

Resources for Building a Business (Benchmark Analysis)

Benchmark Analysis (averages and ratios for various industries)

<http://www.ic.gc.ca/eic/site/ss-ss.nsf/eng/home>

To find benchmark analysis by industry follow click on the link above and then do the following:

1. Select the industry you are interested in from the list provided
2. On the next page, select the first link under the "Industry Statistics" heading
3. On the next page, from the second drop-down list select "SME benchmarking" and click GO



The screenshot shows the Industry Canada website interface. The breadcrumb trail is: Industry Canada > Economic and Market Research/Statistics > Canadian Industry Statistics > Canadian Economy > Goods > 31-33 - Manufacturing > 336 - Transportation Equipment Manufacturing > NAICS — 3364 - Aerospace Product and Parts Manufacturing > Definition. The main content area is titled "Canadian Industry Statistics (CIS)" and "Definition Aerospace Product and Parts Manufacturing (NAICS 3364)". It includes a definition of the industry group and a form to select a NAICS level and benchmarking type. The "SME Benchmarking" option is selected in the dropdown menu, and the "Go" button is visible.

It will provide the aggregate data for Canadian companies in the selected industry including profit margins, breakdown of expenses (as a percentage), etc.