



**Altius**  
SAVJETOVANJE d.o.o.

## **Kako napraviti financijsku analizu konkurencije?**

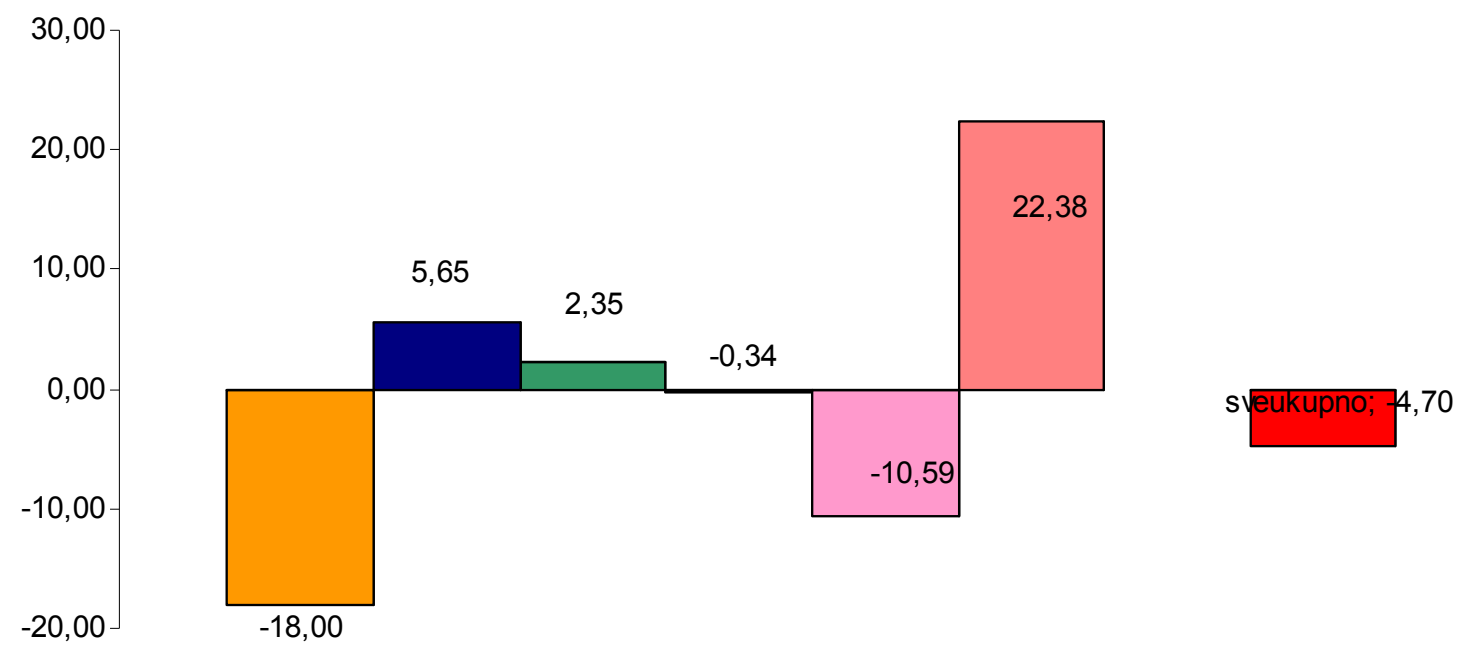
mr.sc. Andreja Švigir, ovl.rev

**Kakva nas budućnost čeka...?**

## Analiza tržišta i konkurencije 2004-2008.

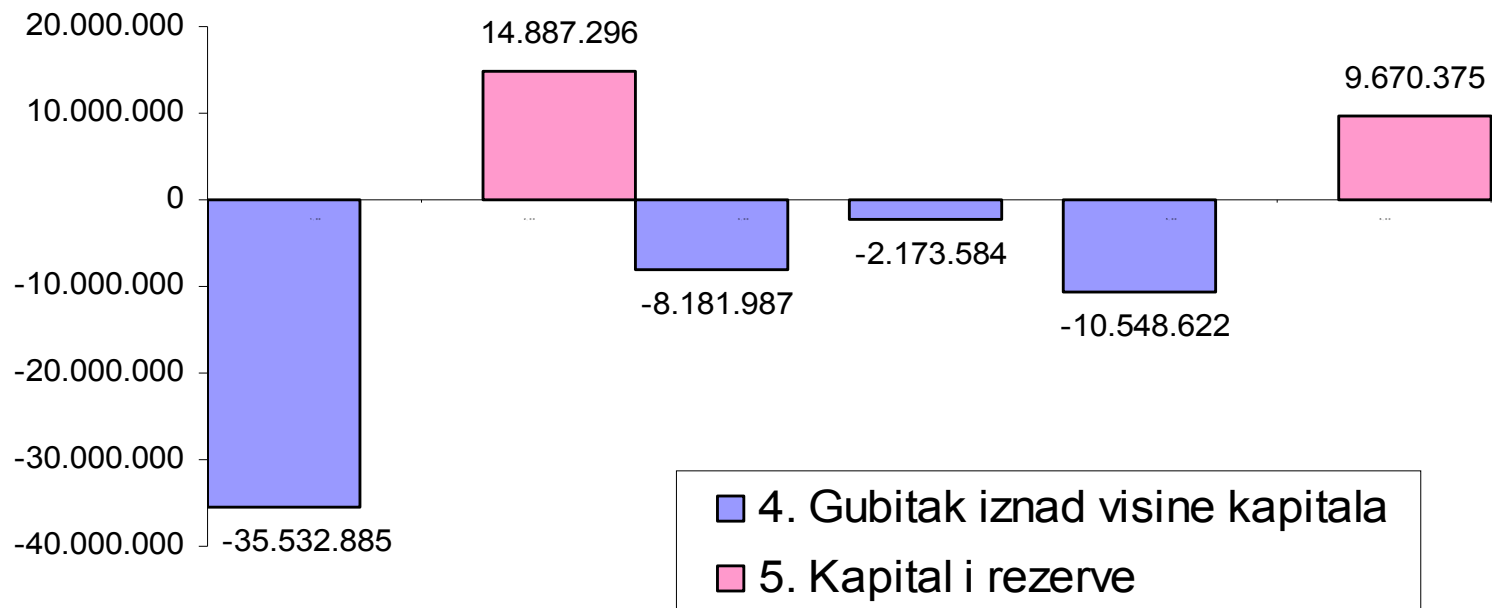
	1	2	3	4	5	6	
Ukupan prihod							<b>sveukupno</b>
2004	205.504.711	75.726.952	45.985.669	12.858.158	14.666.998	<b>23.154.980</b>	377.897.468
2005	157.094.236	88.234.387	43.021.073	13.806.927	9.955.892	<b>28.598.359</b>	340.710.874
2006	146.271.562	94.100.020	49.769.154	12.116.956	8.403.532	<b>35.492.448</b>	346.153.672
2007	123.433.627	95.704.848	47.824.729	11.808.333	8.119.978	<b>43.246.752</b>	330.138.267
2008	92.905.556	94.330.672	50.459.680	12.685.914	9.371.236	<b>51.940.784</b>	311.693.842
							0
<b>prosječna god. stopa rasta 2004-08.</b>	<b>-18,00</b>	<b>5,65</b>	<b>2,35</b>	<b>-0,34</b>	<b>-10,59</b>	<b>22,38</b>	<b>-4,70</b>

Stope rasta u kunama 2004-08.

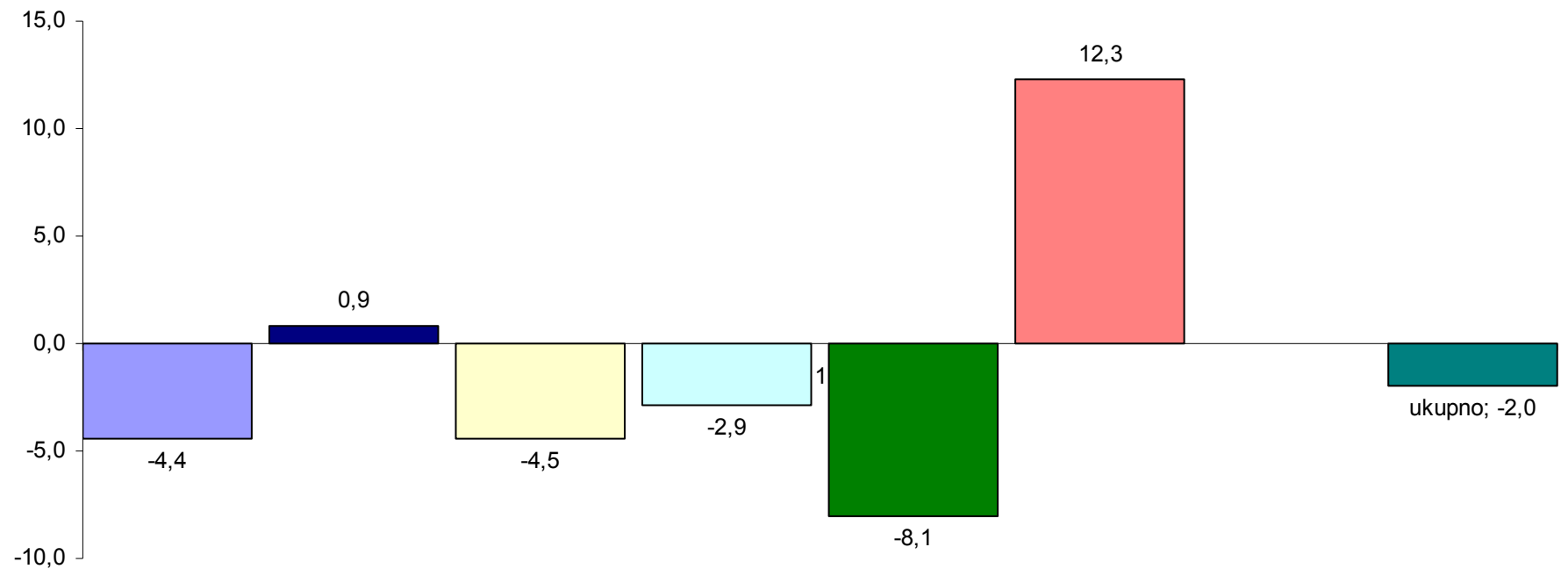


PODUZEĆE	ROA	RENT. PRODAJE	KO IMOVINE
<b>2</b>	<b>12,31</b>	<b>3,36</b>	<b>3,67</b>
<b>6</b>	<b>10,61</b>	<b>6,60</b>	<b>1,61</b>
<b>4</b>	<b>5,10</b>	<b>3,34</b>	<b>1,53</b>
<b>1</b>	<b>0,00</b>	<b>0,00</b>	<b>1,15</b>
<b>3</b>	<b>0,00</b>	<b>0,00</b>	<b>2,31</b>
<b>5</b>	<b>0,00</b>	<b>0,00</b>	<b>0,50</b>
<b>PROSJEK</b>	<b>4,67</b>	<b>2,22</b>	<b>1,80</b>

### Vrijednost vlastitog kapitala ili gubitka iznad razine kapitala 2008.



### Stopa rasta zaposlenih 2004.-2008.



## Novostvorena vrijednost

	1	2	3	4	5	6	ukupno
2004	66.192.706	20.444.210	9.693.561	3.481.089	2.494.188	2.169.300	104.475.054
2005	45.708.256	24.362.289	8.790.688	3.275.106	2.300.721	2.684.523	87.121.583
2006	47.272.047	23.500.321	11.161.862	2.636.604	2.050.689	3.885.591	90.507.114
2007	43.358.640	20.809.233	12.373.950	1.937.120	1.990.558	4.817.614	85.287.115
2008	10.736.915	19.164.631	12.633.579	2.897.855	2.351.315	7.445.135	55.229.430
prosječna god. stopa rasta 2004-08.	<b>-36,5</b>	<b>-1,6</b>	<b>6,8</b>	<b>-4,5</b>	<b>-1,5</b>	<b>36,1</b>	<b>-14,7</b>

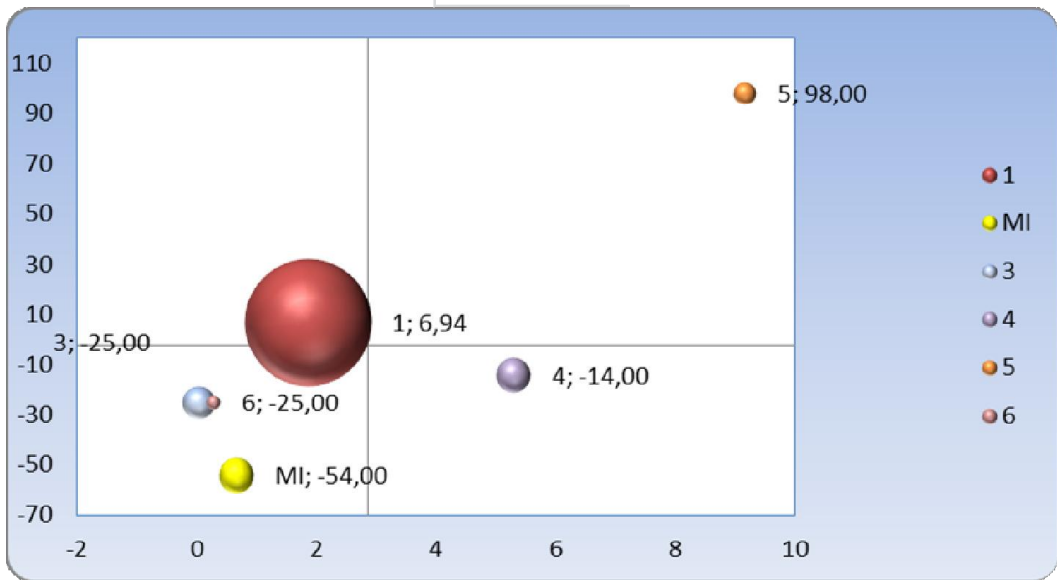
**Bruto dobit**  
 + bruto plaće  
 + nagrade  
 + izdaci za edukaciju  
 + bonusi  
 + student servis  
 + autorski honorari  
 - dotacije  
 - subvencije  


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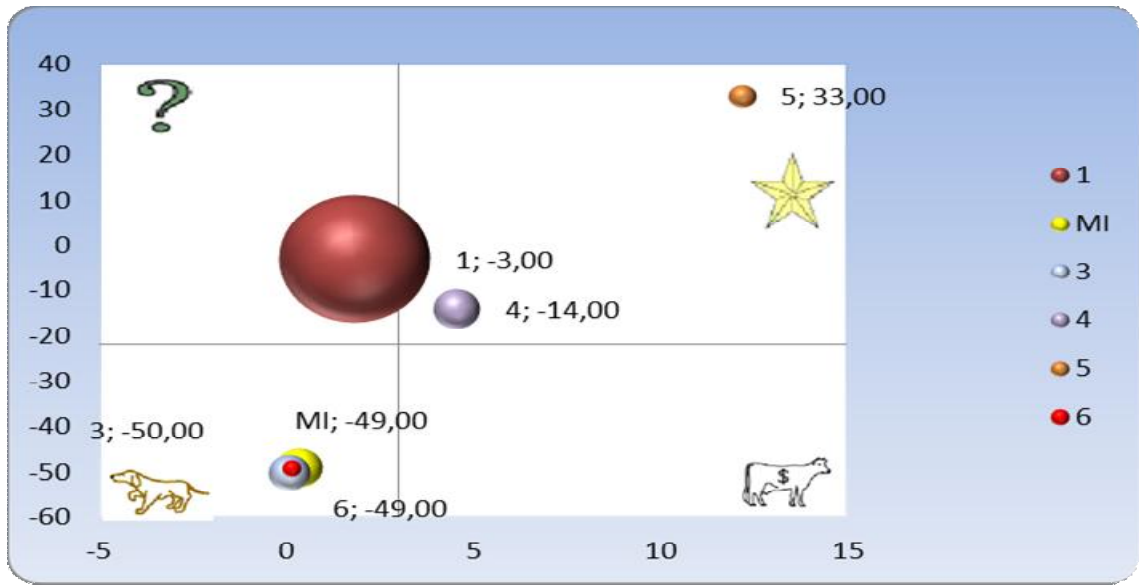
 = novostvorena vrijednost



2012



2013



**Hvala na pažnji!**

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