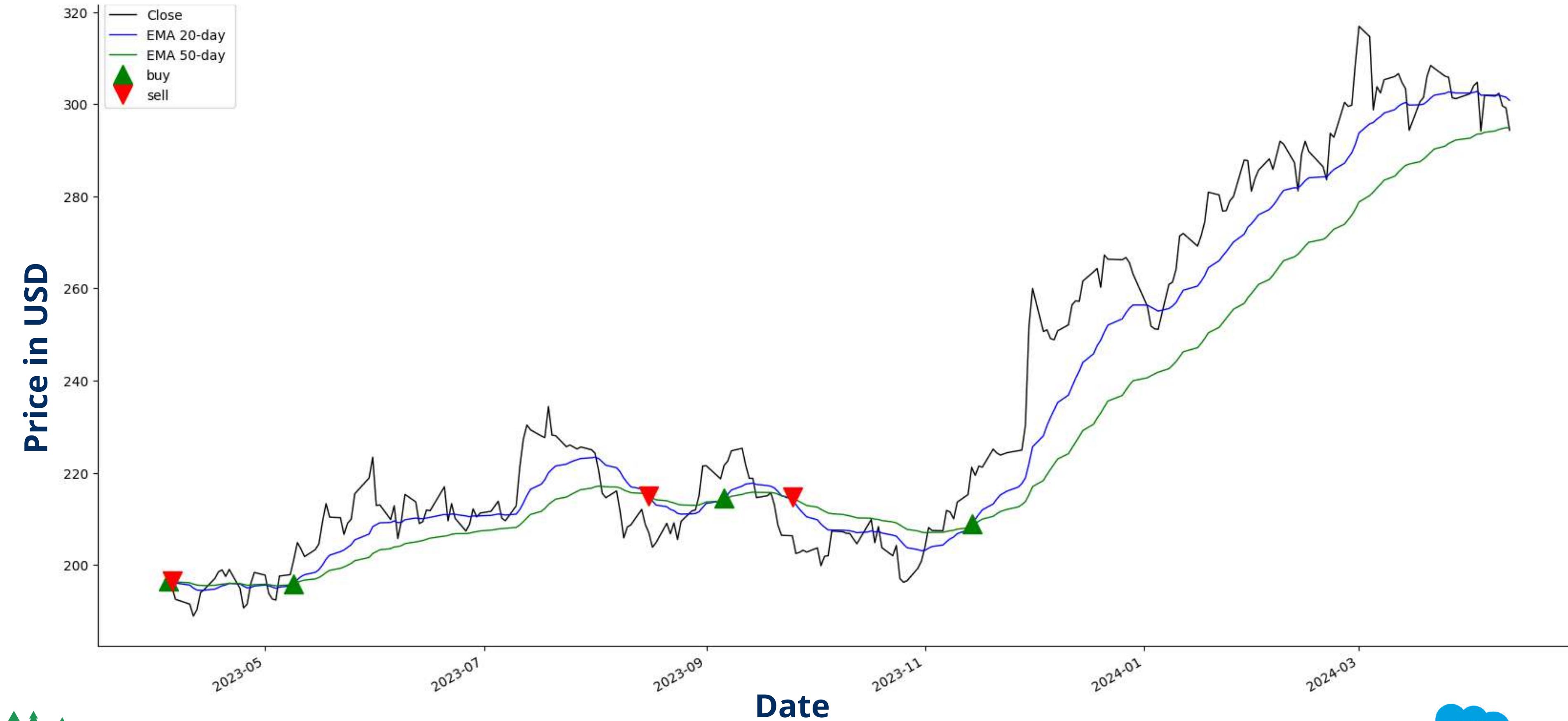
**After Tax Cost  
of Debt**

# SMA20 & SMA50



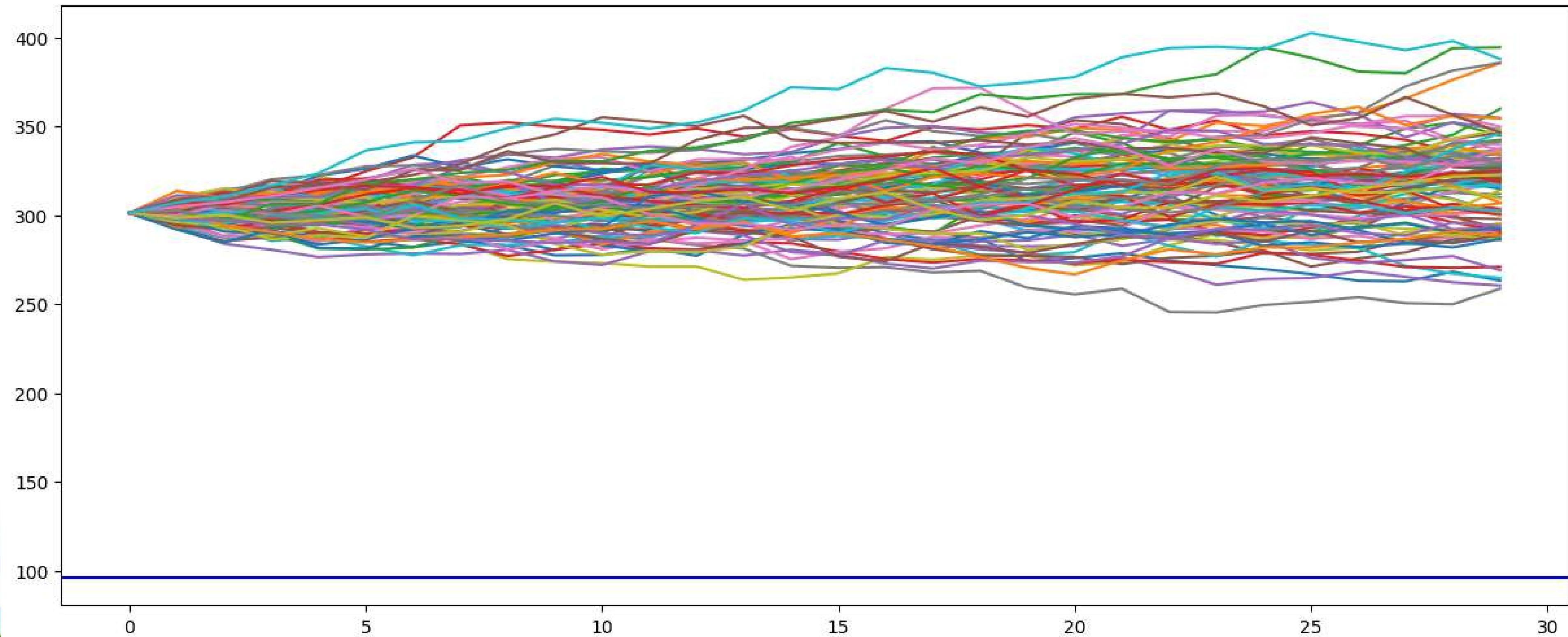
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# EMA20 & EMA50



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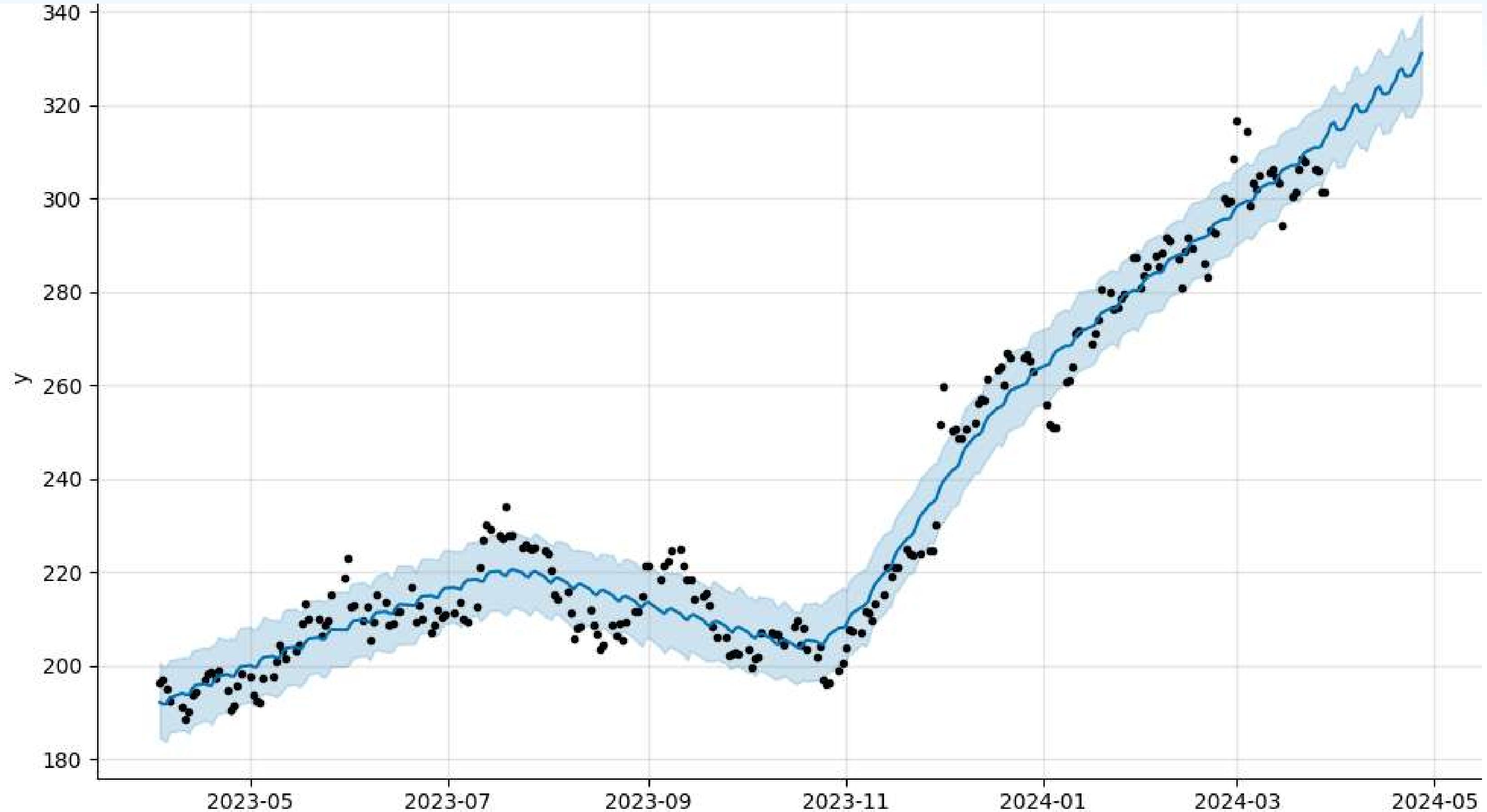
# Monte Carlo Simulation



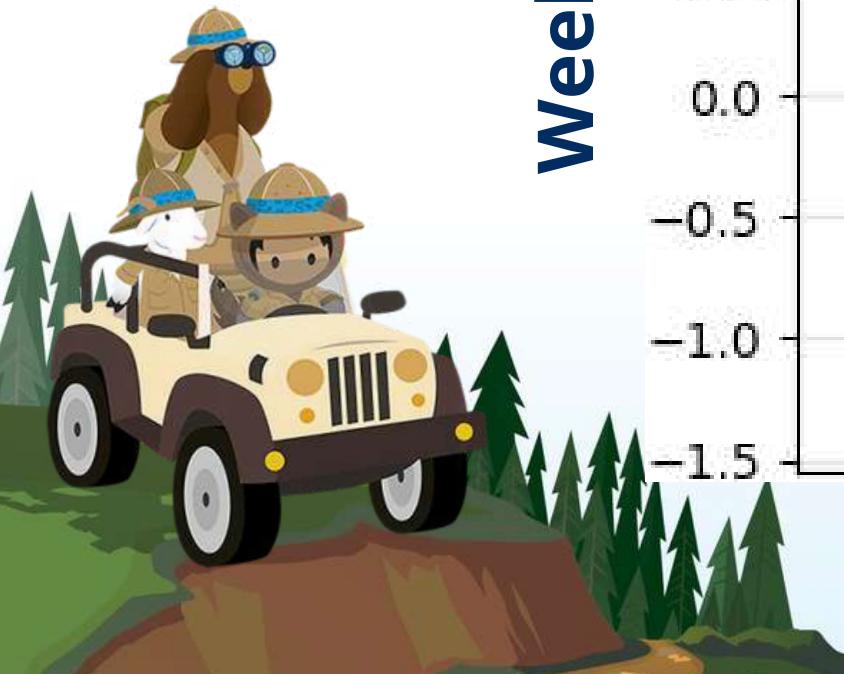
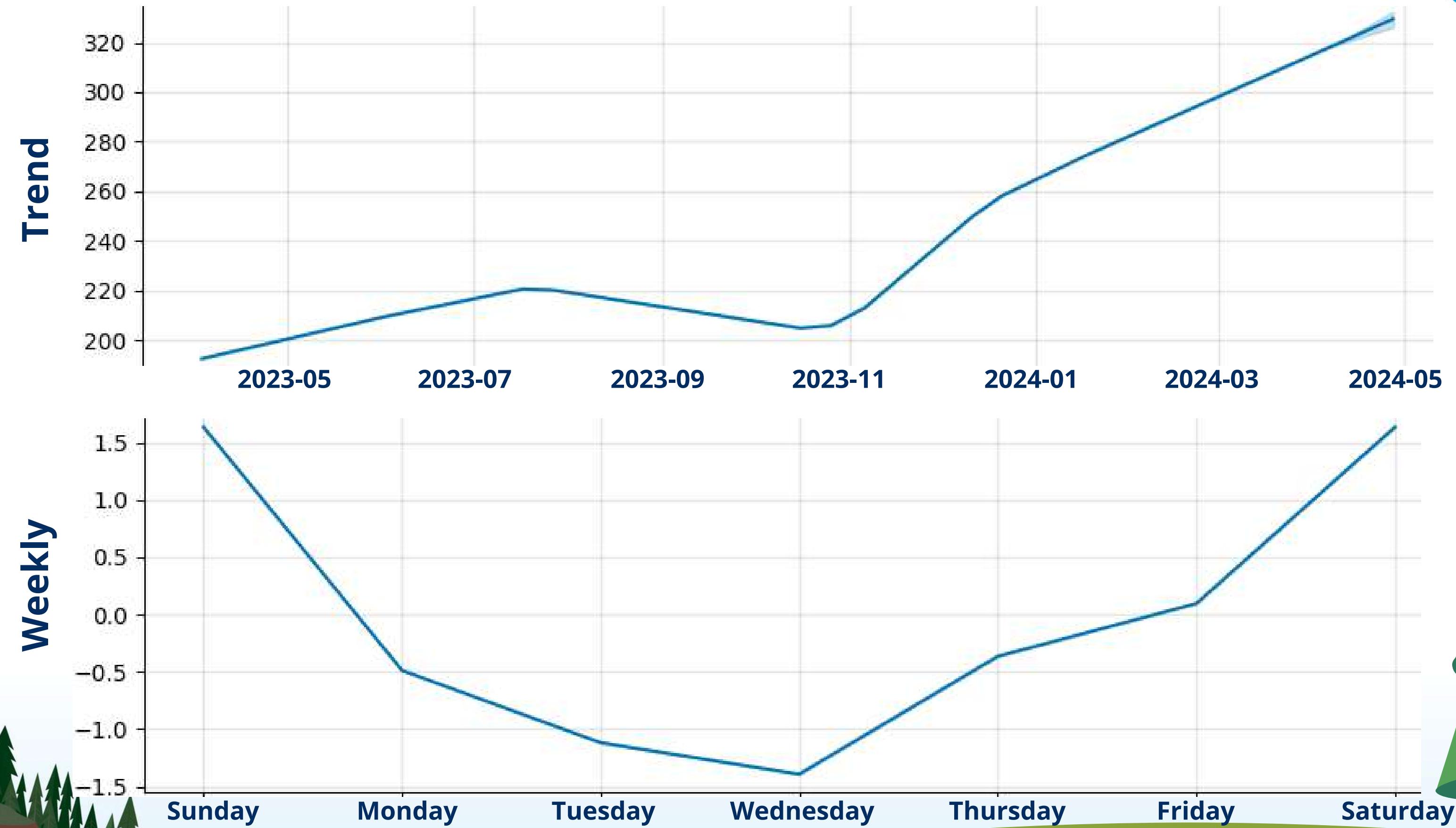
# Facebook Prophet Simulation



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# Near Future Predictions



# Recommendations

Given Salesforce's history of innovation and growth, continued investment in research and development to enhance products and services could further solidify its market position.

Expanding into new geographical regions or niche markets could help Salesforce capture additional market share and diversify its revenue streams.

Maintaining a strong focus on customer satisfaction is crucial for retaining existing customers and attracting new ones.

Implementing customer feedback mechanisms and personalized solutions could drive long-term success.

While pursuing growth opportunities, maintaining financial discipline and prudent risk management practices are essential to ensure sustainable long-term performance.

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# Conclusion

Salesforce has demonstrated an impressive growth trajectory since its inception, driven by a combination of innovation, strategic acquisitions, and a customer-centric approach.

With a significant market share in the CRM and cloud computing space, It has established as a leader in the industry, continuously evolving to meet the changing needs of its customers.

The company has healthy liquidity and profitability ratios, coupled with consistent revenue performance, reflect its robust financial health and ability to weather market fluctuations.

The steady growth in share price since inception and favorable risk-adjusted returns, as indicated by the CAPM analysis, underscore investor confidence in Salesforce's future prospects.





# References

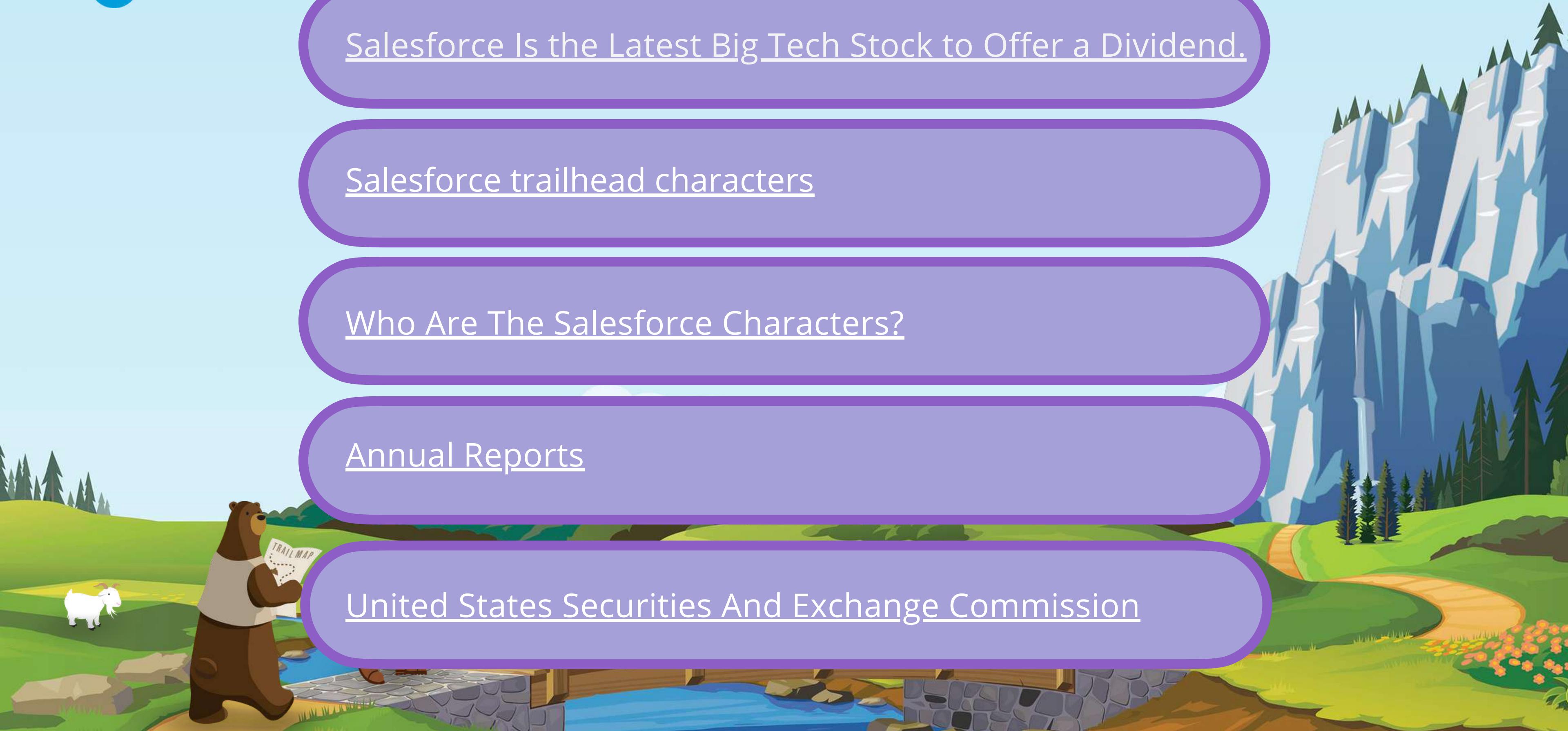
Salesforce Is the Latest Big Tech Stock to Offer a Dividend.

Salesforce trailhead characters

Who Are The Salesforce Characters?

Annual Reports

United States Securities And Exchange Commission



# Thank You

