

APPENDIX II

Ratios for Return on Investment (ROI), Choice of High growth Market Segments (CMS), Retention Ratio (RR_{t-1}), Vertical Integration (VI), Marketing Intensity (MI_{t-1}), and Market Share (MS) for the year 1993-94.

Firm Sr No	ROI	CMS	RR_{t-1}	VI	MI_{t-1}	MS
1	20.96	38.4	22.64	45.57	11.39	2.5
2	6.84	11.2	N A	52.90	9.76	2.1
3	24.45	26.8	50.76	53.13	14.52	2.4
4	20.91	15.1	64.12	36.01	3.86	2.0
5	16.53	34.7	53.72	5.59	4.14	3.6
6	18.53	55.7	91.02	34.18	7.25	3.1
7	28.28	29.0	49.36	49.13	4.42	1.5
8	27.08	34.2	66.41	35.40	14.15	1.2
9	27.23	40.5	58.23	46.13	2.37	1.4
10	29.10	25.6	47.72	46.15	12.00	5.5
11	24.64	30.4	53.34	33.75	6.19	1.6
12	17.79	40.5	36.00	42.52	5.70	2.4
13	20.21	73.2	87.34	32.60	3.12	1.0
14	10.81	17.4	98.82	36.74	10.75	2.6
15	11.46	34.9	82.49	56.62	3.05	1.2
16	55.49	12.9	45.23	63.26	18.23	1.7
17	27.75	2.3	27.78	45.60	2.39	2.8
18	20.60	50.9	81.09	38.79	8.41	3.9
19	6.10	36.7	2.41	39.36	4.41	1.4
20	36.42	23.2	69.43	40.38	1.51	1.1
21	36.92	15.0	72.35	44.72	32.79	1.5
22	28.08	82.2	N A	49.45	16.79	0.8
23	24.94	74.2	98.16	34.58	11.17	2.5
24	19.84	4.4	71.28	32.84	2.24	1.1
25	8.75	33.2	80.49	42.13	6.74	1.4
26	35.98	20.9	68.55	47.34	9.42	1.6