

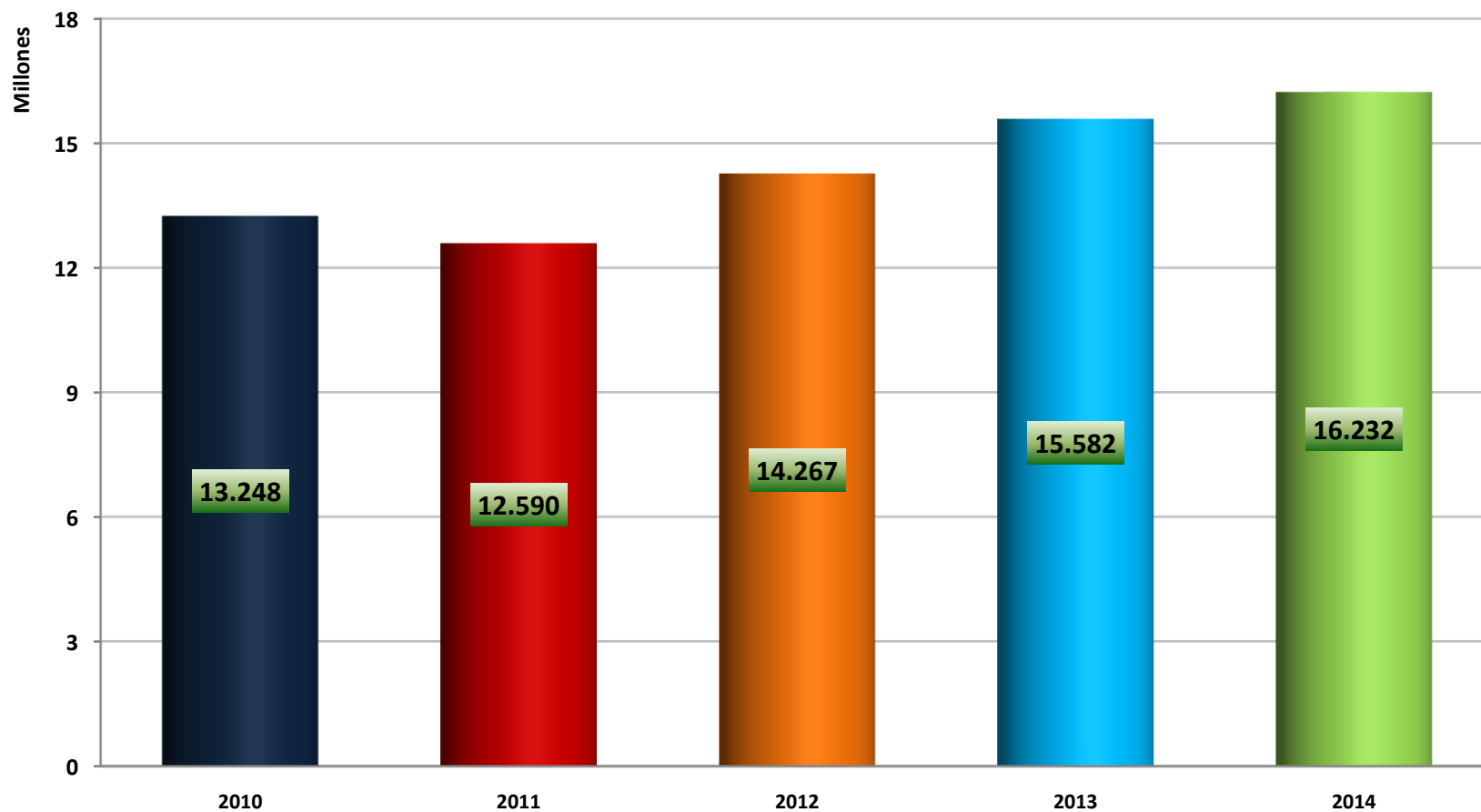


INFORME GERENCIA 2014

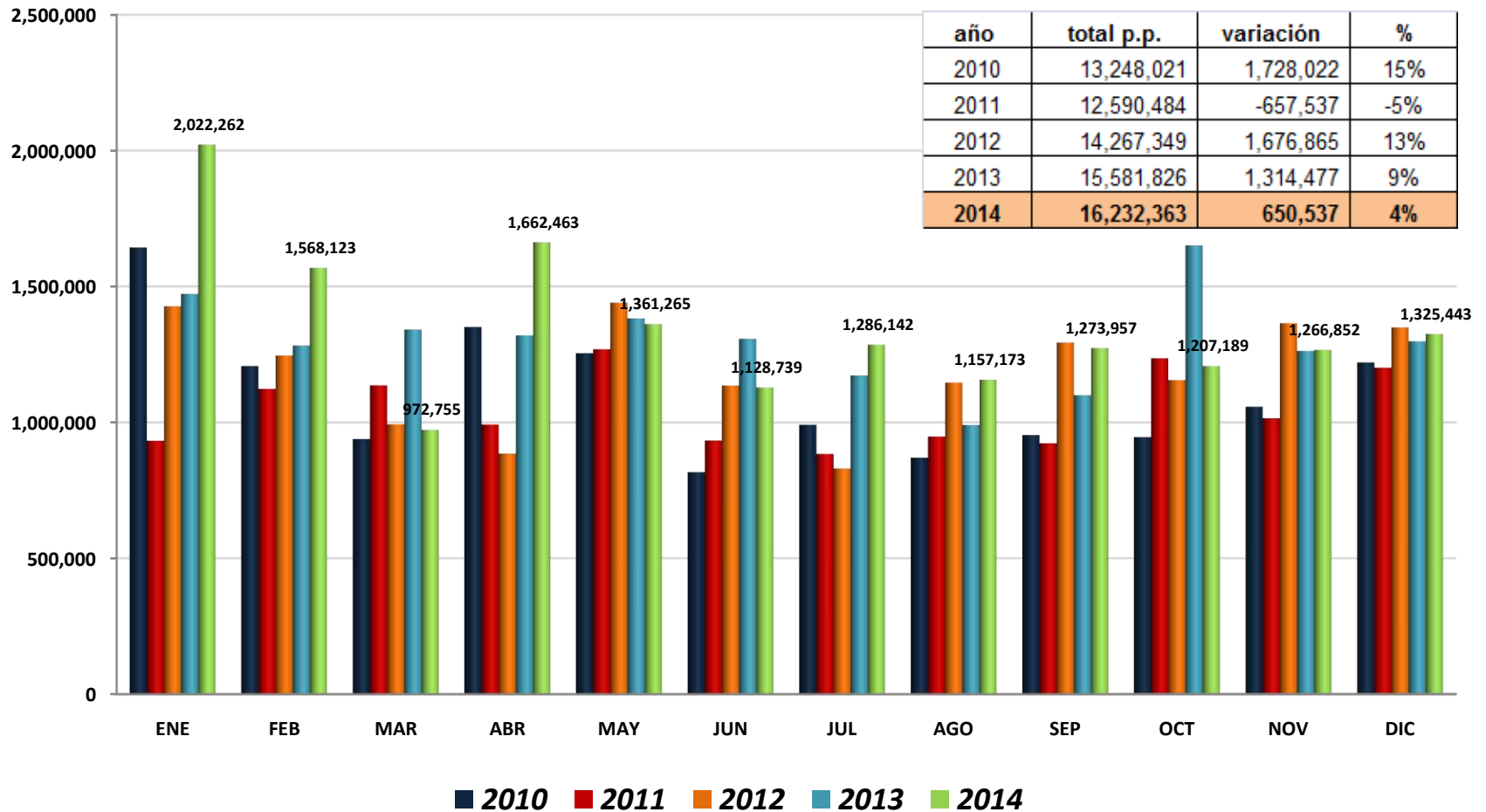


PRODUCCION

Producción 2010 - 2014

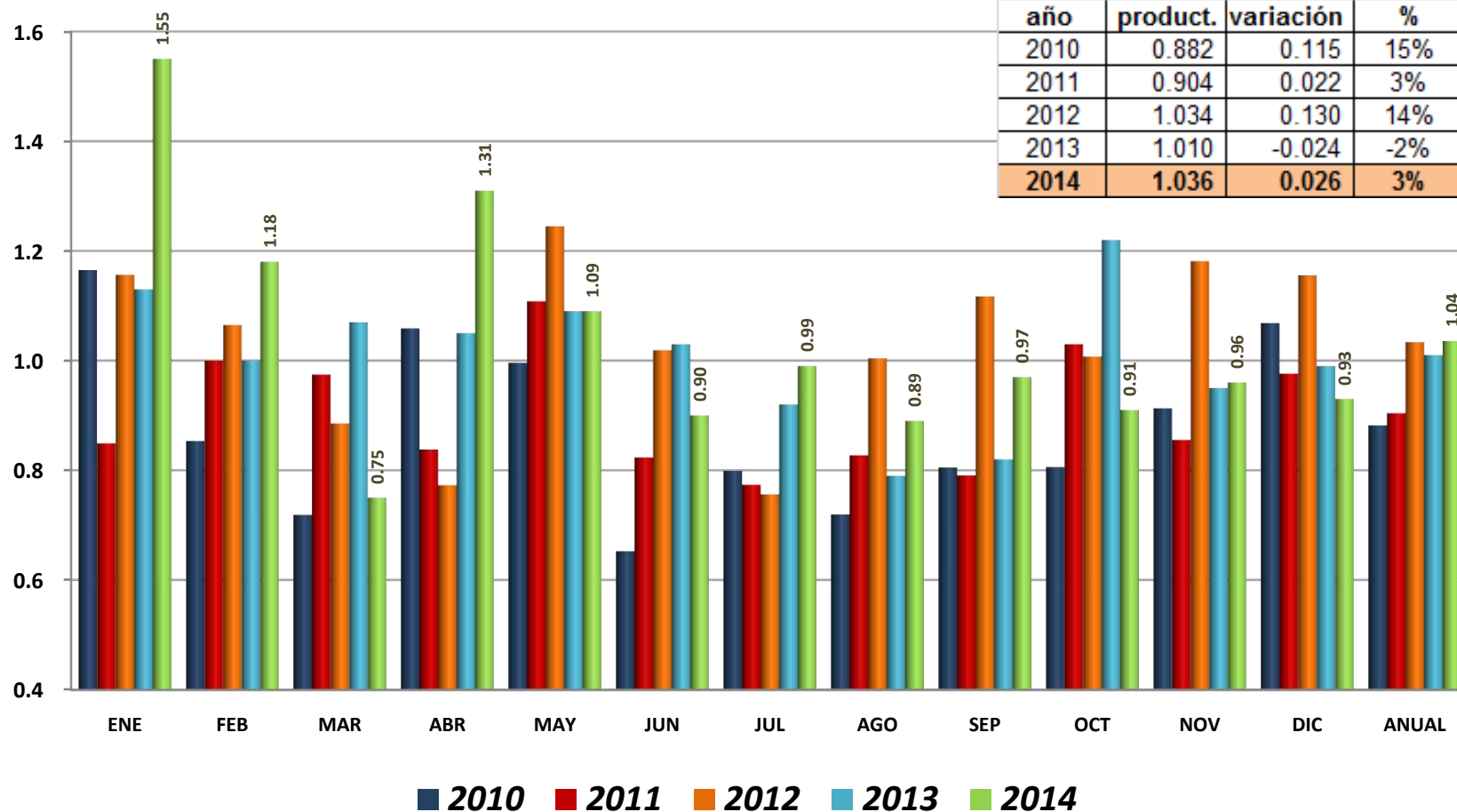


Producción mensual 2010 - 2014



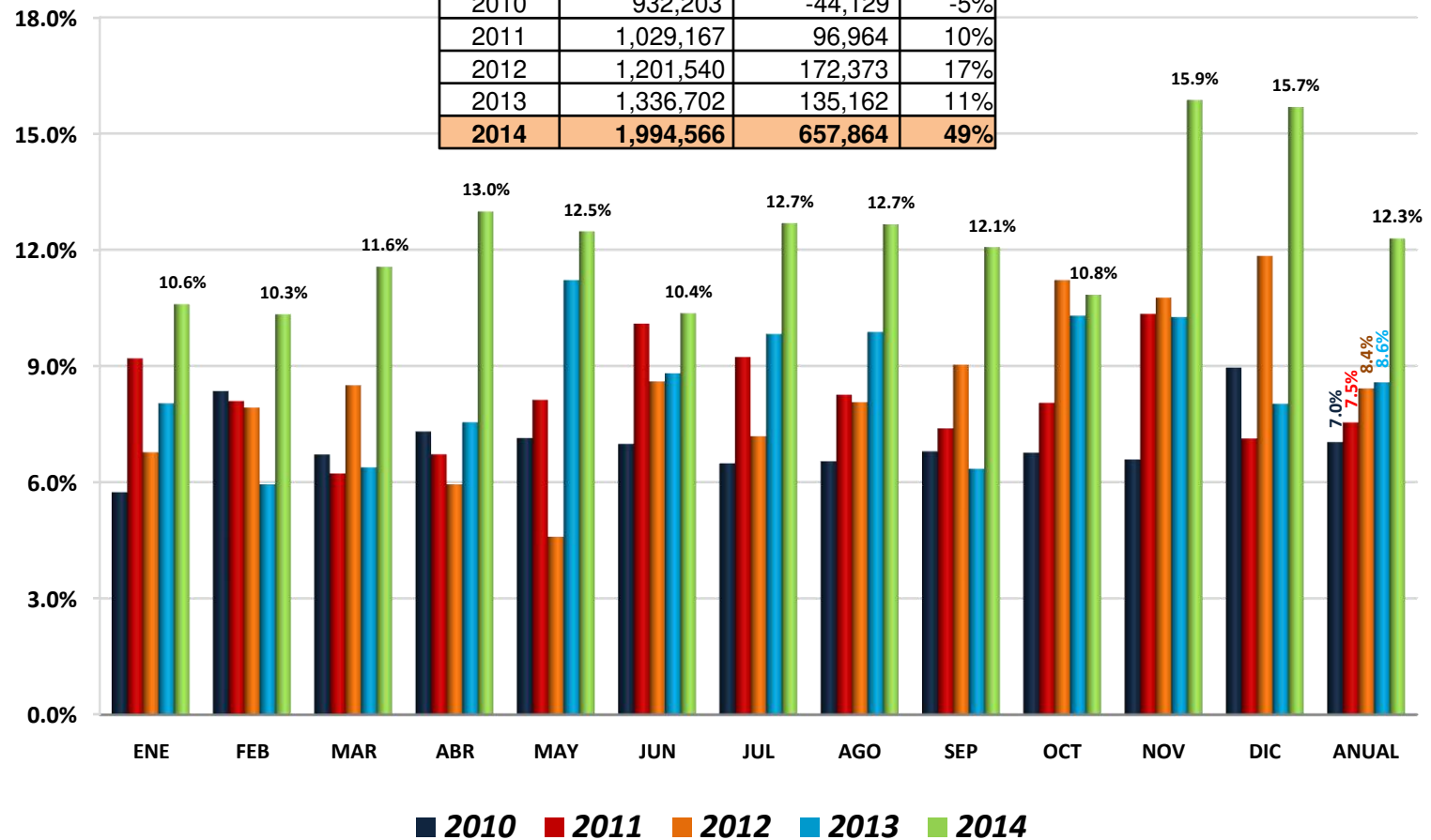
Productividad 2010 - 2014

año	product.	variación	%
2010	0.882	0.115	15%
2011	0.904	0.022	3%
2012	1.034	0.130	14%
2013	1.010	-0.024	-2%
2014	1.036	0.026	3%

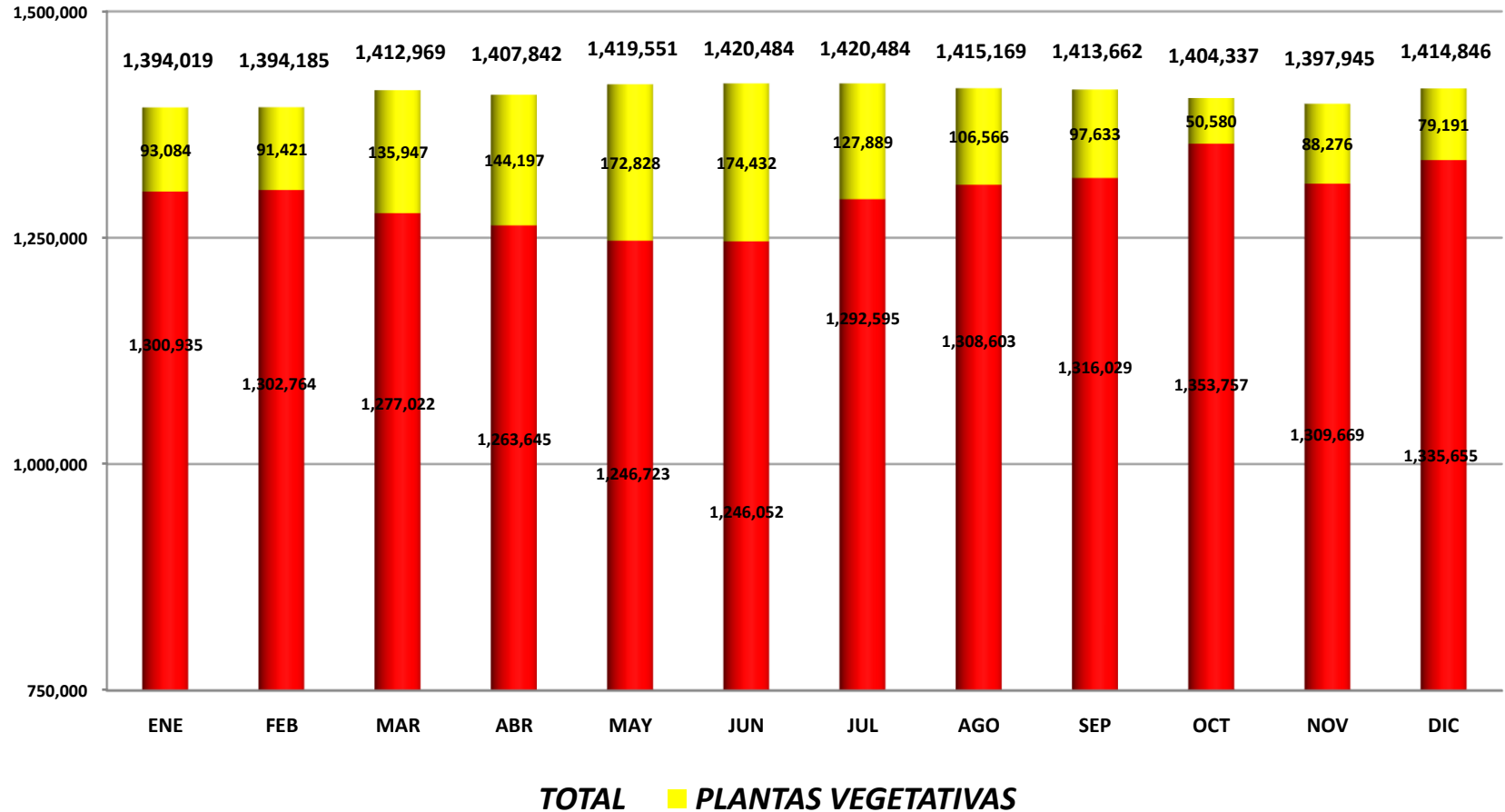


% Nacional 2010 - 2014

año	tallos nac.	variación	%
2010	932,203	-44,129	-5%
2011	1,029,167	96,964	10%
2012	1,201,540	172,373	17%
2013	1,336,702	135,162	11%
2014	1,994,566	657,864	49%



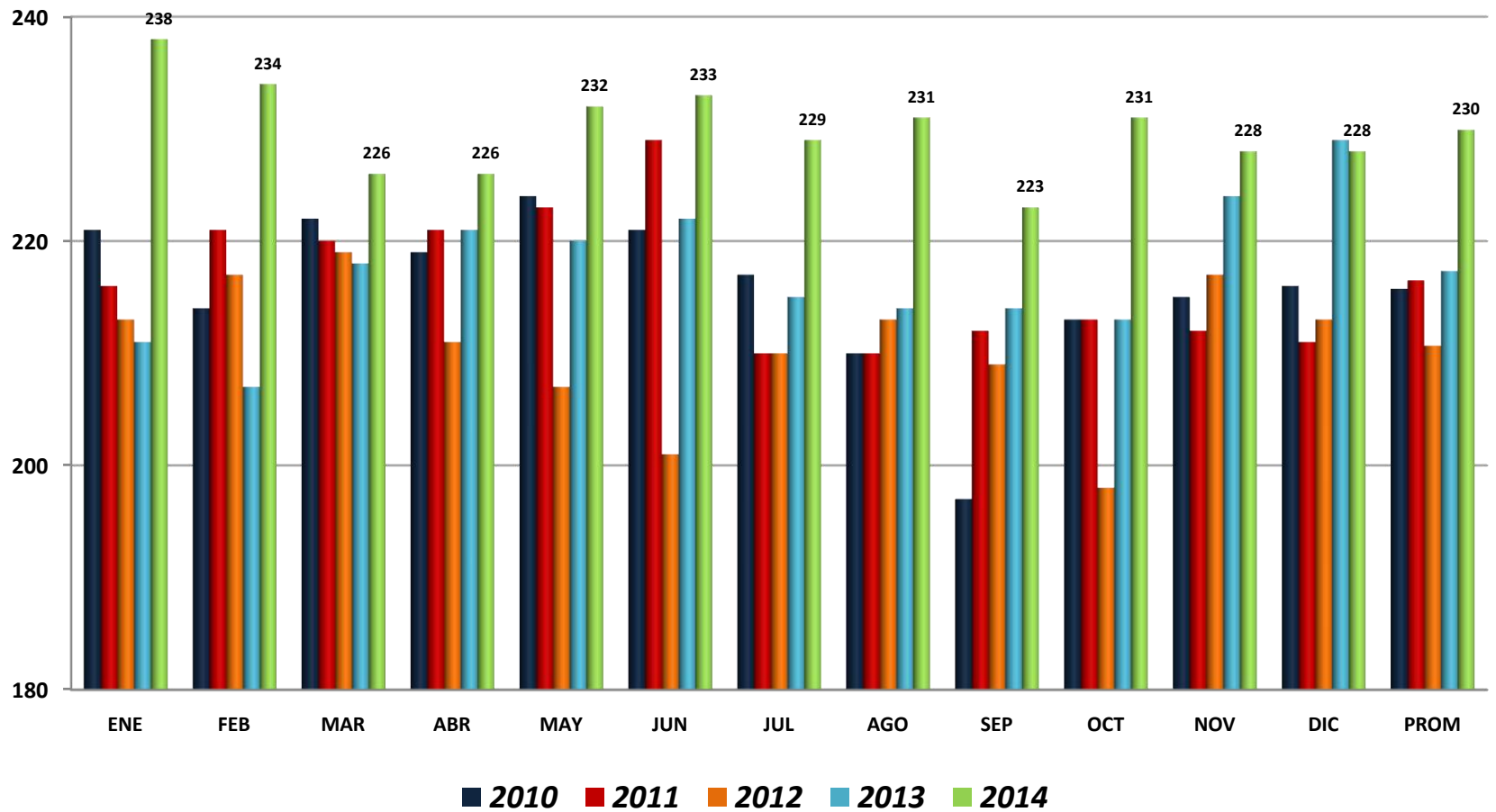
Plantas productivas y vegetativas 2014



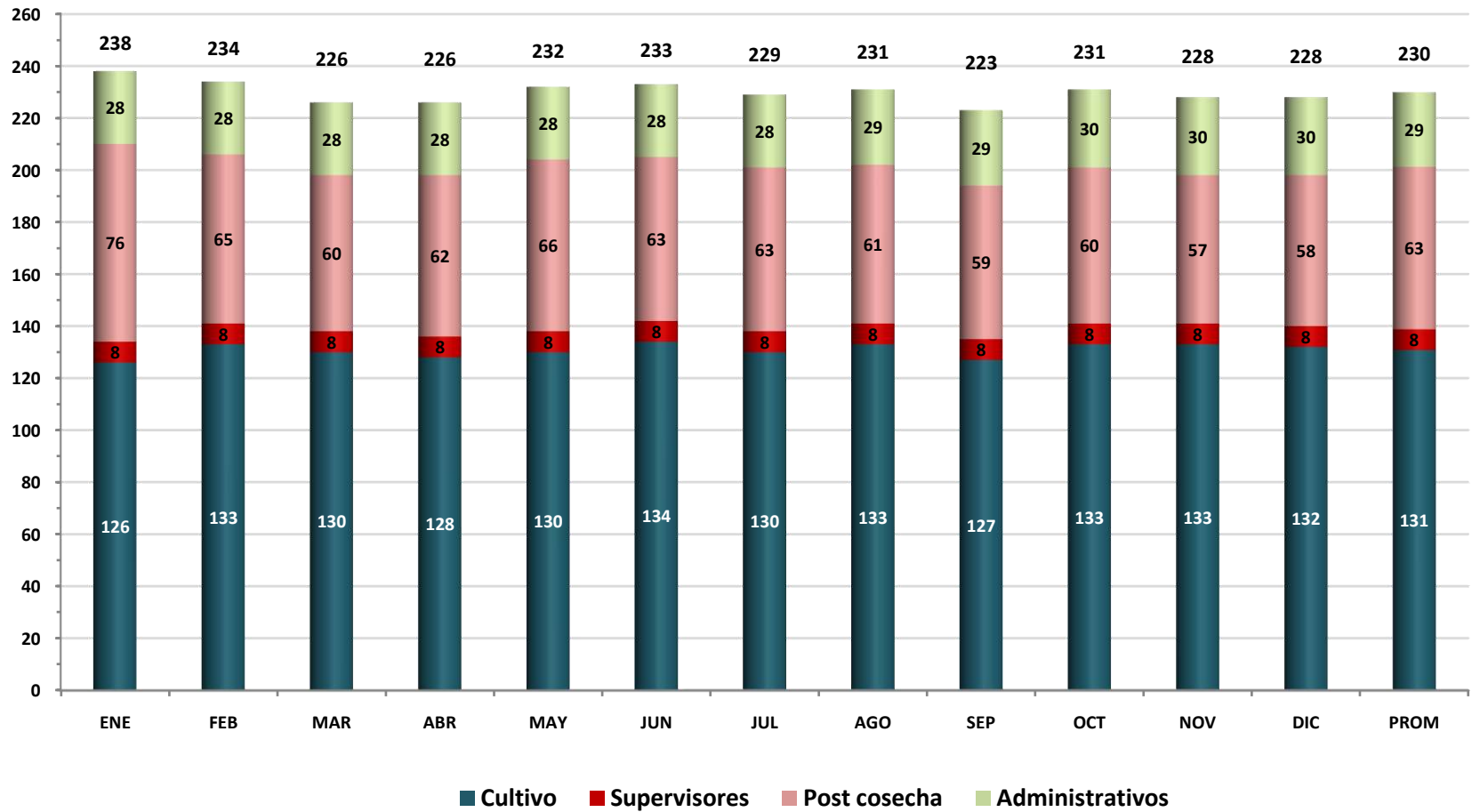


PERSONAL

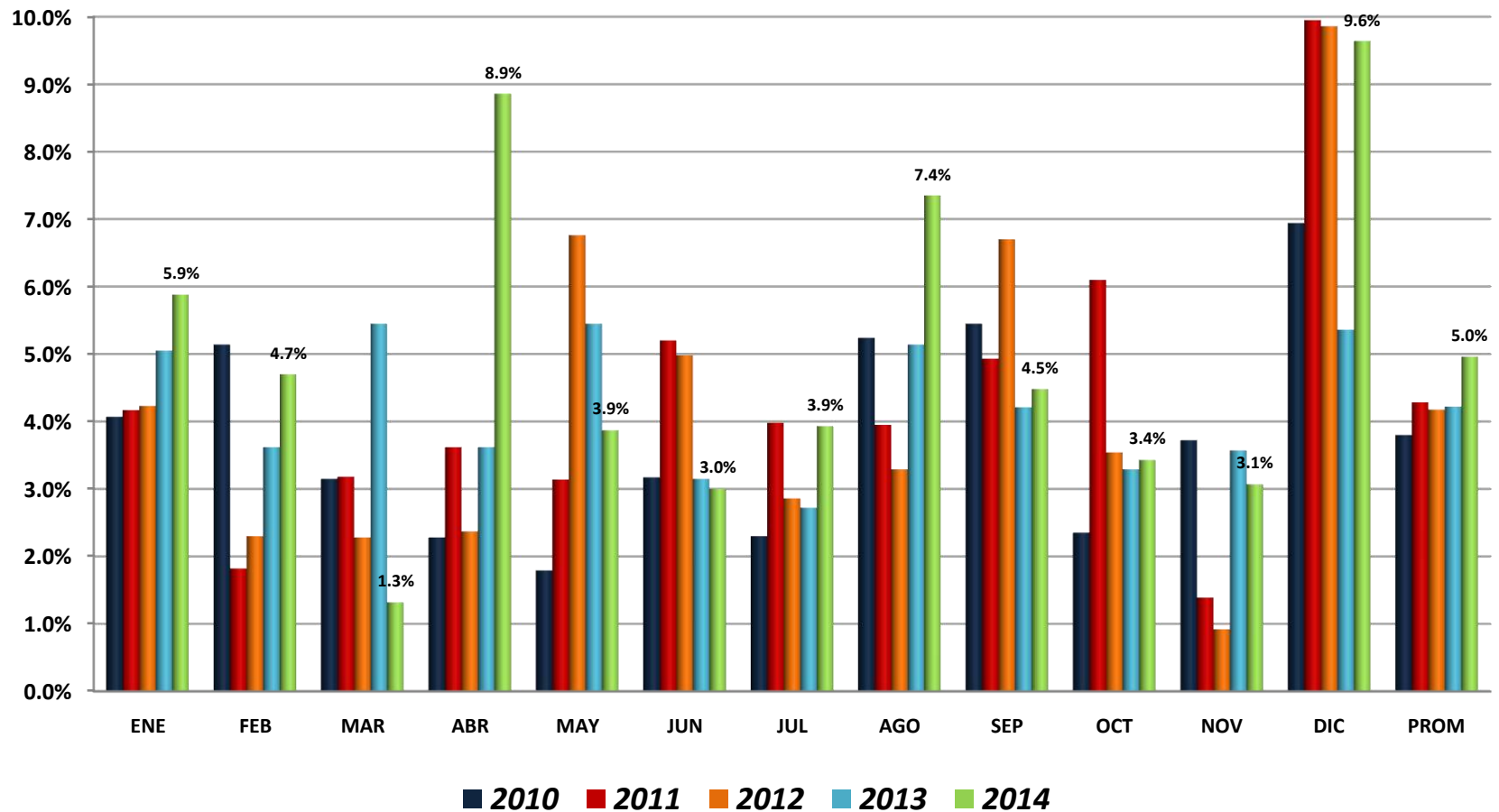
Personal 2010 - 2014



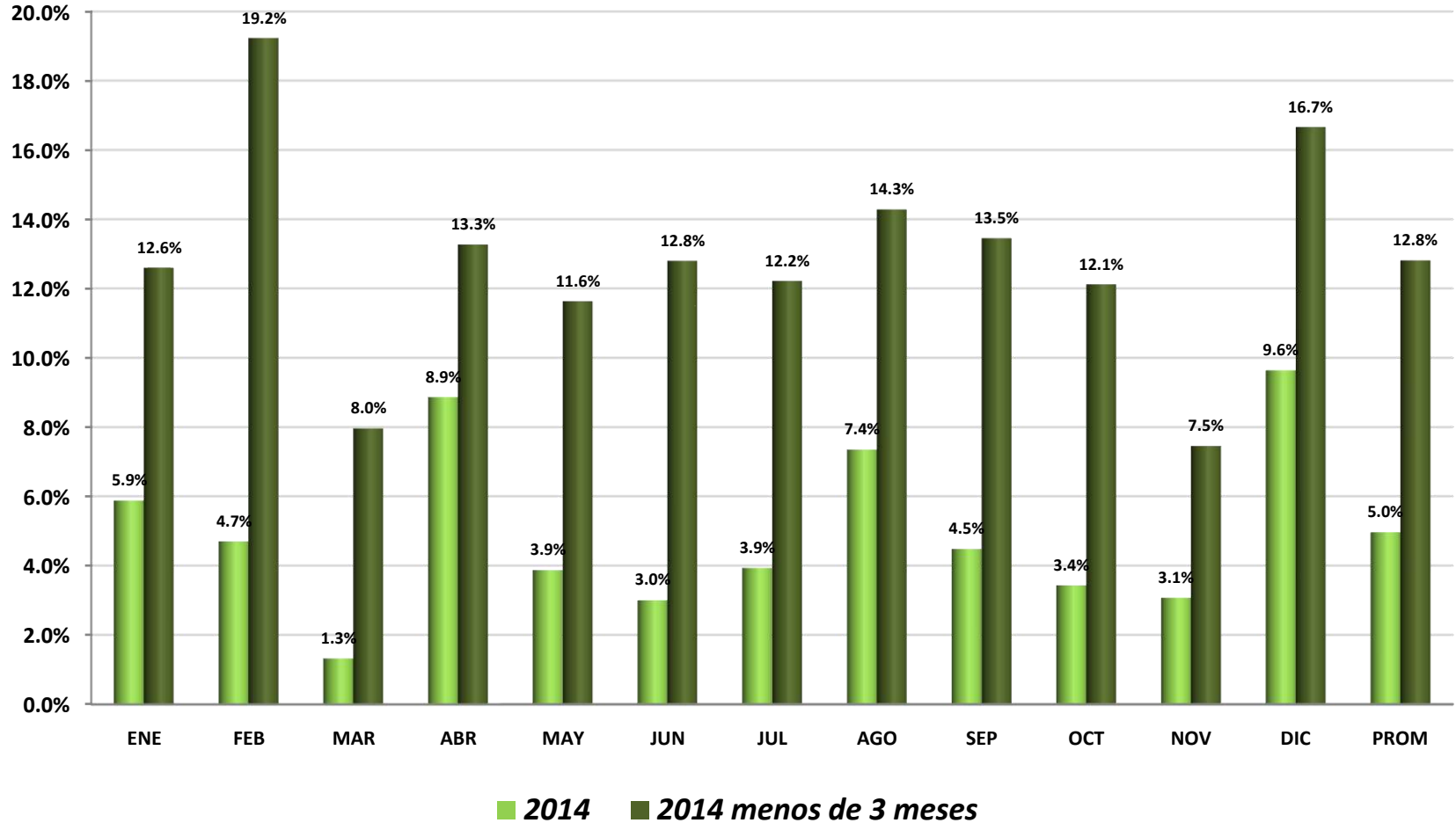
Detalle personal 2014



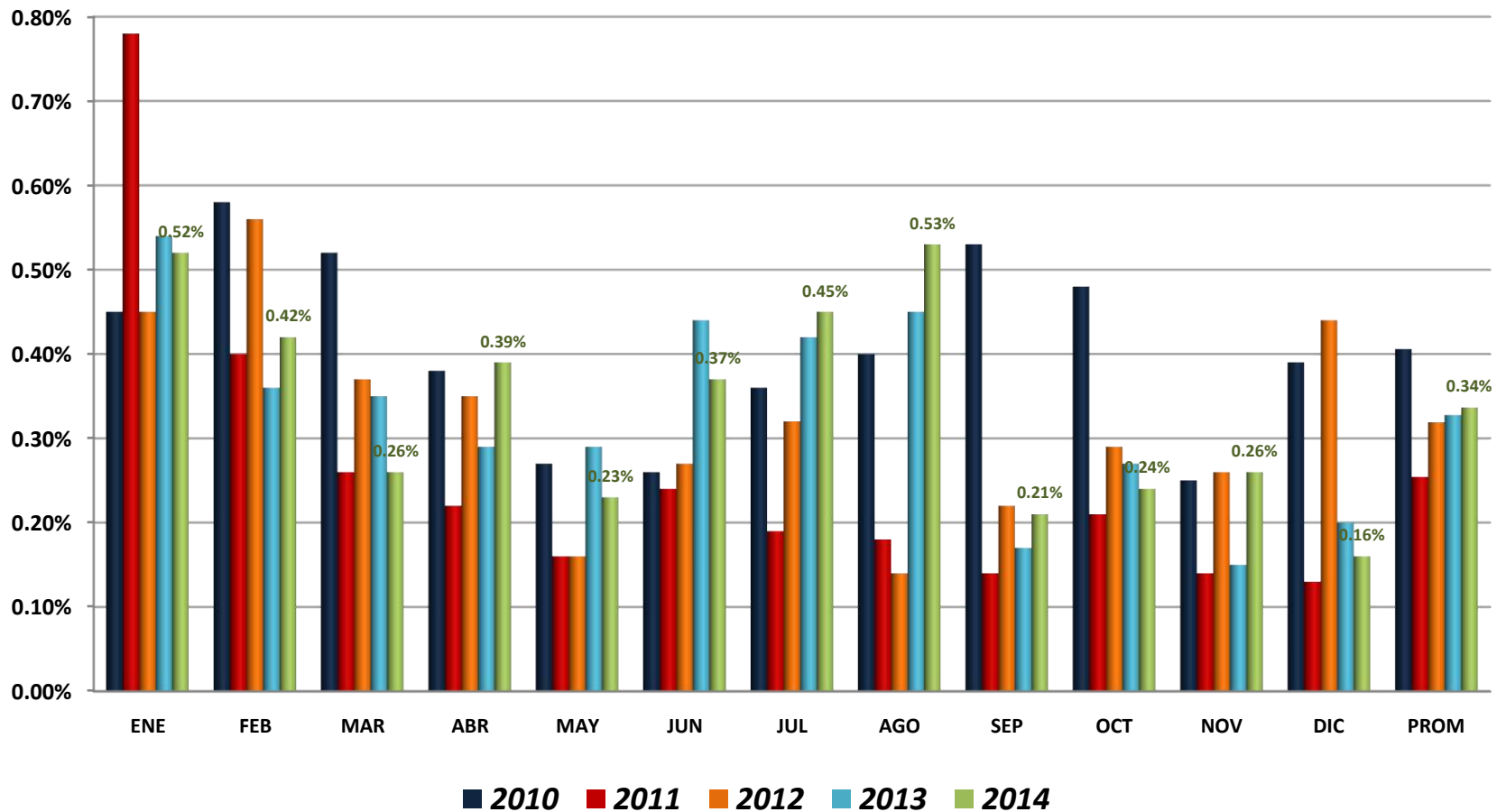
Índice de rotación 2010 - 2014



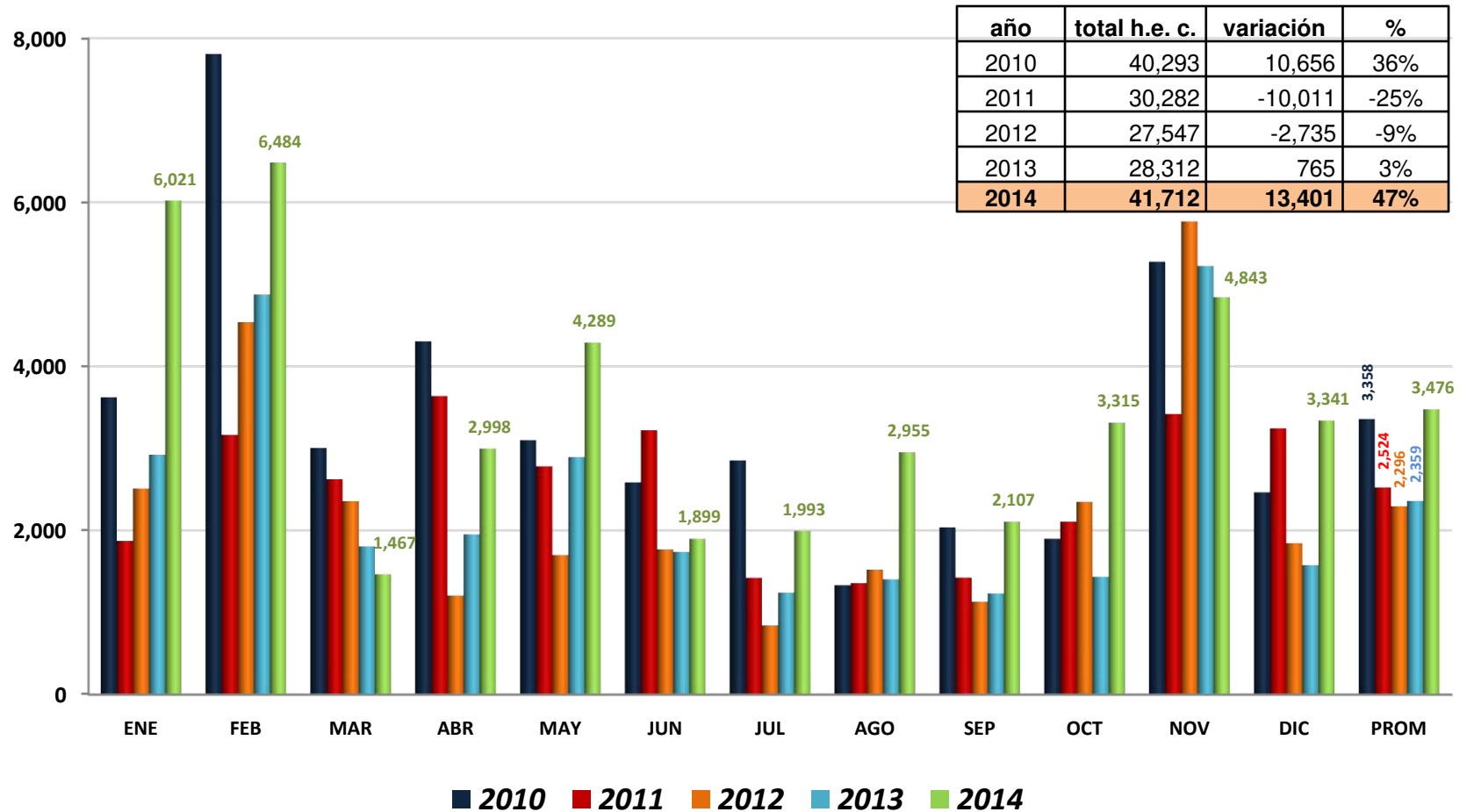
Detalle rotación 2014



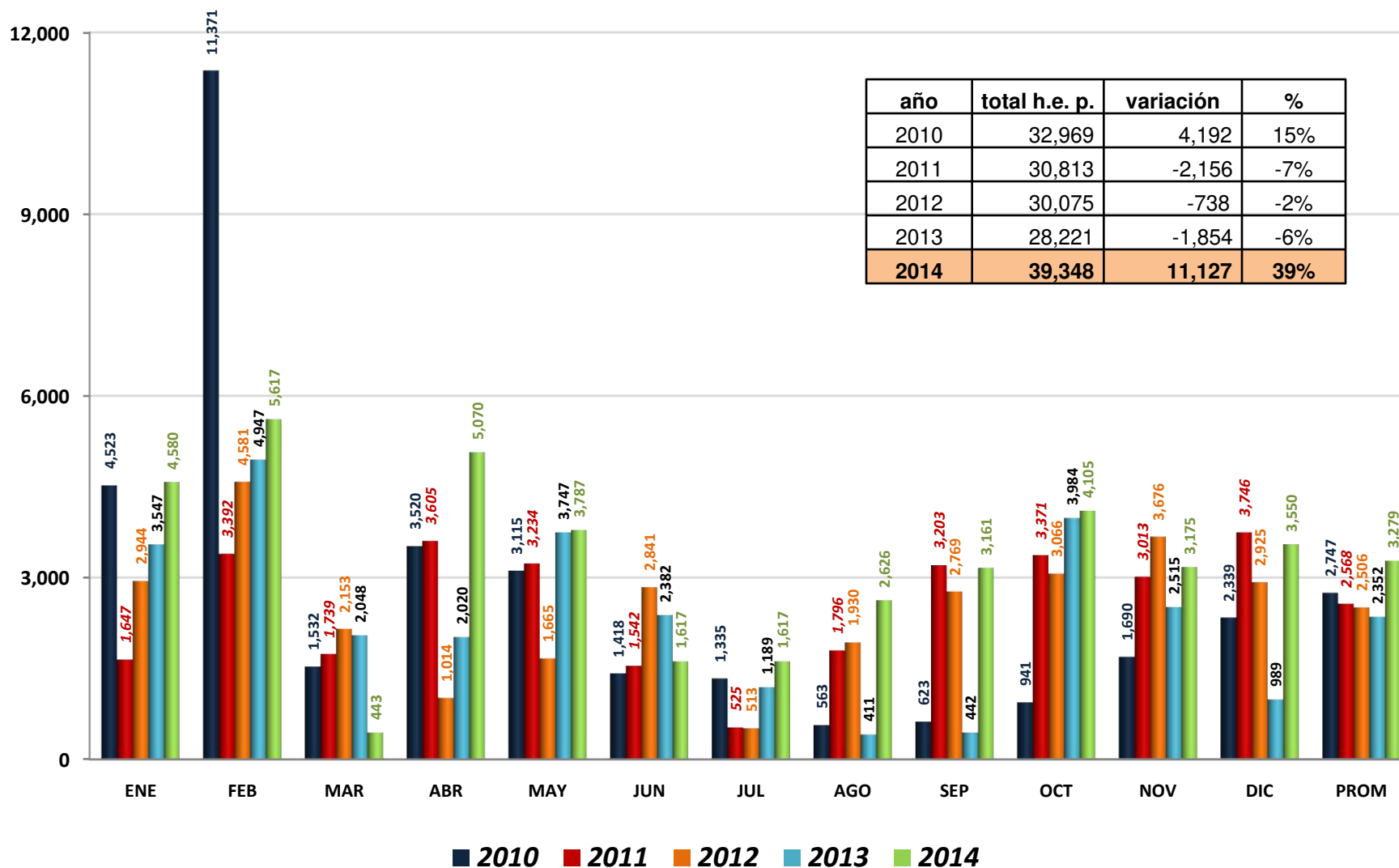
Índice de ausentismo 2010 - 2014



Horas extras CULTIVO 2010 - 2014



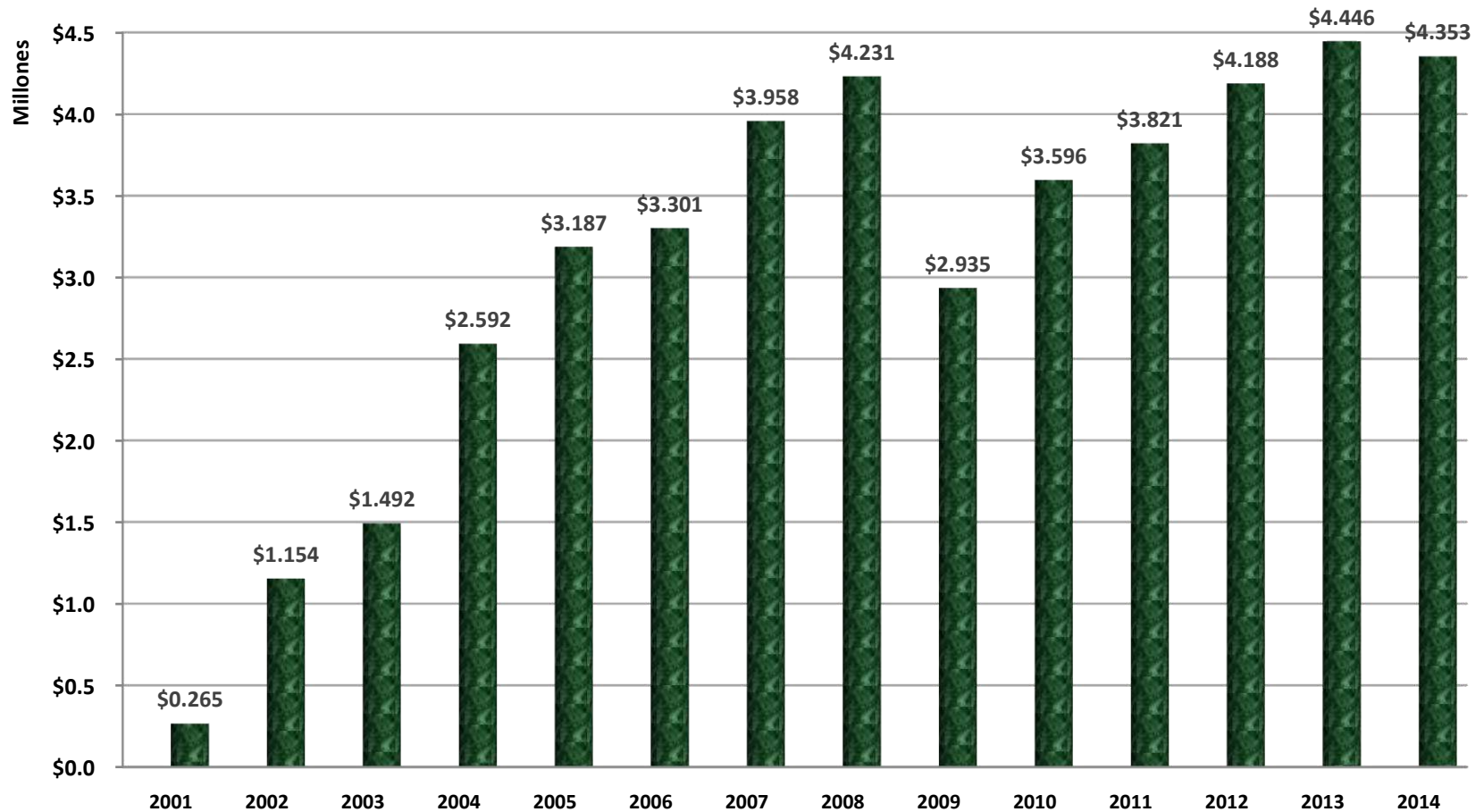
Horas extras POST COSECHA 2010 - 2014





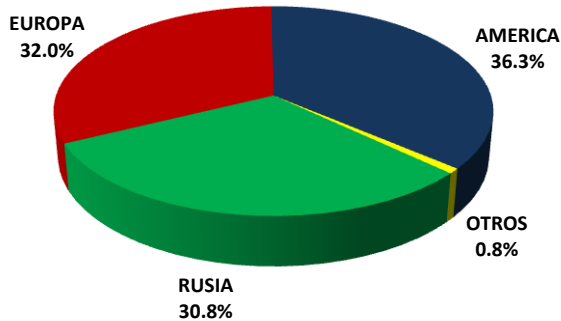
VENTAS

Evolución exportaciones 2001 - 2014

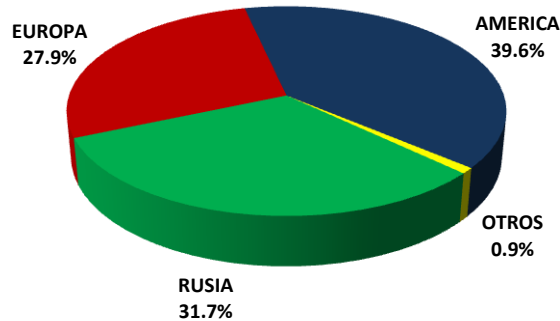


Ventas por mercado 2012 - 2014

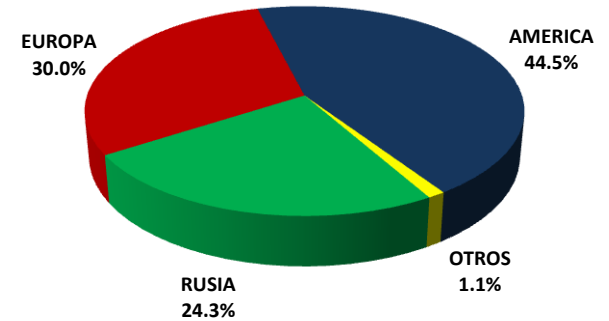
**Facturación por mercado
2012**



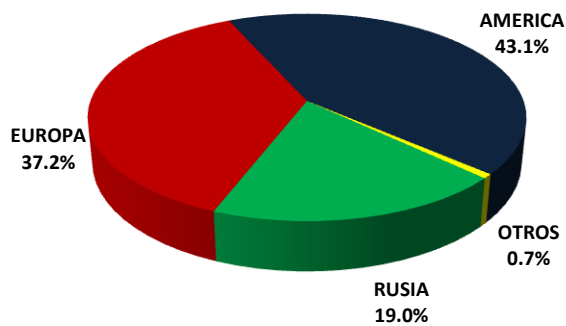
**Facturación por mercado
2013**



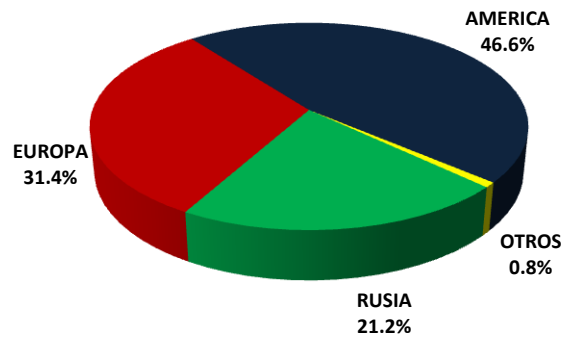
**Facturación por mercado
2014**



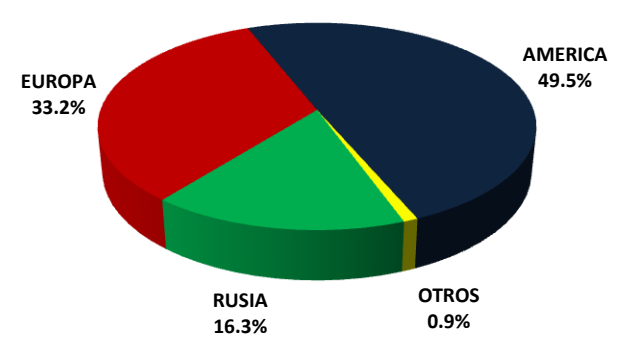
Tallos por mercado 2012



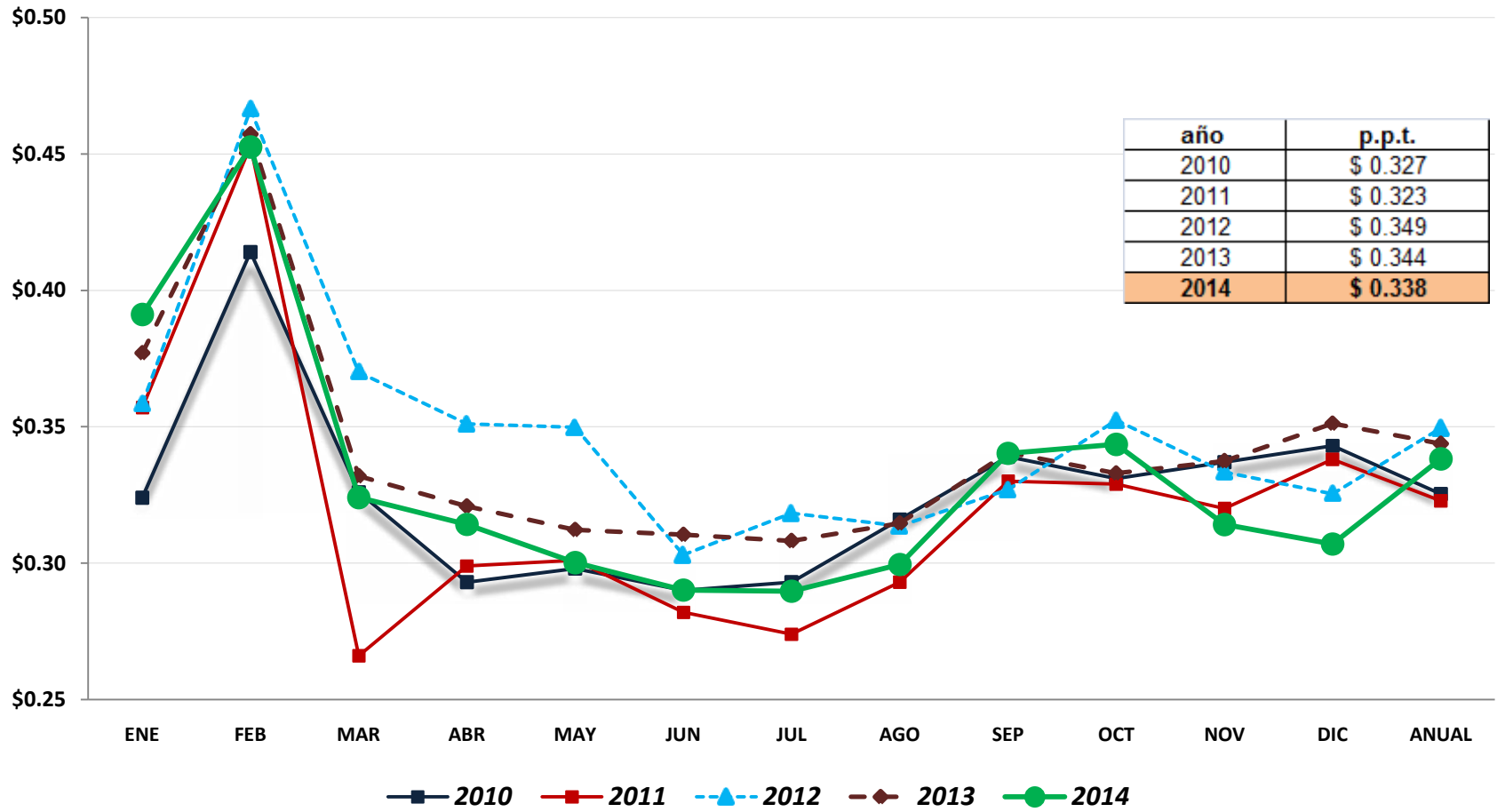
Tallos por mercado 2013



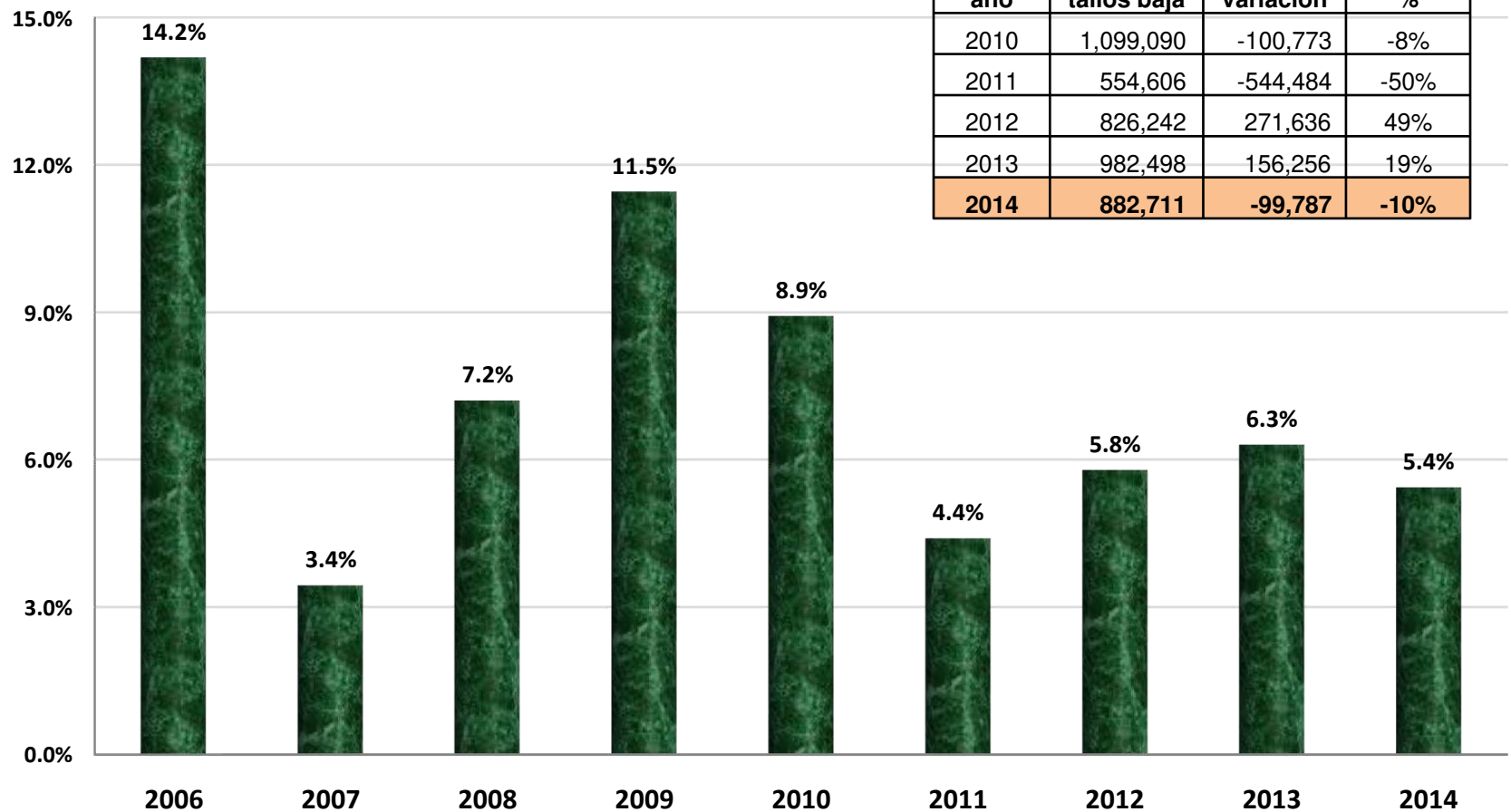
Tallos por mercado 2014



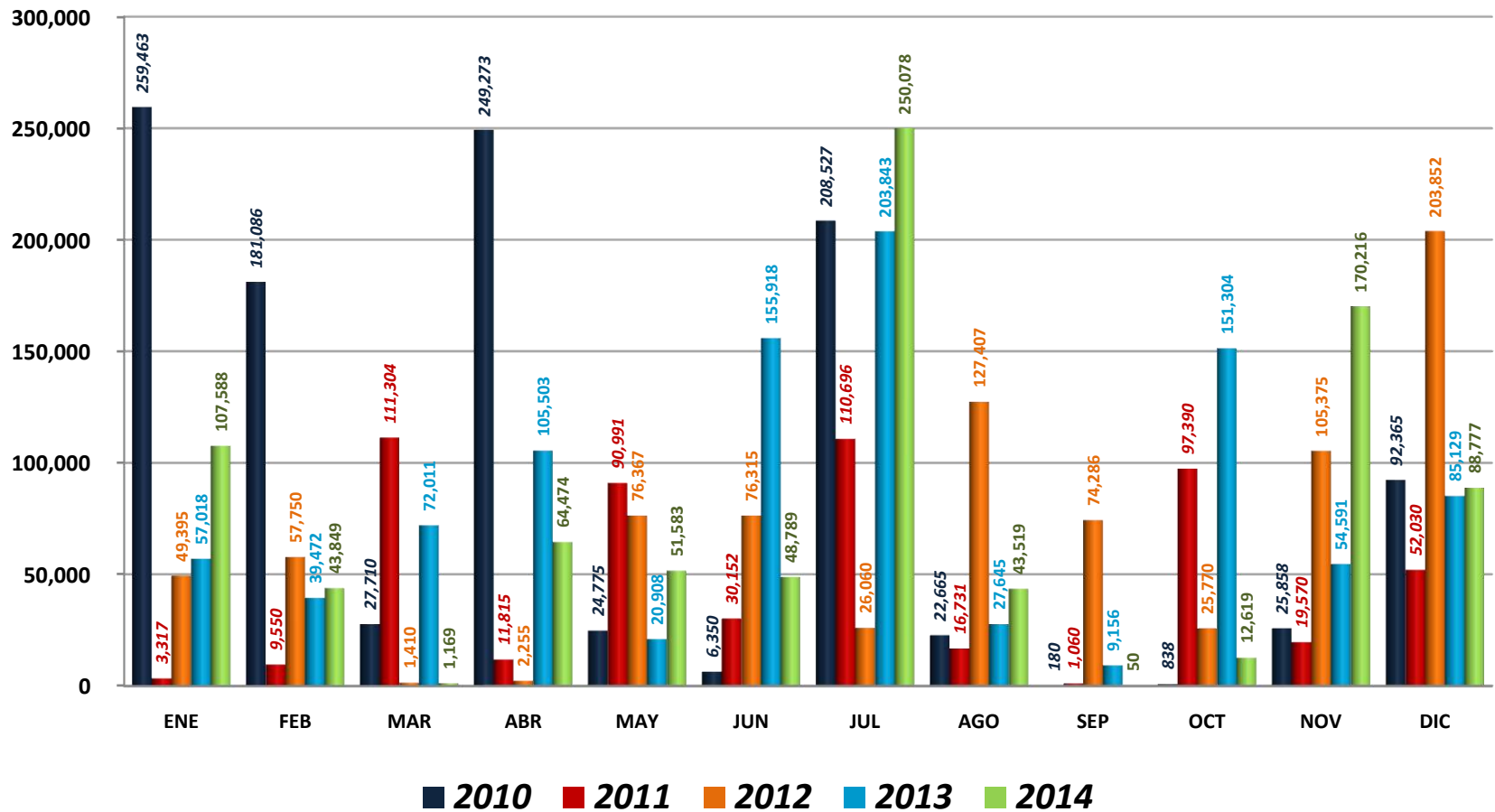
Precio promedio por tallo 2010 - 2014



Evolución bajas 2006 - 2014



Bajas por mes 2010 - 2014





FINANZAS

Pasivos bancarios, proveedores y breeders 2011 - 2014

	2011	2012	2013	2014	VARIACION 2014 vs 2013	%
TOTAL PASIVOS EN BALANCES *	1,974,325.72	1,918,231.62	1,684,995.02	1,307,599.06	-\$377,395.96	-20%
<u>Bancos locales</u>						
Pasivos bancos locales c/p	\$108,942.36	\$208,854.09	\$258,795.70	\$149,845.14	-\$108,950.56	-52%
Pasivos bancos locales l/p	\$180,834.34	\$368,953.31	\$153,114.58	\$4,193.00	-\$148,921.58	-40%
Total pasivos bancos locales	\$289,776.70	\$577,807.40	\$411,910.28	\$154,038.14	-\$257,872.14	-45%
<u>Bancos internacionales</u>						
Pasivos bancos extranjeros c/p	\$1,127,469.32	\$713,392.17	\$658,901.39	\$473,993.04	-\$184,908.35	-26%
Pasivos bancos extranjeros l/p	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Total pasivos bancos extranjeros	\$1,127,469.32	\$713,392.17	\$658,901.39	\$473,993.04	-\$184,908.35	-26%
TOTAL PASIVOS BANCOS	1,417,246.02	1,291,199.57	1,070,811.67	628,031.18	-\$442,780.49	-34%
PASIVOS PROVEED + FACT BREEDERS	406,316.57	460,376.05	484,619.41	441,367.08	-\$43,252.33	-9%
Breeders, Regalias por facturar	150,763.13	166,656.00	129,563.94	88,200.80	-\$41,363.14	-32%
Préstamo socios	-	-	-	150,000.00	\$150,000.00	

Resumen de costos

	2011	2012	2013	2014	2015 (Feb)
RESULTADO FINAL	\$55,075	\$31,859	\$50,355	\$19,782	\$237,167

Tallos producidos	13,646,973	14,267,349	15,581,826	16,232,363	3,006,752
Tallos vendidos	11,838,786	11,979,537	12,935,016	12,871,169	2,414,261
promedio costo mensual x tallos vendidos	263,371	278,575	310,412	335,293	319,976

COSTOS TOTALES					
Costos y gastos contables totales:	\$ 3,888,400	\$ 4,264,888	\$ 4,517,608	\$ 4,535,604	\$ 714,133
Costo unitario de tallo producido (totales)	\$0.2849	\$0.2989	\$0.2899	\$0.2794	\$0.2375
Costo unitario de tallo vendido (totales)	\$0.3284	\$0.3560	\$0.3493	\$0.3524	\$0.2958

COSTOS DESCONTADOS					
Costos y gastos contables totales:	\$ 3,888,400	\$ 4,264,888	\$ 4,517,608	\$ 4,535,604	\$ 714,133
- depreciaciones	\$ 250,589	\$ 248,924	\$ 484,333	\$ 398,366	\$ 67,044
- costo flor vendida (I. Inicial)	\$ 16,985	\$ 13,599	\$ 13,582	\$ 19,778	\$ 7,137
+ costo flor terminada (I.final)	-\$ 13,599	-\$ 13,582	-\$ 19,778	-\$ 7,137	\$ 0
- compra de flor	\$ 725	\$ 76,505	\$ 0	\$ 0	\$ 0
- valoracion de activos biologicos	\$ 271,313	\$ 185,837	\$ 0	\$ 0	\$ 0
- gasto incobrables	\$ 79,207	\$ 65,197	\$ 167,093	\$ 0	\$ 0
- gasto jubilacion patronal	\$ 29,519	\$ 20,406	\$ 0	\$ 11,032	\$ 0
- gasto interes jubilacion patronal	\$ 6,691	\$ 7,774	\$ 0	\$ 4,727	\$ 0
- participacion laboral	\$ 14,618	\$ 19,207	\$ 24,043	\$ 0	\$ 0
- impuesto a la renta	\$ 44,704	\$ 43,764	\$ 83,831	\$ 41,052	\$ 0
- comedor contabilizado al gasto/costo	\$ 0	\$ 34,500	\$ 0	\$ 0	\$ 0
- consumo contable adicional de acaricidas (BTB)	\$ 0	\$ 12,000	\$ 0	\$ 0	\$ 0
- asesoría técnica de cultivo (Plantec)	\$ 0	\$ 120,000	\$ 0	\$ 30,000	\$ 0
- comision en expotaciones	\$ 0	\$ 60,691	\$ 0	\$ 0	\$ 0
- baja de plantas	\$ 0	\$ 0	\$ 184,730	\$ 55,052	\$ 0
= costos descontados	\$ 3,160,450	\$ 3,342,902	\$ 3,724,949	\$ 4,023,513	\$ 639,952
Costo unitario de tallo producido (descontado)	\$0.2316	\$0.2343	\$0.2391	\$0.2479	\$0.2128
Costo unitario de tallo vendido (descontado)	\$0.2670	\$0.2791	\$0.2880	\$0.3126	\$0.2651

Precio unitario de venta de tallos (contable)	\$0.3268	\$0.3547	\$0.3402	\$0.3380	\$0.3718
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Margen unitarios (Precio -costo)	\$0.0598	\$0.0756	\$0.0522	\$0.0254	\$0.1068
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