



## MBA 687: US Branch Overview

- U.S. annual profit in 2020: \$459,680
- Jump in U.S. annual sales in 2020 7.8%
- Labor cost 30% of total revenue (\$1M)
- Benefits accounted for 29.9% of total employer costs for an employee's compensation
  - Benefits include paid leave, supplemental pay, insurance, retirement, and savings plans and legally required payments like FICA.
  - As mandated by the Affordable Care Act (ACA), companies with more than 50 full-time employees must offer a company health plan or pay a tax penalty.
  - Medical and HRA cost \$41,160 annually.

### Delaware Small Business Data

# of small businesses in DE	82,212
# of small business employees in DE	187,556
% of employees working in small business	46.9%
% of small business profitability in the United States	40%
% of small business CEOs concerned about growing revenues	23%
Average turnover small business (voluntary)	45%
Average call center turnover (voluntary)	30-40%
Average tenure of an employee in the United States	4.2 years
% of small business owners concerned about recruiting and retaining talent	16%

### Engagement

#### Employee Net Promoter Score (eNPS): -10

- An eNPS score can range anywhere from -100 to 100

#### New Hire 90-Day Failure Rate: 46% of newly hired employees fail within 12 months

- Total turnover rate: 28.8%
- Of all employee turnover, 70% is voluntary
- Retirements account for 1%
- Older individuals tend to stay at the same job for longer periods than younger employees
  - High-Tech Industry Turnover: 20.9%
  - Services Industry Turnover: 20.9%
  - Average call center turnover (voluntary): 30–40%
  - Average small business turnover (voluntary): 45%

## Potential Causes of Turnover

- Low company morale
- Lack of opportunities for training and career growth
- Work-life imbalance
- Poor management or leadership practices
- Poor communications

Employee turnover costs a company 21% of the employee's salary. The replacement cost per employee is \$4,100 per employee.

## Demographics

### 1. Years of service with the job role

- **Executive Leadership** (VP): 7 years
- **Manager** (Director/Manager, Accounting, Sales, CS): 3.33 years average
- **Lead Specialist/Key Expert** (Coordinators/Team Leaders-Payroll, CS, Shipping and Receiving): 1.76 years average
- **Senior Level Specialist** (Business Development Executive, Executive Office Administrator, Senior CS Specialist, Senior Sales Account Specialist): 1.26 years average
- **Mid-Level Specialist** (CS Specialist II, Business Development Specialist), 1.0 years
- **Entry Level Specialist** (CS Specialist I, Accounting Specialist, AR and AP, Office Specialist I, Sales Account Specialist I): 0.75 years average

### 2. Years of service with this branch

Less than 1:	52.5% of respondents
1–2:	27.5% of respondents
3–5:	15% of respondents
6–10:	2.5%
11–15:	0
16+:	0
Prefer not to answer:	2.5%

### 3. Years of service by age group

Ages 20–24:	1.2 years
Ages 25–34:	1.4 years
Ages 35–44:	3.9 years
Ages 45–54:	4.1 years
Ages 55–64:	4.7 years
Ages 65+:	0.0 years

#### 4. Percentage of employees by age group

Ages 20–24:	45%
Ages 25–34:	35%
Ages 35–44:	10%
Ages 45–54:	5%
Ages 55–64:	5%
Ages 65+	0%

#### 5. Percentage of employees by gender identity

Male	30%
Female	55%
Non-binary	10%
Other	5%

#### 6. Race/ethnic identification

African American or Black:	60% of respondents
Hispanic or Latino/a/x:	12.5% of respondents
Anglo American or White:	12.5% of respondents
Asian:	5% of respondents
American Indian or Pacific Islander:	0
Multiracial or Other:	7.5% of respondents
Prefer not to answer:	2.5% of respondents

### Organization Chart

