

Azalea Phone

$$\begin{aligned}\text{GPM} &= \frac{\text{Penjualan Bersih} - \text{HPP}}{\text{Penjualan Bersih}} \\ &= \frac{23.109.000 - 20.186.500}{23.109.000} \\ &= \frac{2.922.500}{23.109.000} = 0,13 \text{ atau } 13\%\end{aligned}$$

$$\begin{aligned}\text{NPM} &= \frac{\text{Laba bersih setelah pajak}}{\text{Penjualan Bersih}} \\ &= \frac{322.500}{23.109.000} = 0,01 \text{ atau } 1\%\end{aligned}$$

$$\begin{aligned}\text{ROA} &= \frac{\text{Laba bersih}}{\text{Total Aset}} \\ &= \frac{322.500}{43.060.500} = 0,007 \text{ atau } 0,7\%\end{aligned}$$

$$\begin{aligned}\text{ROE} &= \frac{\text{Laba bersih}}{\text{Ekuitas}} \\ &= \frac{322.500}{43.060.500} = 0,007 \text{ atau } 0,7\%\end{aligned}$$