**Counting Difference Analysis:**

**To perform your analysis, just supply the annual profit figures of the entities, below, one by one. The entities must be of the same scale (*e.g. medium, large…Scale optimization can be done by matching their 'expenses'*).**

**The profit figures of all the entities must be of equal number i.e. 4, 5 years.**

**One sector of entities (*e.g. cooking oil*) is recommended at a time.**

**Entity’s Name:** XYZ Ltd.

**Annual Net profit:** 250000, 200000, 300000, 250000, 200000, 400000

(200000-250000) =-50000 (Deduct the 1st figure from the 2nd)

(300000-200000) =100000 (Deduct the 2nd figure from the 3rd)

(250000-300000) =-50000 (Deduct the 3rd figure from the 4th)

(200000-250000) =-50000 (Deduct the 4th figure from the 5th)

(400000-200000) =200000 (Deduct the 5th figure from the 6th)

By adding the answers:

-50000 + 100000 + (-50000) + (-50000) + 200000 =150000

*“Conclusion:* The profit is positive, so this entity should be included in the list of entities, having positive profit. In the end, the entity (or entities) with most high **NPV (net profit value)** will be selected to purchase the stock shares”

***Put the entities’ names and profits below, to select the entity, having most high ‘Net Profit Value’.***