

Formulae sheet

AS Business: Paper 2

This list of formulae will be provided for the AS Paper 2 assessment.

3.1 Focus: What is business, managing marketing and finance	
1	<p>Market capitalisation of a business =</p> <p>Number of issued shares × Current share price</p>
2	<p>Dividend yield (%) =</p> $\frac{\text{Dividend per share (£)} = \text{Dividend per share (pence)}}{\text{Share price (pence)}} \times 100$
3	<p>Market growth (%) =</p> $\frac{\text{Change in the size of the market over a period}}{\text{Original size of the market}} \times 100$
4	<p>Market share (%) =</p> $\frac{\text{Sales of one product OR brand OR business}}{\text{Total sales in the market}} \times 100$
5	<p>Price elasticity of demand =</p> $\frac{\% \text{ change in the quantity demanded}}{\% \text{ change in price}}$
6	<p>Income elasticity of demand =</p> $\frac{\% \text{ change in the quantity demanded}}{\% \text{ change in income}}$
7	<p>Revenue (Sales or Turnover) =</p> <p>Selling price per unit × Number of units sold</p>
8	<p>Variable costs (Total variable costs) =</p> <p>Variable cost per unit × Number of units sold</p>

3.1 Focus: What is business, managing marketing and finance	
9	<p>Total costs =</p> <p>Fixed costs + Variable costs</p>
10	<p>Contribution per unit =</p> <p>Selling price – Variable costs per unit</p>
11	<p>Total contribution =</p> <p>Contribution per unit × Units sold OR Total revenue – Total variable costs</p>
12	<p>Break-even output =</p> $\frac{\text{Fixed costs}}{\text{Contribution per unit}}$
13	<p>Margin of safety =</p> <p>Actual level of output – Break-even level of output</p>
14	<p>Payable days =</p> $\frac{\text{Payables}}{\text{Cost of sales}} \times 365$
15	<p>Receivable days =</p> $\frac{\text{Receivables}}{\text{Revenue}} \times 365$
16	<p>Current ratio =</p> $\frac{\text{Current assets}}{\text{Current liabilities}}$
17	<p>Acid test ratio =</p> $\frac{(\text{Current assets} - \text{Inventory})}{\text{Current liabilities}}$
18	<p>Profit =</p> <p>Total revenue – Total costs OR Total contribution – Fixed costs</p>

3.1 Focus: What is business, managing marketing and finance	
19	<p>Gross Profit =</p> <p>Revenue – Cost of sales</p>
20	<p>Operating profit =</p> <p>Gross profit – Operating expenses</p>
21	<p>Net profit =</p> <p>Gross profit – Expenses</p>
22	<p>Profit for year =</p> <p>Operating profit + Profit from other activities – Net finance costs – Tax</p>
23	<p>Gross profit margin (%) =</p> $\frac{\text{Gross profit}}{\text{Revenue}} \times 100$
24	<p>Operating profit margin (%) =</p> $\frac{\text{Operating profit}}{\text{Revenue}} \times 100$
25	<p>Net profit margin (%) =</p> $\frac{\text{Net profit}}{\text{Revenue}} \times 100$
26	<p>Profit for year margin (%) =</p> $\frac{\text{Profit for year}}{\text{Revenue}} \times 100$
27	<p>Variance =</p> <p>Budgeted figure – Actual figure</p>

3.2 Focus: Managing operations and people	
1	<p>Added value =</p> <p>Sales revenue – costs of bought-in goods and services</p>
2	<p>Unit costs (average costs) =</p> $\frac{\text{Total costs}}{\text{Number of units of output}}$
3	<p>Employee productivity =</p> $\frac{\text{Output over a time period}}{\text{Number of employees}}$
4	<p>Capacity utilisation (%) =</p> $\frac{\text{Actual output}}{\text{Maximum possible output}} \times 100$
5	<p>Inventory turnover =</p> $\frac{\text{Cost of sales}}{\text{Average inventories held}}$
6	<p>Employee turnover (%) =</p> $\frac{\text{Number of staff leaving}}{\text{Number of staff employed by the business}} \times 100$
7	<p>Employee costs (as a percentage of turnover) =</p> $\frac{\text{Employee costs}}{\text{Turnover}} \times 100$
8	<p>Employee costs (per unit) =</p> $\frac{\text{Employee costs}}{\text{Units of output}}$