

## Worksheet 1 - Industry profitability

### Exercise:

Number the industries below from 1 to 10 in order of profitability\* – with 1 being the most profitable and 10 being the least profitable.

- [ ] **Fast Food Restaurants**
- [ ] **Electrical Stores**
- [ ] **Beauty Products**
- [ ] **Soft Drinks**
- [ ] **Legal Services**
- [ ] **Pre-School Education**
- [ ] **High-Street Coffee Shops**
- [ ] **Personal Computers**
- [ ] **Short Haul Airlines**
- [ ] **Office Space Rental**

**Watch Video 1.3 for the answers**

\* For the purpose of this exercise profitability is measured in terms of the Average Return on Invested Capital in a developed market over an extended period of time (more than ten years).