



# How Do I Stack Up Against My Competition?

## COMPETITIVE ANALYSIS

**Business:** Jenny’s Air Conditioning Home Services

**Industry:** Plumbing, Heating, & Air Conditioning

**Location:** Austin, Texas (Travis County)

**Revenue:** \$3,000,000

**Year Started:** 2010

**Salary:** \$53K

**Employees:** 6

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	Rating	City (Austin)	County (Travis)	Metro	State (TX)	United States	National Median	Mitigation Strategy
Revenue	92% (Very Good)	\$3.1M	\$2.7M	\$1.5M	\$1.3M	\$1.1M	\$398K	The revenue your business generates is greater than or equal to 60% of businesses in your industry in your city.
Year	29%	1	2	2	6	34		If most of the local businesses have formed within the past few years, your industry <b>may be growing</b> . It also may be a <b>very volatile</b> industry where branding and longevity have little value, resulting in a high level of churn from businesses opening and closing.

In 2009, 597 new businesses started in the HVAC industry. This was the largest growth in decades.

	Rating	City (Austin)	County (Travis)	Metro	State (TX)	United States	National Median	Mitigation Strategy
Salary	Average		\$53K		\$47K	\$52K		Your salary is competitive with other businesses in all markets.
Employees	73rd%	22		11	10	8		Companies in the area tend to be larger. How can you use having fewer employees as an advantage?

**Tip:** Cost effectiveness is measured by dividing the **annual revenue produced per employee** by the **average annual worker salary**.

	Rating	City (Austin)	County (Travis)	Metro	State (TX)	United States	National Median	Mitigation Strategy
Cost Effectiveness Ratio	Superior (9.4)		2.68		2.67	2.54		Your business is 271% above average in this area.

**Tip:** Revenue per capita is measured by the revenue generated for every person living in the community.

	Rating	City (Austin)	County (Travis)	Metro	State (TX)	United States	National Median	Mitigation Strategy
Revenue Per Capita	51%	\$34	\$26	\$20	\$9	\$7		The extreme hot climate and housing boom in the region contributes to the per capita revenue.

**Tip:** Turnover is a measure of employee stability. Training employees takes time and money before they can be productive, so reducing turnover can reduce your expenses.

	Rating	City (Austin)	County (Travis)	Metro	State (TX)	United States	National Median	Mitigation Strategy
Local Turnover	N/A			11.35%	10.62%	9.48%		By providing a competitive compensation package, you will attract employees that will be willing to stay with a smaller company.

**Tip:** Net job change is determined by **subtracting the number of jobs lost** due to contracting businesses from the **number of jobs created either by new businesses or expanding businesses**.

	Rating	City (Austin)	County (Travis)	Metro	State (TX)	United States	National Median	Mitigation Strategy
Net Job Change	N/A			-360	228	2,292		This industry has certification programs offered at local community colleges. You have access to recent grads looking to get experience.

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