

Balance sheet	2017	2018	2019
Assets	31912	180728	248608
Fixed assets	52341	57817	83380
Intangible fixed assets	350	459	355
Tangible fixed assets	52035	57247	83986
Long-term financial assets	0	0	0
Current assets	135872	122911	164622
Inventory	22984	4076	27855
Receivables	19721	11644	12183
Accrued assets	65	67	73
Liabilities	50074	79015	130954
Equity	22337	34012	65456
Basic Capital	12765	16832	35620
Capital funds	780	780	780
Funds from profit	972	1681	1642
Net profit from previous year	23685	19642	34721
Net profit from current period	21135	17502	17764
External resources	19086	32876	125754
Accrual	191	510	113
Long-term payable	11836	30202	6000
Short-term payable	31678	40469	12557

profit and loss statement	2017	2018	2019
Total sales	88673	124425	173439
Total expenses	67316	94763	133647
- Salary expenses	16161	24114	33092
- Other expenses	51155	70649	100555
Net income after tax	21135	17502	17764

Customer survey

1. Are you satisfied with delivering time (shipping period)?
2. What is your age?
3. What is your gender?
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4. What city are you ordering from?
5. Some suggestion for improving our company service?

Interveiw questions for employee of Gobi.

1. What is the advantage of Gobi cashmere to compared to its competitors?
2. How well does your organization strategically differentiate from the competition in terms of the capabilities of its product? How clear is your organization's strategy for this?
3. What are the incentives shcemes of your company?
4. How will describe your marketing than other company?
5. How will you describe the quality of your products?