



Unified Enterprise Survey - Annual

Reporting Guide: 2001 Annual Wholesale Trade Survey

*Si vous préférez recevoir
ce document en français,
veuillez téléphoner au
numéro sans frais suivant :
1 888 881-3666.*

This guide is designed to
provide additional information for
completing the questionnaire.

If further assistance is required,
please call us at **1 888 881-3666.**



Section A – Introduction

The introduction includes: the survey purpose, coverage, data sharing agreements, confidentiality of the data provided, information on the return of the questionnaire and a warning about fax or other electronic transmission disclosure. **Please read this information.**

If the name of the person completing the questionnaire is not the same as the one indicated on the pre-printed area (on page 1), please provide the information requested at the bottom of page 1. This will allow Statistics Canada to contact the right person should there be questions about the information provided.

Reporting Instructions

1. Please report all dollar amounts in CANADIAN DOLLARS (\$ CDN).
2. All dollar amounts reported should be rounded to the nearest whole dollar (e.g., \$55,417.40 should be reported as \$55,417). All percentages reported should be rounded to the nearest whole percent (e.g., 37.3% to 37%, 75.8% to 76%).
3. Please print in ink.
4. Please include all electronic commerce transactions.
5. **When precise figures are not available, please provide your best estimates.**

Main Business Activity

Statistics Canada defines businesses in the Wholesale sector as follows:

Wholesale merchants are engaged in the buying and selling of goods on their own account (i.e., take title to the goods). In addition, they may provide, or arrange for the provision of, logistics, marketing and support services, including packaging and labeling, breaking bulk, inventory management, shipping, in-store or co-op promotions, handling of warranty claims and product training. Wholesale

merchants are known by a variety of trade designations depending on their relationship with suppliers or customers or the distribution method they employ. Examples include wholesalers, wholesale distributors, drop shippers, rack-jobbers, import-export merchants, buying groups, dealer-owned co-operatives and banner wholesalers.

Wholesale agents and brokers are engaged in the buying and/or selling, on a commission or fee basis, goods owned by others. Wholesale agents and brokers are known by a variety of trade designations including import-export agents, wholesale commission agents, wholesale brokers, and manufacturer's representatives and agents.

If you feel your business does not meet either of these definitions please call **1 888 881-3666** for further instructions.

Revenue, Cost of Goods, and Expenses

Sections B, C and D are designed to gather information from your business financial records. Not all of the itemized details, in the three sections, are appropriate for every business. Please report for those items that are relevant to your business.

Section B – Revenue

All revenues reported should be **net of returns, discounts, sales allowances, sales taxes (GST/HST, PST and TVQ), and charges for outward transportation by common or contract carriers. Do not deduct the value of trade-ins.**

1. **Sales of all goods purchased for resale, net of returns and discounts**

Include sales of all goods purchased for resale; please report gross sales of new and used goods less returns and discounts. Also **include** parts

used in generating repair and maintenance revenue. Report the labour portion of repair and maintenance at question 4, "**Labour revenue from repair and maintenance**". Do not deduct the value of trade-ins.

2. Commission revenue and fees earned from buying and selling merchandise on account of others

As part of revenue, report the gross amount of commissions and fees earned by this business unit while acting as an agent or broker selling goods owned by other businesses.

Value of goods upon which commissions and fees were earned by you acting as an agent or broker

As supplementary information to the reported commission revenue, please report the sales value of those goods upon which you have reported earning a commission or fee.

3. Sales of goods manufactured as a secondary activity by this wholesaling business unit

Revenue from sales of goods of own manufacture should be reported at question 3.

4. Labour revenue from repair and maintenance

Include labour revenue from installation, repair and maintenance work. Parts used in generating installation, repair and maintenance revenue are to be included at question 1, "**Sales of all goods purchased for resale, net of returns and discounts**".

5. Revenue from rental and leasing of office space, other real estate, goods and equipment

Include any revenue accruing from the rental or lease of real property, goods or materials, whether or not they have been produced by units of your firm.

6. All other operating revenue

Report all other operating revenues not reported above. This may include

revenues from shipping and handling, and storing goods for others that has not been included in the price of the good.

Exclude interest and dividend income. Please report these amounts at question 8, "**Non-operating revenue**".

7. Total operating revenue

8. Non-operating revenue

Defines the non-production-related revenue realized by this business unit.

Include, for example:

- interest and dividend income.

Section C – Cost of Goods Sold

1. and 5. Opening and Closing Inventories – Report inventories at book value (i.e., the value maintained in the accounting records). **Include** opening and closing inventories of all types, such as raw materials, goods in process, finished products, parts for use in generating repair and maintenance revenue and goods purchased for resale. Closing inventories should reflect all inventory adjustments.

Include: inventory **owned** by this business unit within or outside Canada (including inventory at any warehouse, selling outlet, in transit, or out on consignment).

Exclude: inventory held on consignment for others.

2. Purchases – Please report the purchases of new and used goods for resale and, if applicable, raw materials. Please report the laid-down cost to this business unit (including shipping and handling, if applicable). If your accounting records do not permit you to make the distinction between goods purchased from outside the firm and goods manufactured by business units of your own firm, please provide your best estimate.

3. and 4. Direct labour costs and Other direct costs—As part of Cost of Goods, some wholesale businesses have costs other than purchases of goods for resale. For example, there may be direct employee labour costs or other direct costs related to any manufacturing activity or installation services, etc. If you have these costs, they are to be reported at questions 3 and 4, split between direct labour costs and other direct costs. **Include contracted direct labour at question 4, "Other direct costs"**. If direct labour costs and other direct costs have been reported at questions 3 and 4, they are to be **excluded** from Section D – Expenses.

Section D – Expenses

Labour Remuneration

Please report all wages and salaries (including taxable allowances and employment commissions **as defined on the T4 - Statement of Remuneration Paid form**) **before deductions**. Please **exclude** any amounts already reported in Section C, question 3.

Please report the employer portion of employee benefits, as itemized below, at question 2.

1. Wages and salaries of employees

Include:

- vacation pay;
- bonuses (including profit sharing);
- commissions;
- taxable allowances (e.g., room and board, vehicle allowances, gifts such as air tickets for holidays);
- retroactive wage payments.

Exclude:

All payments and expenses associated with outside contract workers. Please report these amounts in this section at question 7, **"All other operating expenses"**.

For example:

- the cost of a receptionist or filing clerk under direct contract to you;
- payments to an employment agency or personnel supplier (e.g., pay for temporary workers paid through an agency and charges for personnel search services under direct contract to you).

Payments to casual labour for which a T4 - Statement of Remuneration Paid form was not prepared, should be reported in this section at question 7, **"All other operating expenses"**.

2. Employer Portion of Employee Benefits

Include:

- employee life and extended health care insurance plans (e.g., medical, dental, drug and vision care plans);
- CPP/QPP contributions;
- employer pension contributions;
- workers' compensation (provincial plan applicable to this business unit);
- Employment Insurance Premiums (E.I.);
- retiring allowances or lump sum payments to employees at time of termination or retirement;
- all other employee benefits and supplementary unemployment benefit (SUB) plans.

Exclude:

- contributions to provincial health and education payroll taxes (applicable to this business unit) should be reported in this section at question 7, **"All other operating expenses"**.

3. Total Labour Remuneration

Report the sum of questions 1 and 2 or the total if you cannot provide the above breakdown.



4. Rental and leasing expenses

Include:

- rent of office space or other real estate;
- motor vehicles (without driver);
- computers and peripherals (without operator);
- other machinery and equipment (without operator);
- rental or leasing services concerning other goods (videotapes, televisions, furniture, etc.).

Exclude:

- rental and leasing of vehicles, machinery and equipment with driver or operator and report those costs with the associated function. For example, the rental of a transportation company truck and driver to deliver a product to a customer at your firm's expense would be charged to other operating expense. Please report this amount in this section at question 7, "All other operating expenses".

5. Advertising and promotion

Include:

- planning, creating and placement services of advertising;
- purchase of advertising space or time;
- other advertising services;
- trade fair and exhibition services, including booth space, tables, temporary telephone, fax or computing services and equipment, for example.

6. Depreciation and amortization expenses

Include the depreciation and amortization expenses on this business unit's capital assets, intangible assets and capital lease obligations.

7. All other operating expenses (all other expenses not specified above are to be included)

Include, for example:

- provincial health and education payroll taxes applicable to this business unit, legal and audit expenses, bad debt expenses, donations, office supplies, etc.

Exclude:

- interest expenses. Please report these amounts at question 9, "Other expenses".

8. Total operating expenses

9. Other expenses

Include:

- interest expenses on capital lease obligations, plus all other miscellaneous interest expenses such as interest on loans and the interest portion of mortgage payments.

Section E – Distribution of Operating Revenue by Location and Type of Customer

Question 1: You are asked to indicate the percentage distribution of total operating revenue by the location of your customers within or outside Canada. For example, 70% of total operating revenue is from customers in Canada and 30% is from customers outside of Canada.

Question 2: For your Canadian customers you are asked to report the percentage distribution of total operating revenue by the type of customer.



Section F - Events That May Have Affected Your Business Unit

In this section, please use the space provided to describe the factors behind any substantial differences in reported values for this business as compared with those you reported last year. Your response will help us understand significant changes from one year to the next in reported values and will reduce the need for follow-up inquiries.

For example, you are reporting for business units located in Nova Scotia and Ontario. You would report, by province of operation, (provincial location of the business unit(s)) the requested variables. If you have reported in dollars, the Canada totals should correspond to the totals already reported in sections B, C, and D. If you have reported in percentages the Canada totals should equal 100%.

Section G – Provincial Distribution

This section applies only if you are reporting for more than one business unit and the business units are located in more than one province. You may report in dollars or percentages whichever is most convenient for you. Please indicate, on the questionnaire, which method you have chosen.