

FINANCIAL MOVES
Percentage Financial Targets

Account	Percentage
SALES	100.00
Land	18.00
Direct	55.00
Subtotal	73.00
GROSS MARGIN	27.00
Variable Finance	2.00
Variable Marketing	4.00
Subtotal	6.00
CONTRIBUTION MARGIN	21.00
Indirect	2.00
Fixed Marketing	3.00
G & A	5.00
EBIT MARGIN	11.00
Fixed Finance	2.00
PROFIT BEFORE TAX	9.00
SALES/CAPITAL RATIO	3.20
BEFORE TAX RETURN ON TOTAL CAPITAL	35.00