

**GROSS PROFIT MARGIN BY INDUSTRY**

<i>Industry</i>	<i>Gross Profit</i>
APPLIANCES	32.50%
AUTO REPAIR, SERVICES	40.40%
AUTOMOTIVE DEALERS	20.00%
AUTOMOTIVE PARTS	37.53%
AUTOMOTIVE SOUND EQUIP	38.70%
AUTOMOTIVE TIRES	37.39%
BAR/NIGHTCLUB	67.32%
BEAUTY SHOP	55.10%
BEER DISTRIBUTOR	25.00%
BLINDS/WINDOW	43.09%
BOAT DEALER	26.10%
BODY SHOP	39.48%
BOTTLED WATER DEL.	43.62%
BRAKE REPAIR	42.64%
BRIDAL SHOP	40.54%
BURGLAR ALARM	38.72%
CARPET	36.29%
CHILD DAY CARE	41.60%
CHURCH	66.43%
COMPUTER MAINT./REPAIR	48.00%
COMPUTER/SOFTWARE STORE	34.52%
CONSTRUCTION PLUMBING, HEATING, A/C	29.90%
CONVENIENCE STORE	30.00%
DENTAL	49.30%
DOCTOR	51.96%
ELECTRICAL	42.34%
FAST FOOD REST.	59.50%
FENCING	26.98%
FITNESS FACILITY	62.54%
FUNERAL HOME	58.00%
FURNITURE STORE	44.00%
GOLF COURSE	76.80%
GROCERY STORE	20.00%
HOME BUILDER	23.20%
HOME FURNISHINGS	38.40%
HOME REMODELING	23.48%
HOSPITAL	43.70%
HOTEL/LODGING	33.63%
INSURANCE AGENTS	30.00%
INTERNET SERVICE PROVIDER	70.00%
JEWELRY STORE	50.00%
LANGUAGE SCHOOL	52.22%
LAW OFFICE	57.50%
LAWN GARDEN SERVICE	40.30%
LIGHTING, LAMPS	43.06%
LIQUOR STORE	25.30%

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LOCKSMITH	44.09%
LUBE SERVICE	53.71%
MATTRESS	40.55%
MOBILE HOME DEALER	24.70%
MOBILE PHONE	38.54%
MORTGAGE BANK	50.00%
MOTORCYCLE DEALER	23.09%
MOVING	36.42%
MUSIC/DVD STORE	40.13%
MUSICAL INSTRUMENT	41.00%
NURSING CARE FACILITIES	34.60%
OFFICE MACHINES RENTAL	59.44%
PAINTING	31.30%
PAWN SHOP	51.97%
PEST CONTROL	64.41%
PHARMACY	23.60%
PHOTO/CAMERA	37.50%
REAL ESTATE LEASING	45.76%
REAL ESTATE/BROKER	46.36%
RENTAL STORE	59.23%
RESTAURANT (INDEPENDENT FAMILY)	58.58%
ROOFING, SIDING	30.48%
SATELLITE/CABLE	45.42%
SHOES	40.11%
SPA/HOTTUB	38.53%
STORAGE	53.84%
SWIMMING POOL CONST.	35.37%
TAX/ACCOUNTING	60.11%
TIRE	37.39%
TUXEDO RENTAL	53.71%
VETERINARY SERVICE	60.40%
VOCATIONAL SCHOOL	61.15%
WATER PURIFICATION	38.57%

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