The Competition of start-up

1. Number of succesful transactions

|  |  |  |  |
| --- | --- | --- | --- |
| Company | Successful Contracts | Number of contacts | $$\frac{SC×100}{CON}$$ |
| Ecobox | 33 | 33 | 100% |
| Velocurier | 30 | 30 | 100% |

2. Advertising

|  |  |  |  |
| --- | --- | --- | --- |
| Company | Cost of sold goods | Average inventory | $$Rotation Index = \frac{CG}{AI}$$ |
| Ecobox | 756 | 1400 | 0.54 |
| Velocurier | 2200 | 5238 | 0.42 |

|  |  |  |  |
| --- | --- | --- | --- |
| Company | Revenues | Costs of sold goods | $$Profit$$ |
| Ecobox | 2579 | 756 | 1823 |
| Velocurier | 6689 | 2200 | 4489 |

3. Highest turnover

|  |  |
| --- | --- |
| Company | Revenues |
| Ecobox | 2579 |
| Velocurier | 6689 |