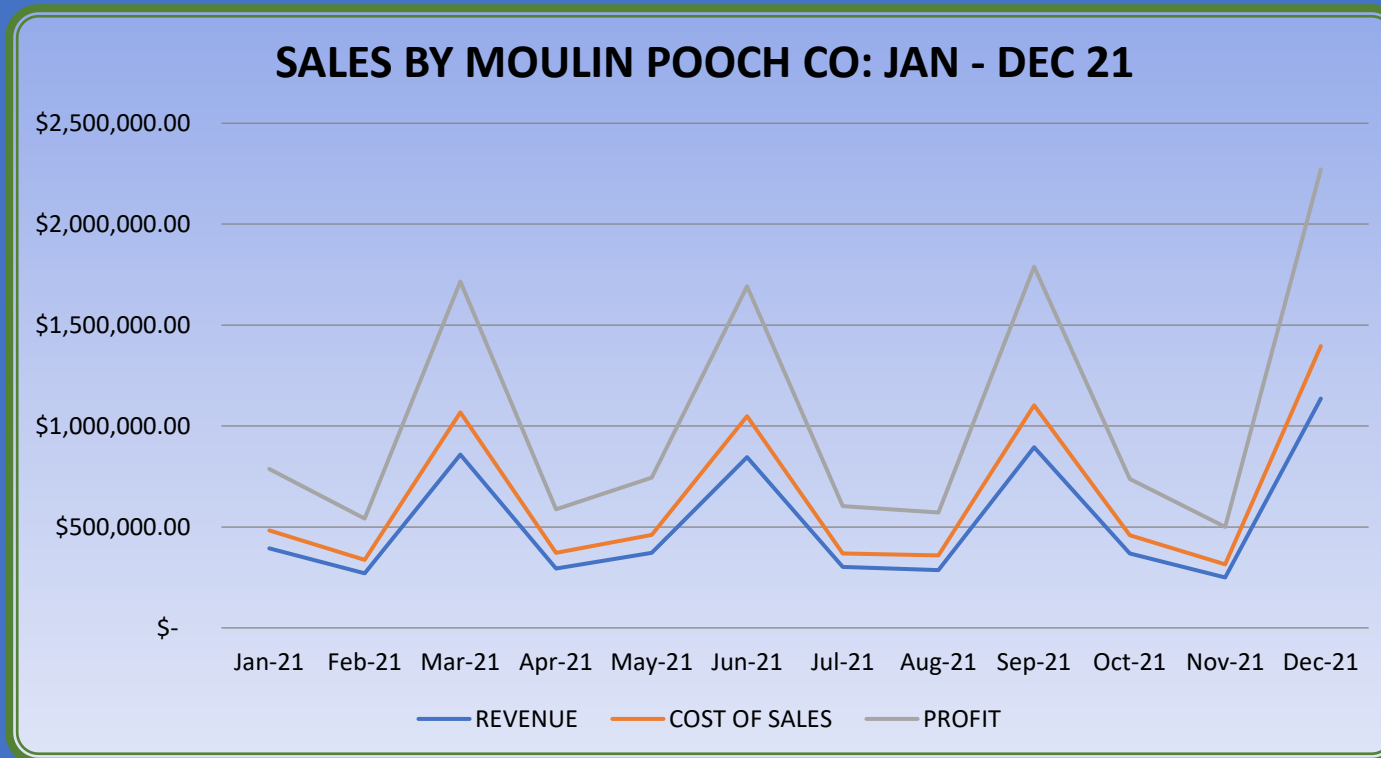




Moulin Pooch Co

Financial performance in FY21

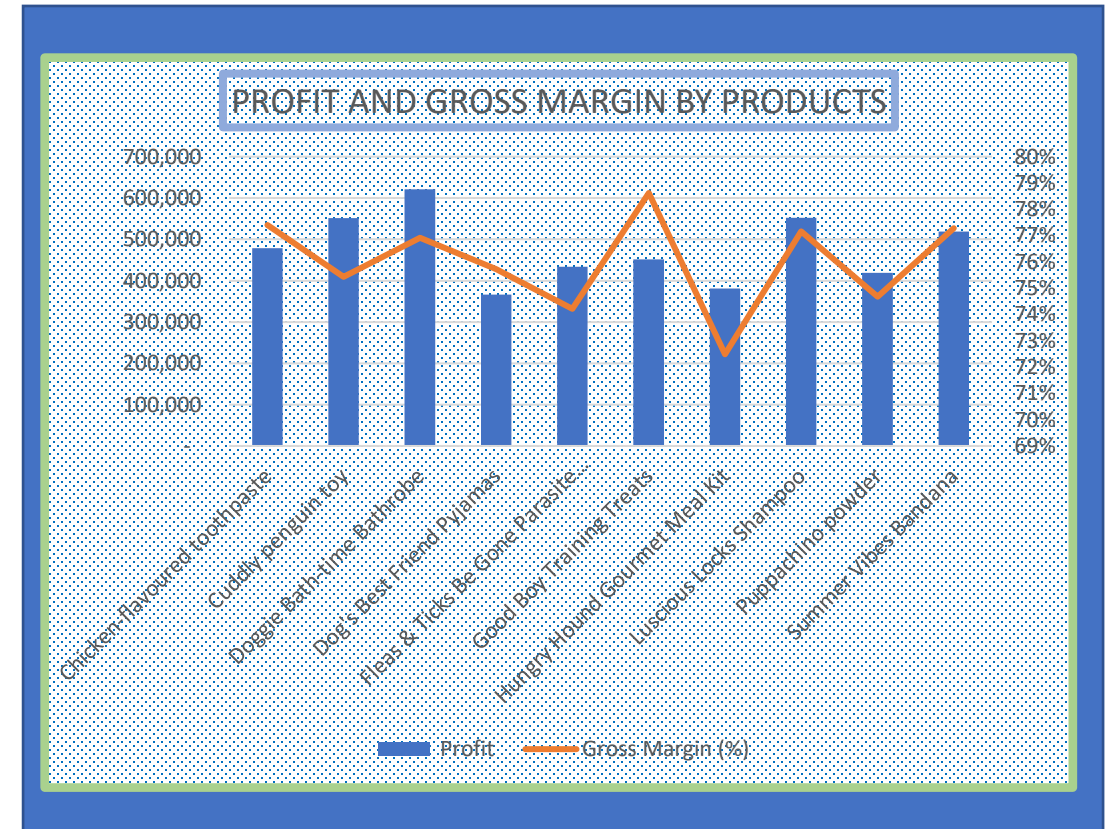
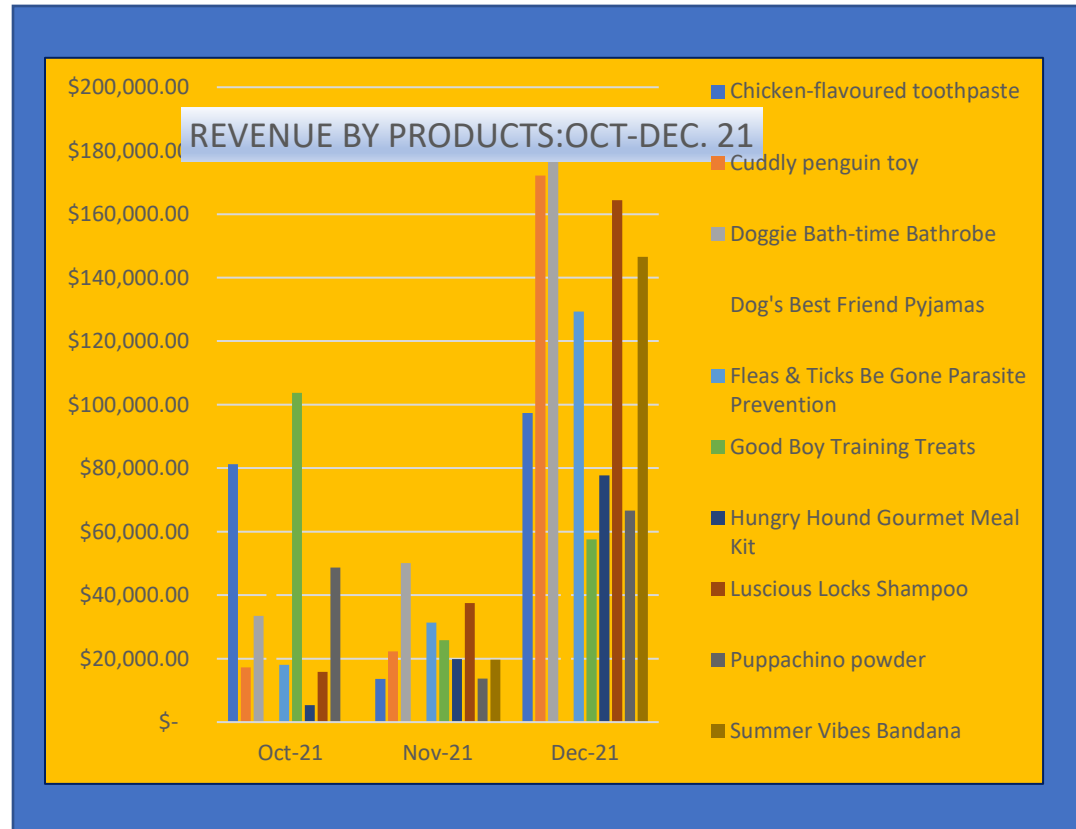
Key Insights – **SEASONALITY – REVENUE, COST OF SALES AND GROSS PROFIT IN FY 21**



FINDINGS

- 1. I noticed that some months that experienced a decline in profit over the month was as a result of a decline in the Revenue incurred. The higher the Revenue with a minimal cost of sales, the higher the profit.**
- 2. I also noticed that the highest profit was incurred in Dec. 2021, followed by Sep. 2021 and then March 2021. All the month in question recorded a high amount of Revenue.**
- 3. I noticed that all the months in the year recorded profits and none recorded loss throughout the year.**
- 4. Dec. 2021 recorded the highest sales**

Key Insights – **PRODUCT PROFITABILITY**



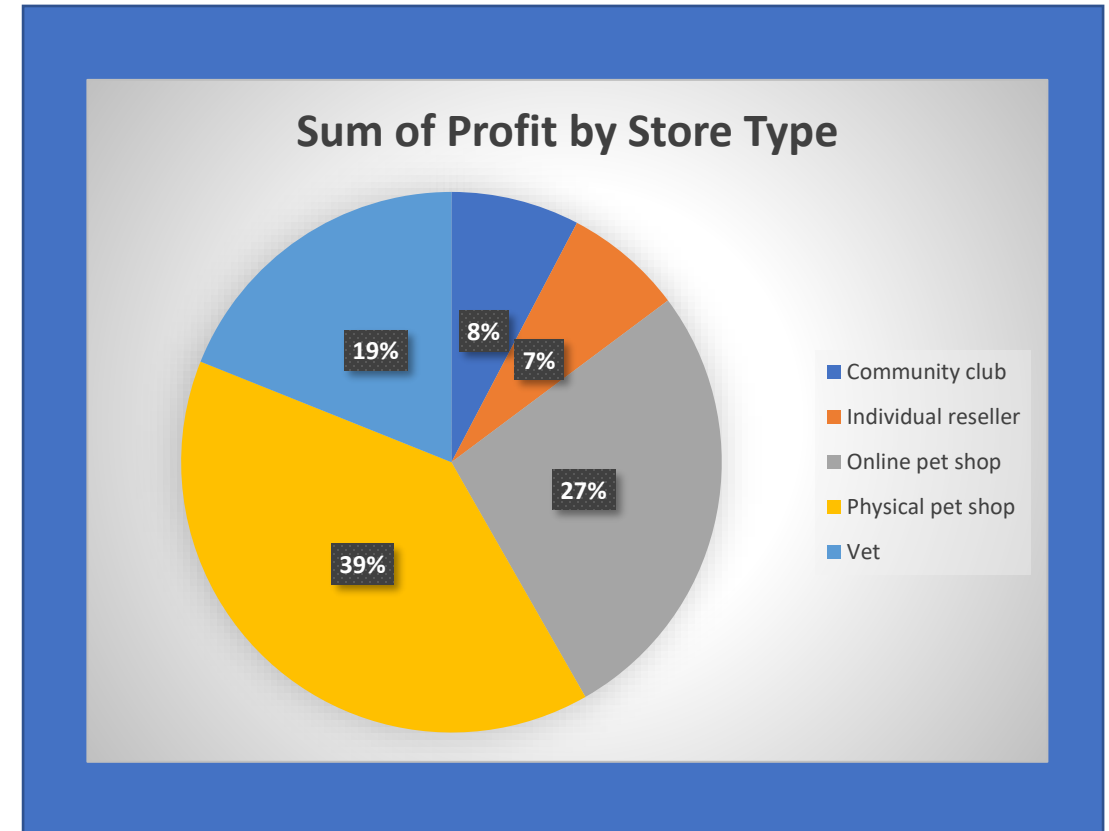
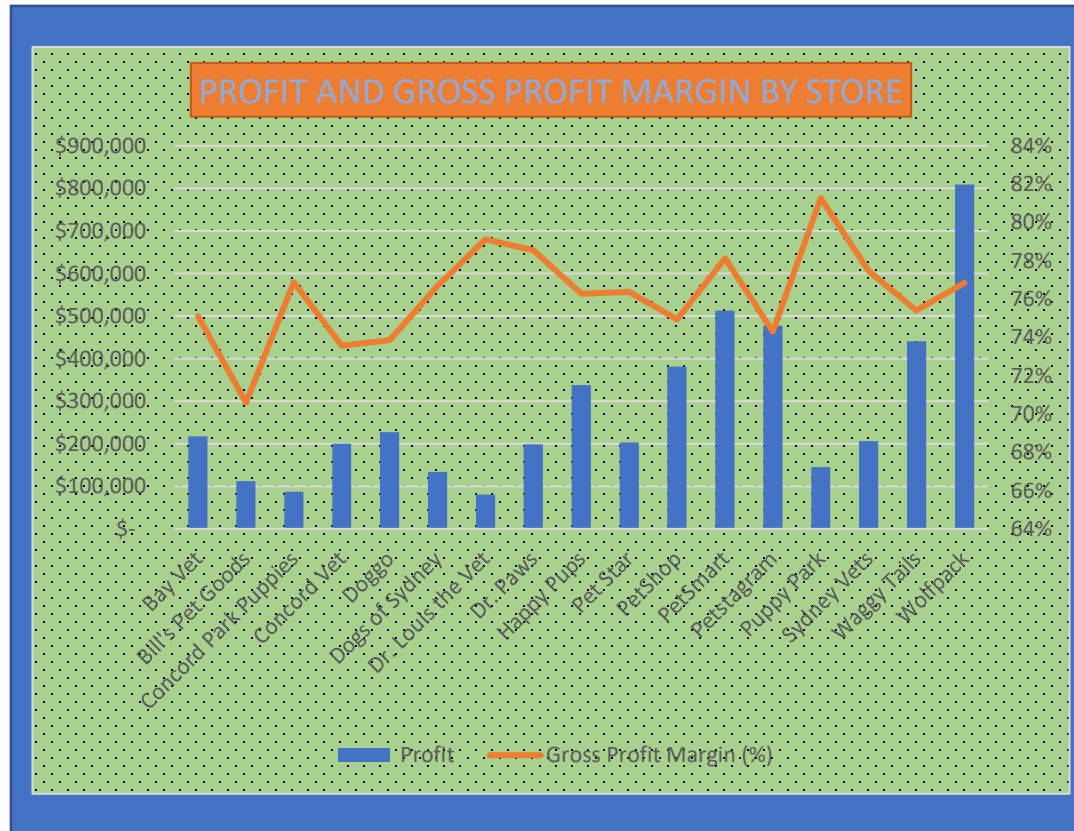
NOTE: From the Table above, the top 3 selling products in December are:

- Cuddly Penguin Toy
- Doggie Bath-time Bathrobe
- Luscious Locks Shampoo

The most profitable product in terms of profit was Doggie Bath-time Bathrobe

The most profitable product in terms of gross margin (%) is Good Boy Training Treats

Key Insights – PROFITABILITY BY STORE

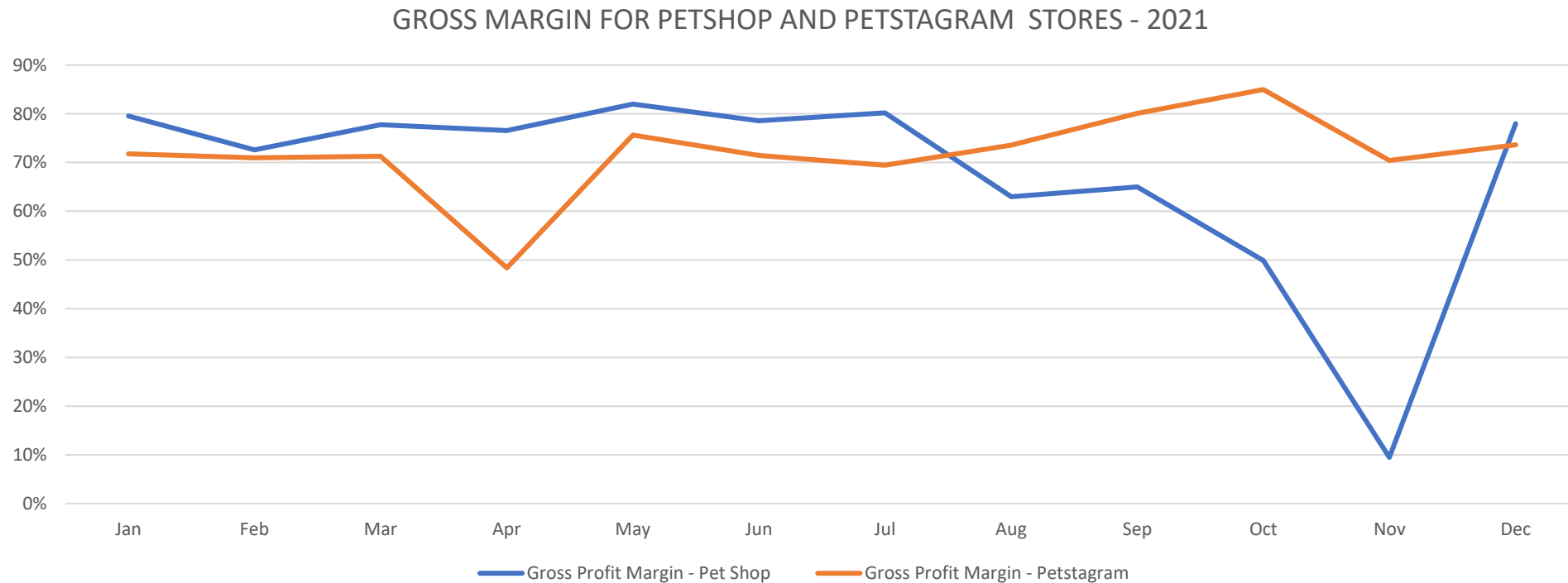


The most profitable store in terms of profit is physical Wolfpack Stores with a Profit of \$809,370

The most profitable store in terms of Gross profit margin is Puppy Park

Physical pet shop generated the most profit.

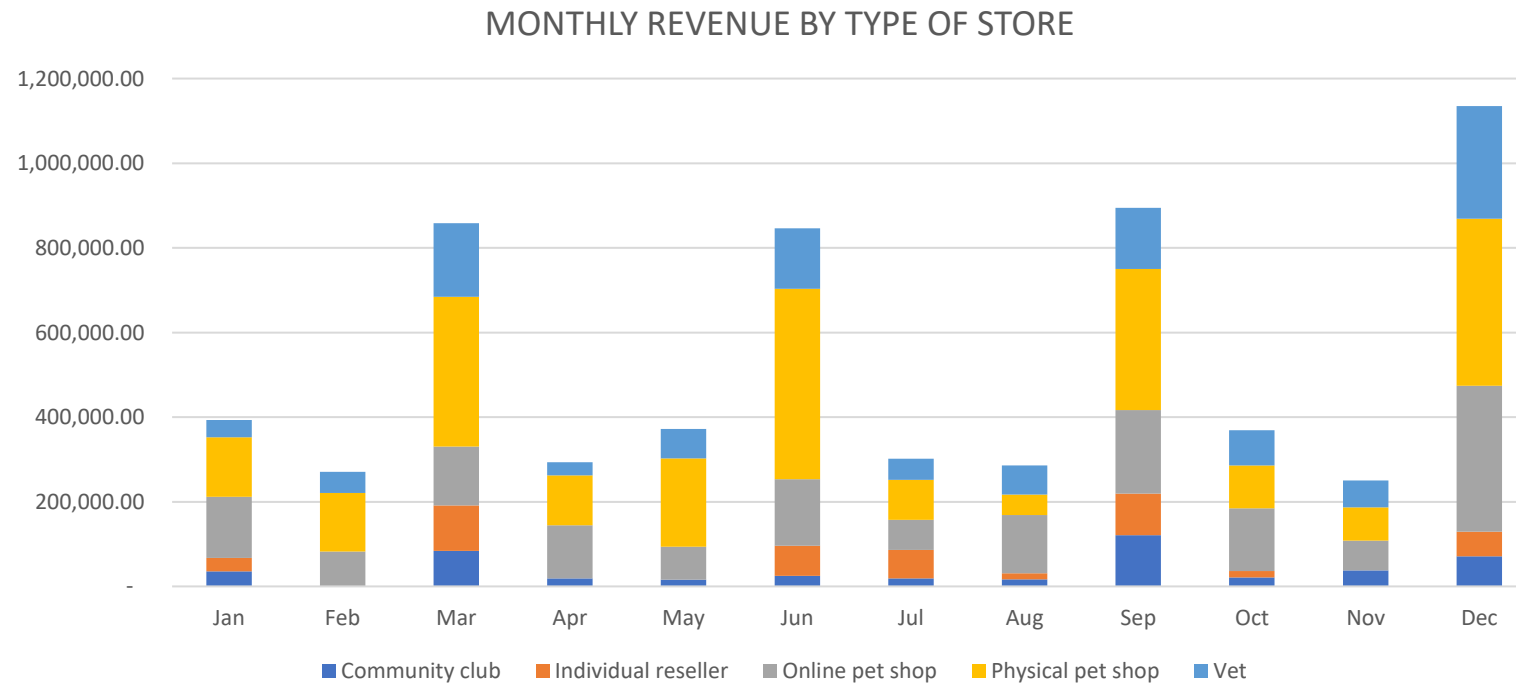
GROSS MARGIN FOR PETSHOP AND PETSTAGRAM STORES –FY 2021



Gross Profit Margin for Petshop recorded the lowest Gross margin in Nov. 21 at the rate of 10% while it recorded the highest Gross Margin in May 21 at the rate of 82%

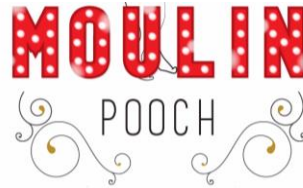
Gross Profit Margin for Petstagram recorded a low Gross Margin in April 21 at the rate of 48% and highest Gross Margin in Oct. 21 at the rate of 85%

MONTHLY REVENUE BY TYPE OF STORE



The highest monthly revenue by type of store was recorded in Dec, 21

Mad Paws Competitor Analysis



Profit and loss

Mad Paws recorded a low revenue with high operating expenses with resulted in a Net loss of approximately \$12m. Moulin Pooch Co. recorded a high revenue and a minimal operating expenses which resulted in a Net income of approximately \$2.5m

Balance Sheet

Mad Paws recorded total assets of approximately \$17m which is very high when compared with Moulin Pooch Co. total assets. Mad Paws recorded a total liabilities of \$2.9m while Moulin Pooch Co had a total liabilities of \$681,036

BALANCE	MAD PAWS	MOULIN POOCH CO.
Revenue (Topline)	\$ 2,854,648.00	\$ 6,273,844.00
Operating Expenses	\$ (15,441,755.00)	\$ (1,864,200.00)
Net Income/ Loss	\$ (11,934,981.00)	\$ 2,452,632.00
Total Assets	\$ 16,848,283.00	\$ 3,824,630.00
Total Liabilities	\$ 2,872,274.00	\$ 681,036.00

Financial Performance

COMMENTARY/RECOMMENDATIONS

1. Year on Year Revenue growth recorded 99% growth of which the highest revenue store can be attributed to Physical Pet Shop
2. Current Ratio: There was increase in current ratio from 8.0 in 2020 to 9.7 in 2021 and over the years the ratio is greater than 2 which shows that the company is able to repay its short-term obligations
3. Debt Ratio: There was a slight increase in debt ratio from 17% to 18%. this shows that the company is able to payback its long-term obligations
4. Return on Equity: from the Return on equity figure, there was a decrease over the years which shows that the company was more effective generating profit in 2020 than in 2021
5. Cost of sales: Our cost of sales recorded 10% increase, which also resulted in 166% increase in Gross profit over the years.
6. Gross Margin: Our gross margin increased in 2021 with 76% while in year 2020, it was 57% which shows that it was profitable at 76%
7. Operating Expenses: Total operating expense grew by 98% and we can see that the biggest increase is in depreciation and Amortization
8. Percentage of Revenue: When we look at percentage of revenue year over year, we can see that between 2020 and 2021, they were consistent
9. Profit before Tax: Looking at profit before tax, we can see that it increased by 276% year over year even though revenue only increased by 99%. This means that Domino's was more efficient in generating profit throughout the year.
10. Income Tax: The increase in income tax is in line with the increase in profit before tax which make sense because generally income tax is a percentage of your net income.
11. Net Income: Net income grew by \$1.8m or 283%

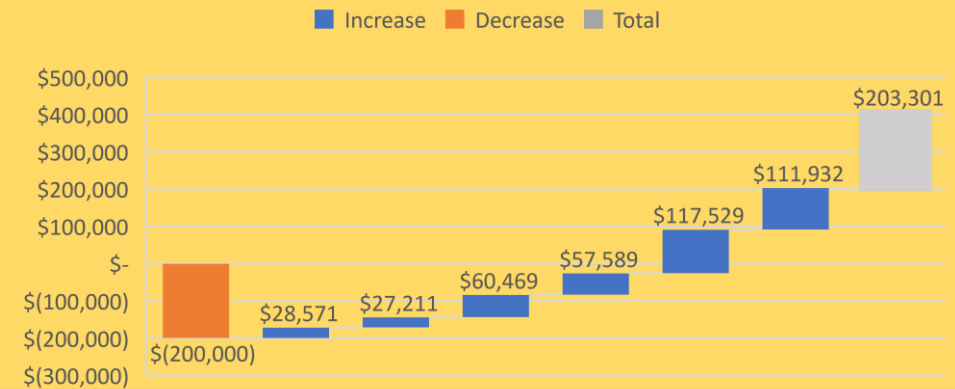
	2020	2021
Current ratio	8.0	9.7
Debt ratio	17%	18%
Return on Equity	93%	78%

	2020	2021	yoy movement	
	\$	\$	\$	%
Revenue				
Community club	322,908	467,799	144,891	45%
Individual reseller	228,130	466,054	237,924	104%
Online pet shop	901,833	1,695,777	793,944	88%
Physical pet shop	1,125,837	2,460,645	1,334,808	119%
Vet	579,883	1,183,569	603,686	104%
Total Revenue	3,158,591	6,273,844	3,115,253	99%
Cost of Sales	(1,363,876)	(1,499,467)	(135,591)	10%
Gross Profit	1,794,715	4,774,376	2,979,661	166%
Other income	-	300,000.00	300,000	#DIV/0!
Operating Expenses				
Salaries & wages	(500,600)	(1,095,600)	(595,000)	119%
Marketing expense	(172,500)	(236,400)	(63,900)	37%
Software subscriptions	(92,000)	(142,200)	(50,200)	55%
Rent and utilities	(100,000)	(120,000)	(20,000)	20%
Depreciation & amortisation	(25,000)	(200,000)	(175,000)	700%
Other general expenses	(50,000)	(70,000)	(20,000)	40%
Total Operating Expenses	(940,100)	(1,864,200)	(924,100)	98%
Profit Before Tax	854,615	3,210,176	2,355,561	276%
Income Tax	(213,654)	(757,544)	(543,890)	255%
Net income after Tax	640,961	2,452,632	1,811,671	283%

Investment Opportunities

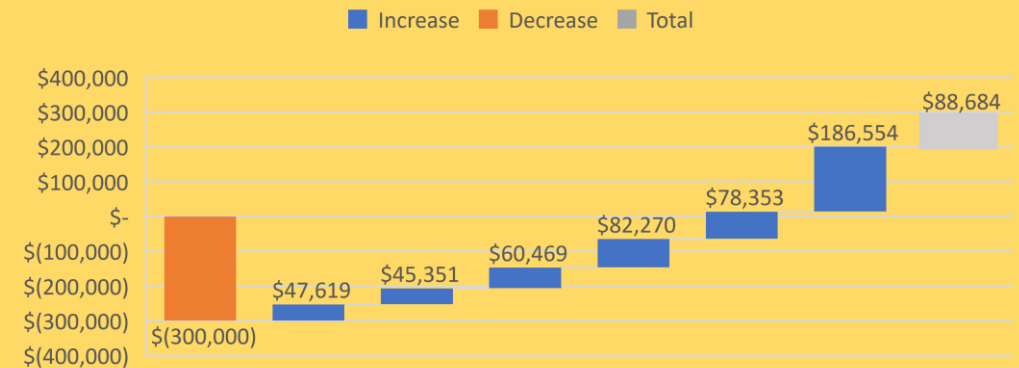
Interest rate (i)	5%							
OPTION 1								
n	0	1	2	3	4	5	6	
Net Present Value	Initial Investment	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Total
Cash flow	\$ (200,000)	\$ 30,000	\$ 30,000	\$ 70,000	\$ 70,000	\$ 150,000	\$ 150,000	\$ 300,000
Present value	\$ (200,000)	\$ 28,571	\$ 27,211	\$ 60,469	\$ 57,589	\$ 117,529	\$ 111,932	\$ 203,301
NPV =	\$203,301.35							

NPV FOR OPTION ONE



OPTION 2								
n	0	1	2	3	4	5	6	
Net Present Value	Initial Investment	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Total
Cash flow	\$ (300,000)	\$ 50,000	\$ 50,000	\$ 70,000	\$ 100,000	\$ 100,000	\$ 250,000	\$ 170,000
Present value	\$ (300,000)	\$ 47,619	\$ 45,351	\$ 60,469	\$ 82,270	\$ 78,353	\$ 186,554	\$ 88,684
NPV =	\$88,683.56							

NPV CHART FOR OPTION 2



RECOMMENDATION: Option 1 is a better option because it has a higher NPV



Moulin Pooch Co

Thank You