

# ANNUAL FINANCIAL PERFORMANCE REPORT

## 1.1. Introduction

Universal Export headquartered in Southampton, England, is a leading manufacturer of plain, unmarked, and unlabelled clothes for retailers, wholesalers, and other industries. The company manufactures a wide range of clothing products including hoodies, jackets, t-shirts, sweatshirts, cardigans, and polo shirts. The company offers high-quality items that match and surpass the clients' expectations.

## 1.2. Overall Financial Performance of Universal Export in 2022



**£963M**

Total Revenue

**£434M**

Total Profit

**£529M**

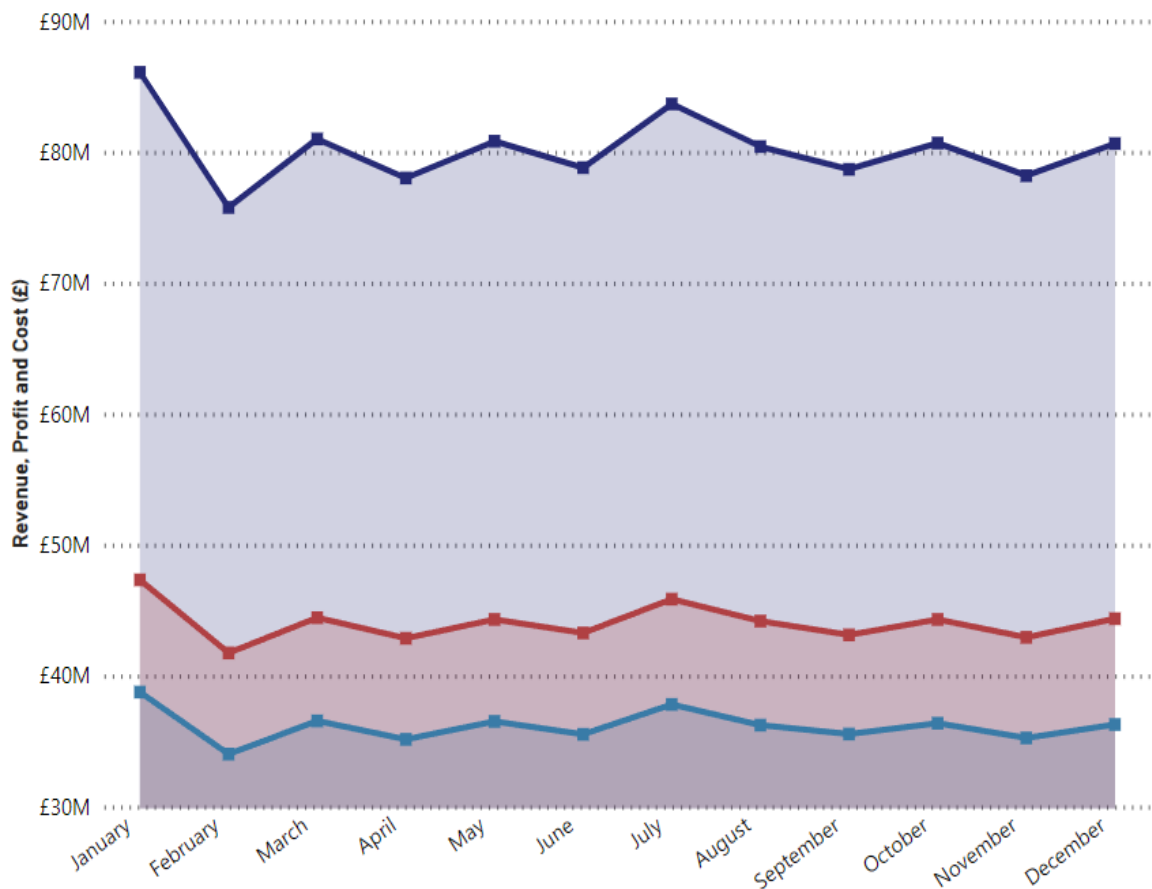
Total Cost

**45.08%**

Overall profit margin

### Monthly Revenue, Cost and Profit

■ Total Revenue ■ Total Profit ■ Total Cost



Universal Export maintained a steady financial performance throughout 2022. Despite experiencing a decrease in revenue, profit and cost during February, the company rebounded and achieved a significant increase in both revenue and profit during July. The remaining months of the year showed consistent performance in terms of revenue, profit, and cost.

#### 1.2.1. Monthly Revenue for the year

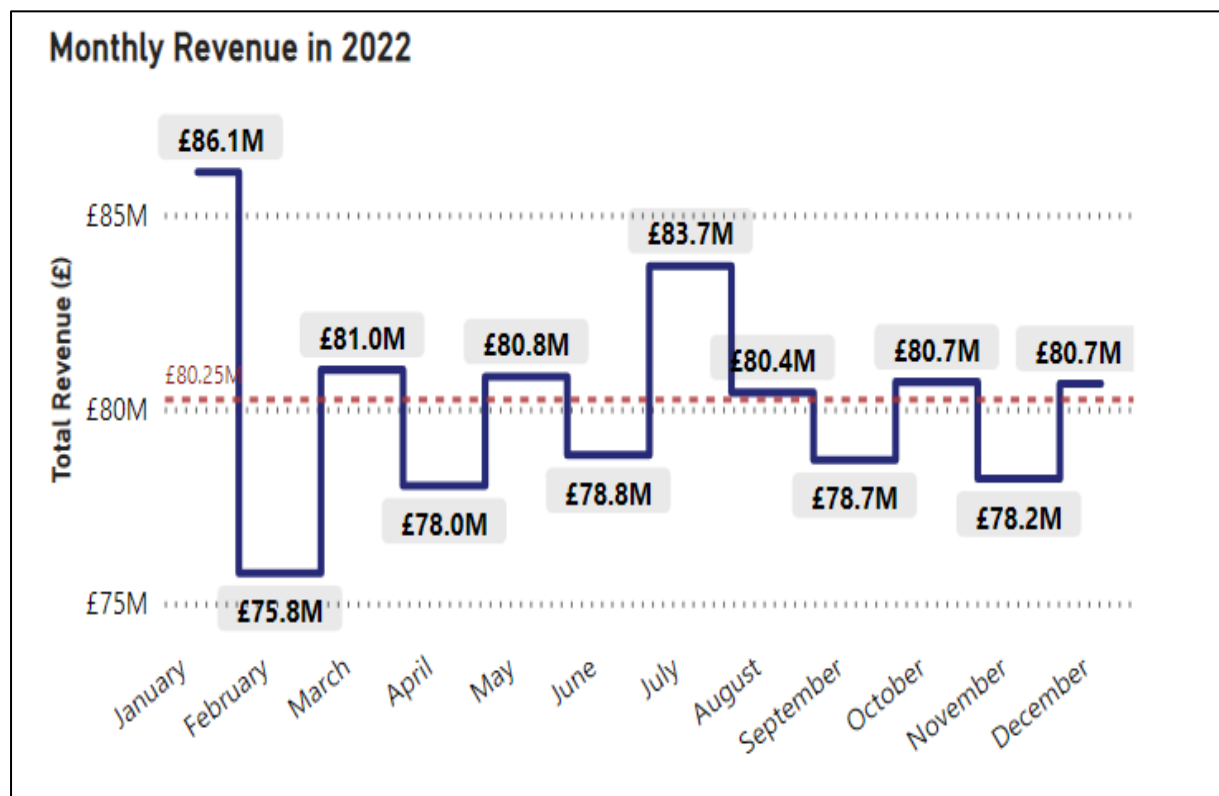


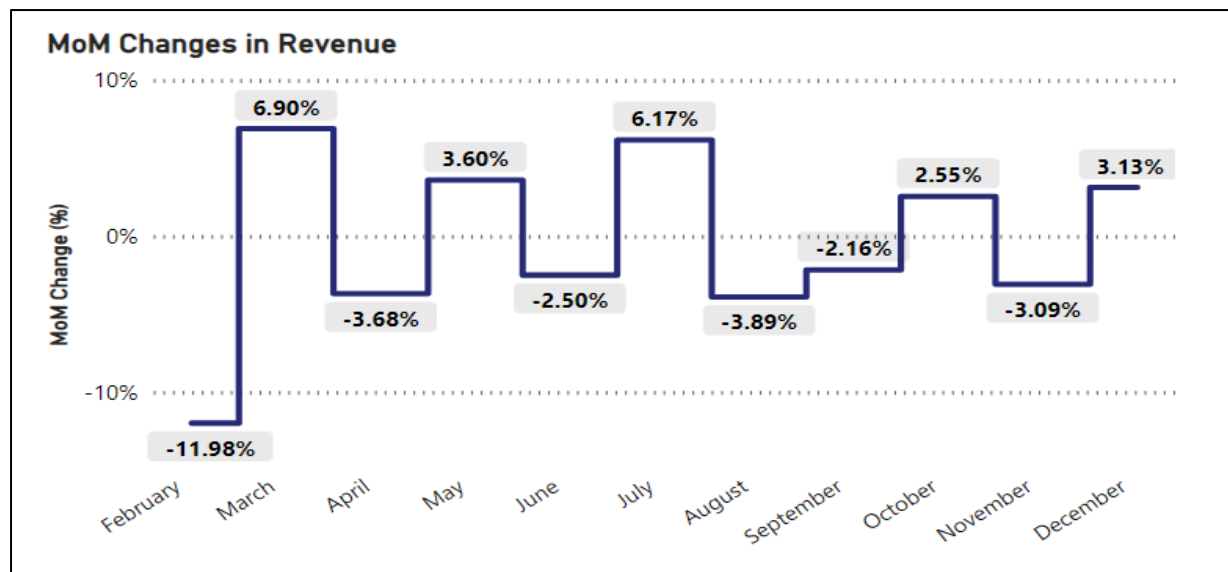
**£480.58M**

Total Revenue for Qtr 1 & Qtr 2

**£482.37M**

Total Revenue for Qtr 3 & Qtr 4





Universal Exports achieved an average revenue of £80.25M in 2022, with a significant increase in July. Despite a drop in revenue during February by 11.98%, the company rebounded in the second half of the year, resulting in an increase of 0.19% in revenue compared to the first half of the year. This shows the company's ability to manage market fluctuations effectively and maintain stable income.

### 1.3. Sales Volume of the year

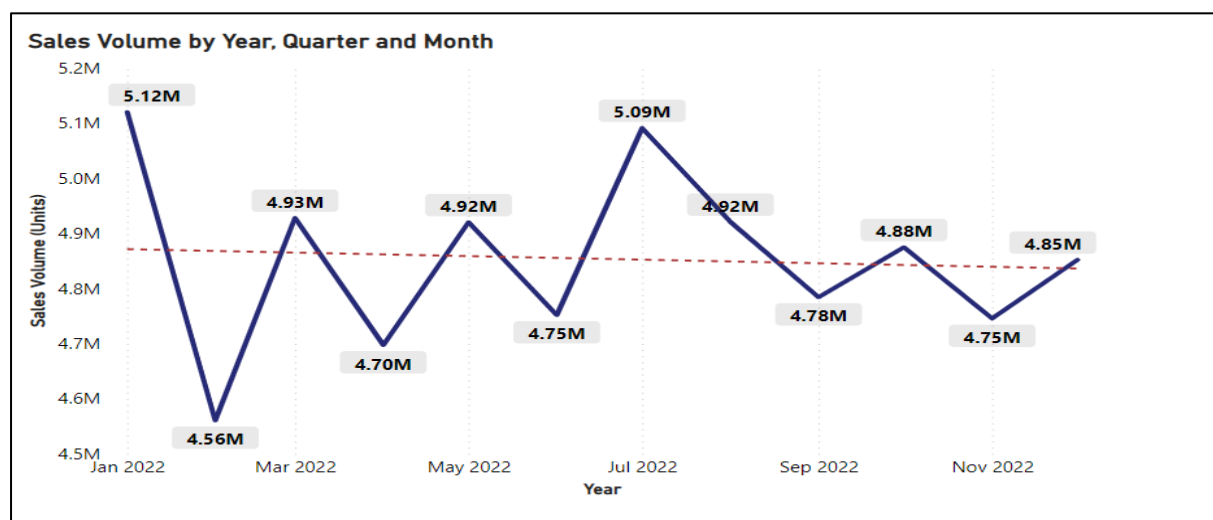


**33K**

**Total Number of Orders**

**58M**

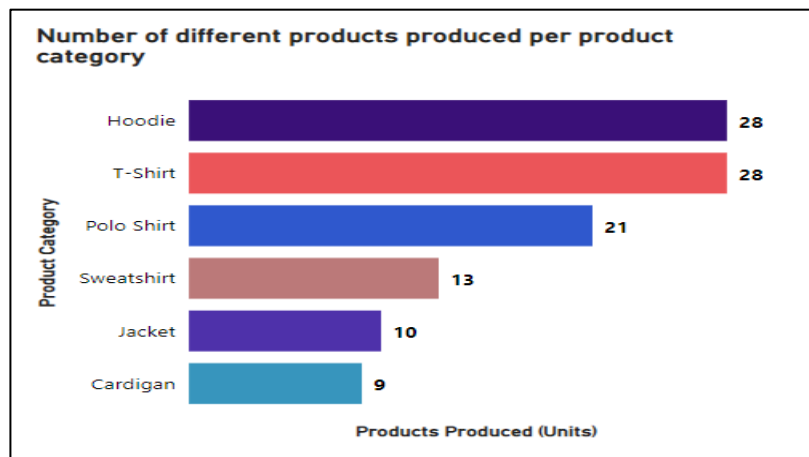
**Overall Sales Volume**



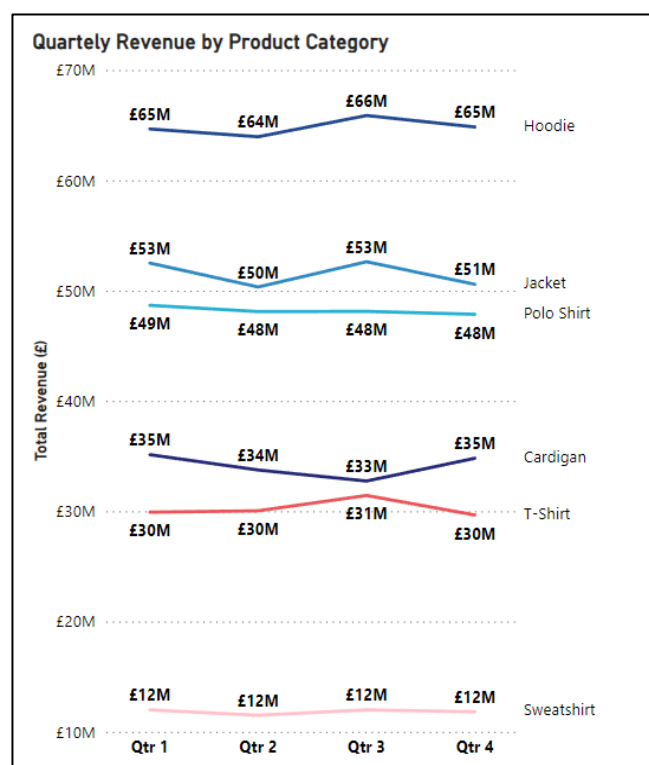
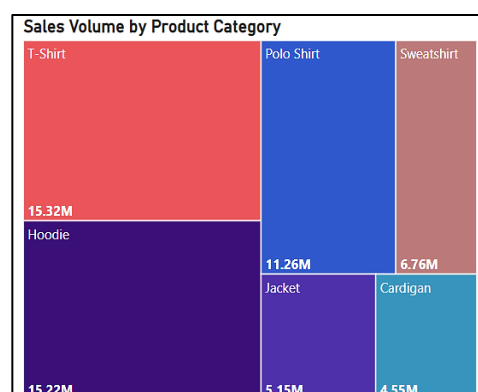
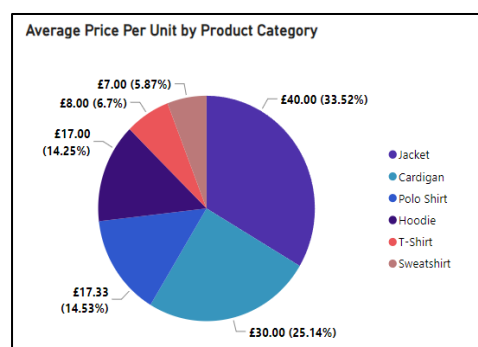
Universal Export had the lowest sales during quarter 2 and 4. The second half of the year had 0.29M sales more than the first half of the year.

## 1.4. Product Performance for the Year

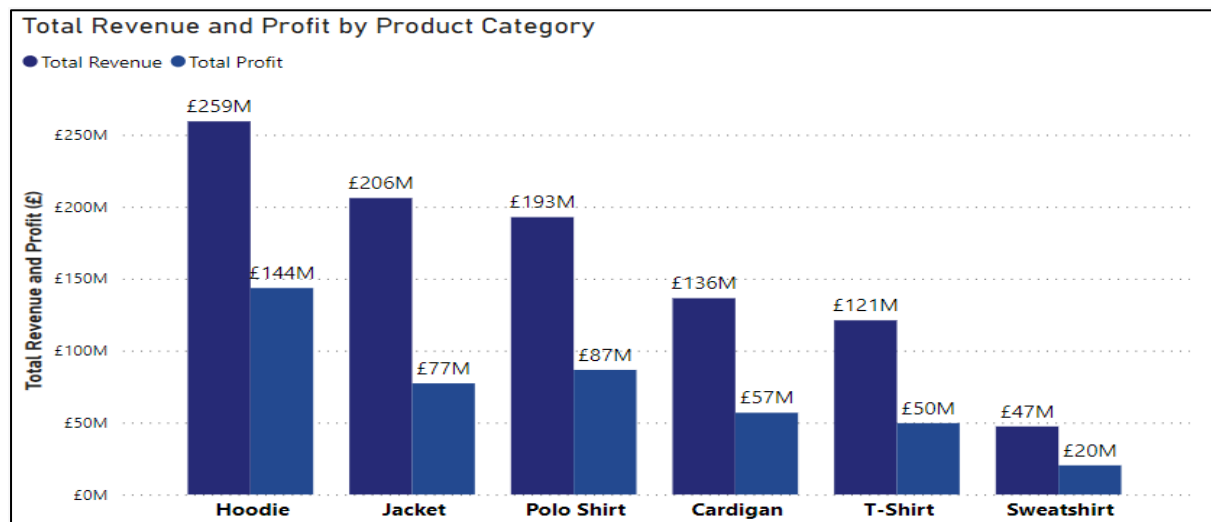
### 1.4.1. Overview of Products Produced



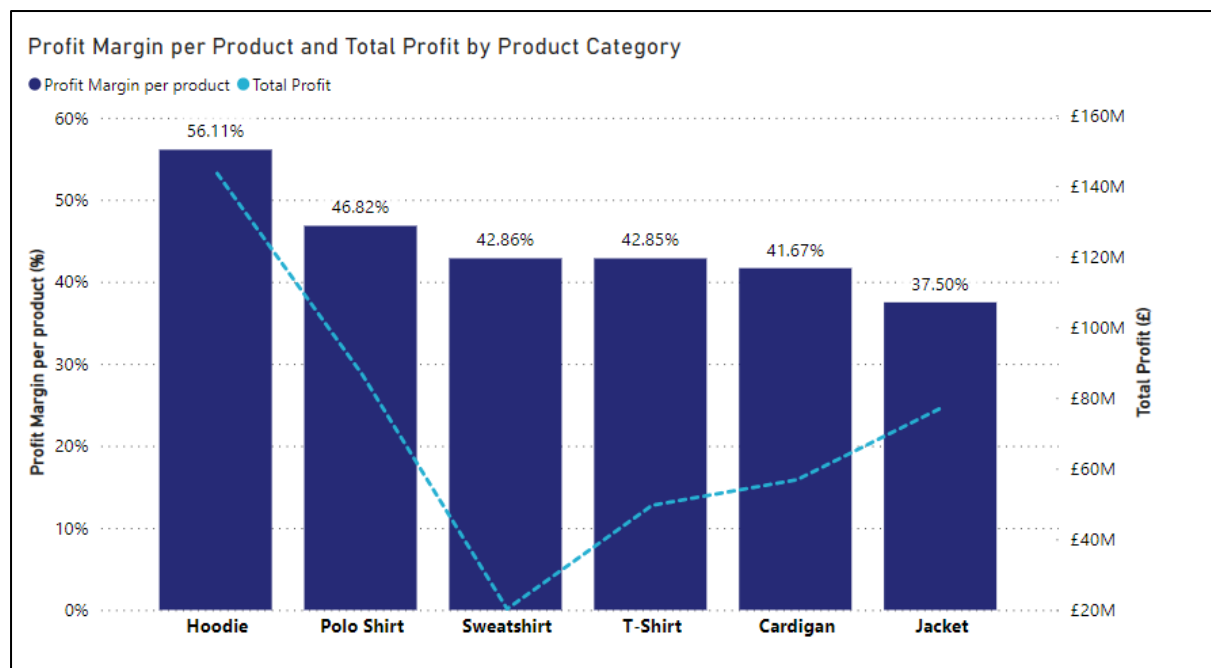
### 1.4.2. Comparison of Revenue and Sales Volume for different Product Categories

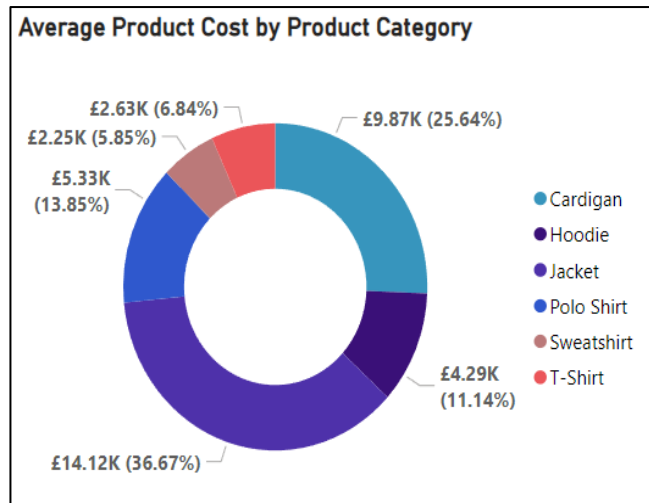


Hoodies and Jackets have been the primary sources of our revenue and profit, indicating their high demand in the market. Despite a £2M decrease in Jacket's revenue over four quarters, it still holds a considerable market share. The high demand for T-shirts, polo shirts, and sweatshirts, reflects customers' inclination towards our affordable products. Polo shirts generate £10M more revenue than Jackets.



#### 1.4.3. Comparison of Profit Margin, Profit and Average Cost of different Product Categories





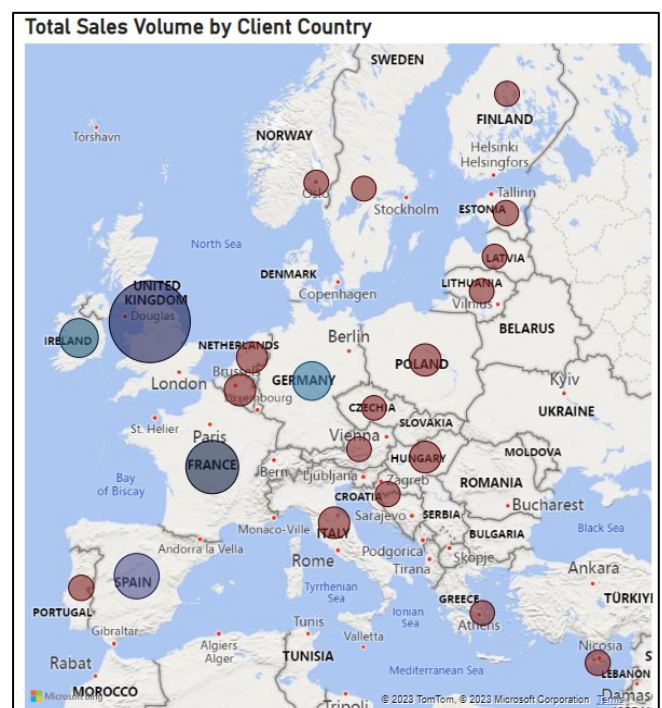
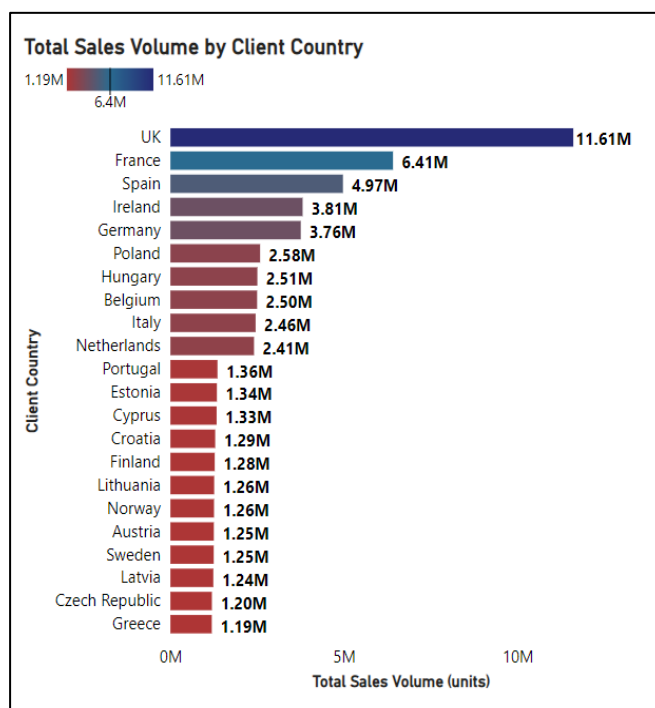
Universal Export aims to optimize its production efficiency by focusing on the products that generate better profit margins. Although Cardigans have the highest average production cost and the lowest sales volume, they still have a higher profit margin per unit. The company can further enhance its profitability by investing more in the production of products

such as sweatshirts, t-shirts, and polo shirts, which are cost effective and have higher profit margins.

## 1.5. Sales Performance across various Client Countries

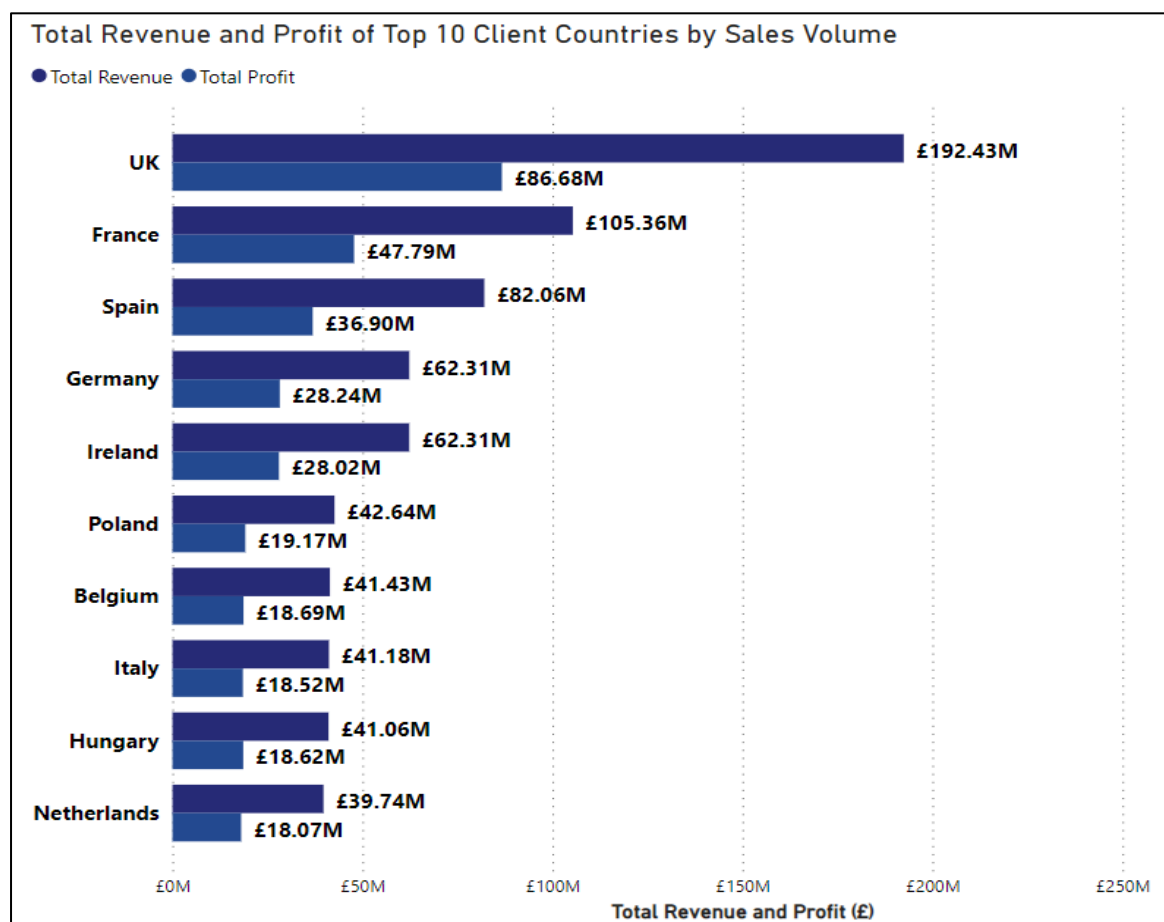
Universal Export's have delivered exceptional service and top-quality products that has garnered them customers from different business categories in several European countries.

### 1.5.1. Comparison of Sales Volume in Client Countries



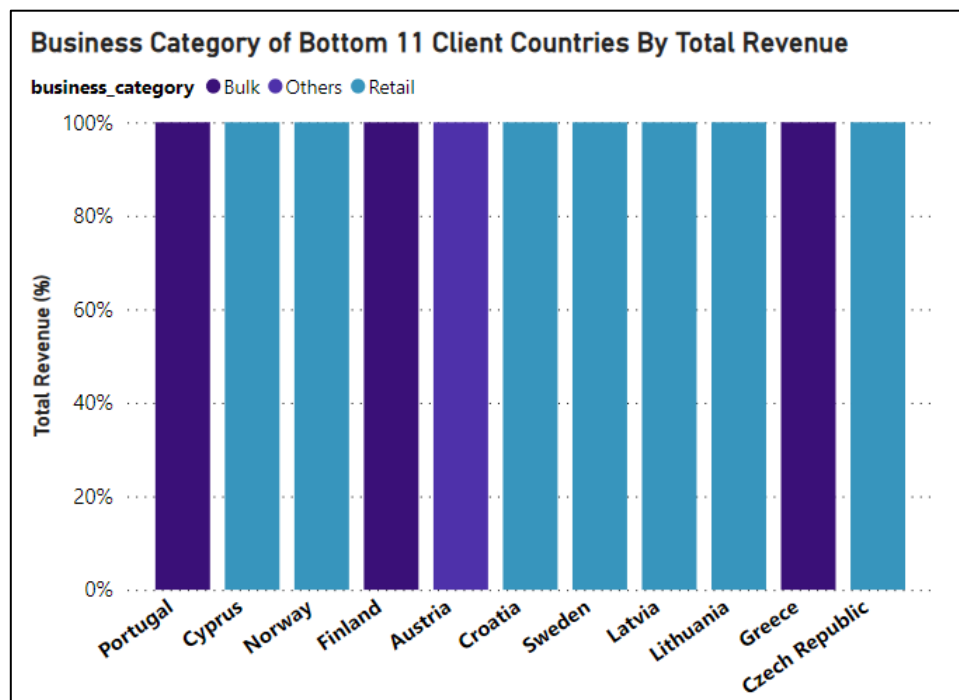
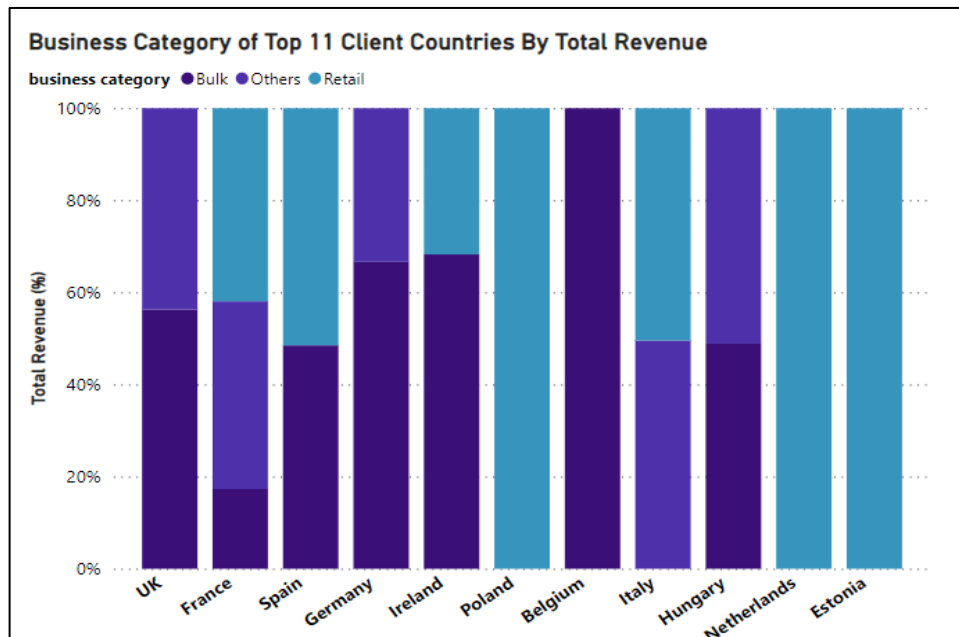
The top 3 countries that had the highest sales volume are UK, France and Spain. UK being the domestic country tops the by chart having an overall sale of 11.61M units in 2022

### 1.5.2. Comparison of Revenue and Profit of Top 10 Shipment Countries



With an overall revenue of £192.43M, UK has established to be the prime market. Considering the top 10 client countries by sales volume, there is a difference of £152.69M in total revenue between the highest (UK) and lowest (Netherlands). The other markets which have high potential of growth are Germany, Ireland, Belgium and Italy. The revenue generated by these countries are considerably higher compared to its sales volume. Germany has produced a marginally higher profit of £0.22M compared to Ireland although both accounted for equal revenue generation. Hungary having high sales performance generated significantly less revenue compared to the other countries.

### 1.5.3. Contrasting Customer Categories across Client Countries



Revenue from bulk customers dominated over retail and other categories for the top 11 client countries except for Poland, Netherlands and Estonia, where revenue was generated only from retailers and Belgium had only bulk customers.

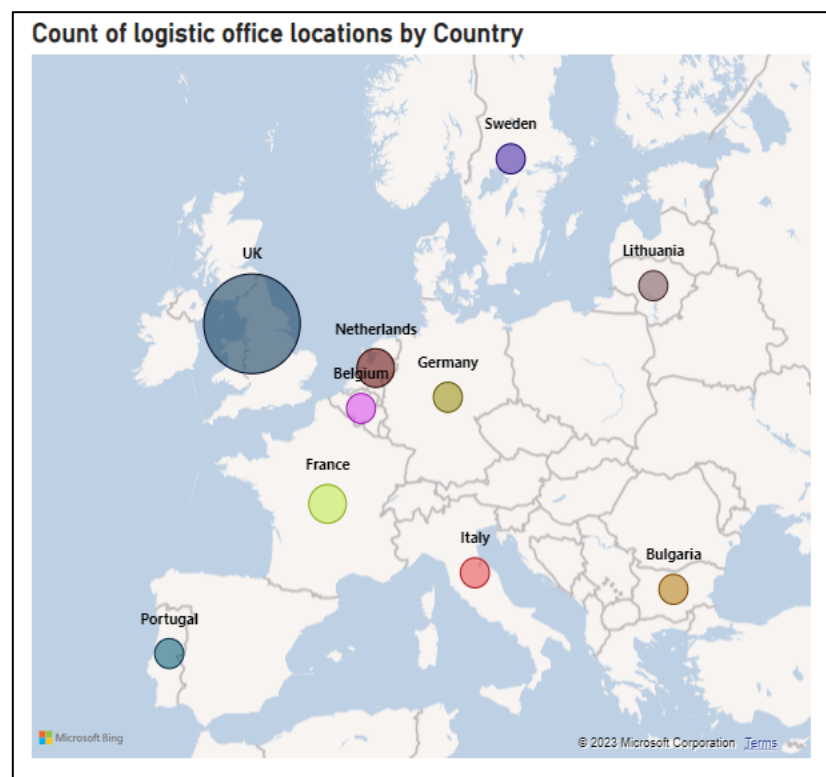
In the bottom 11 client countries, revenue was generated only from retailers, except for Portugal, Finland and Greece who purchased only in bulk, whereas Austria had others type of customers.



Overall, the top clients of Universal Exports in 2022 had a mix of different customer categories, whereas the bottom client countries had only one type of customer. Retail customers are the major contributors towards the revenue of Universal Exports throughout the year.

### 1.6. Logistic Partners of Universal Export

Universal Export have **20** different logistic partners with offices located in various countries of Europe.



The logistic partners of Universal Export make use of either exclusive air, land or sea mode of shipment as well as mixed mode (air, land and sea) ensuring fast and safe delivery of products.

### 1.7. Focus on Company Vision for 2022

The company's vision is to manufacture and supply clients with products that meet their needs while minimizing the environmental impact. Universal Export is committed to sustainability, and have taken steps to reduce the use of exclusive air shipment from 1<sup>st</sup> July,2022.

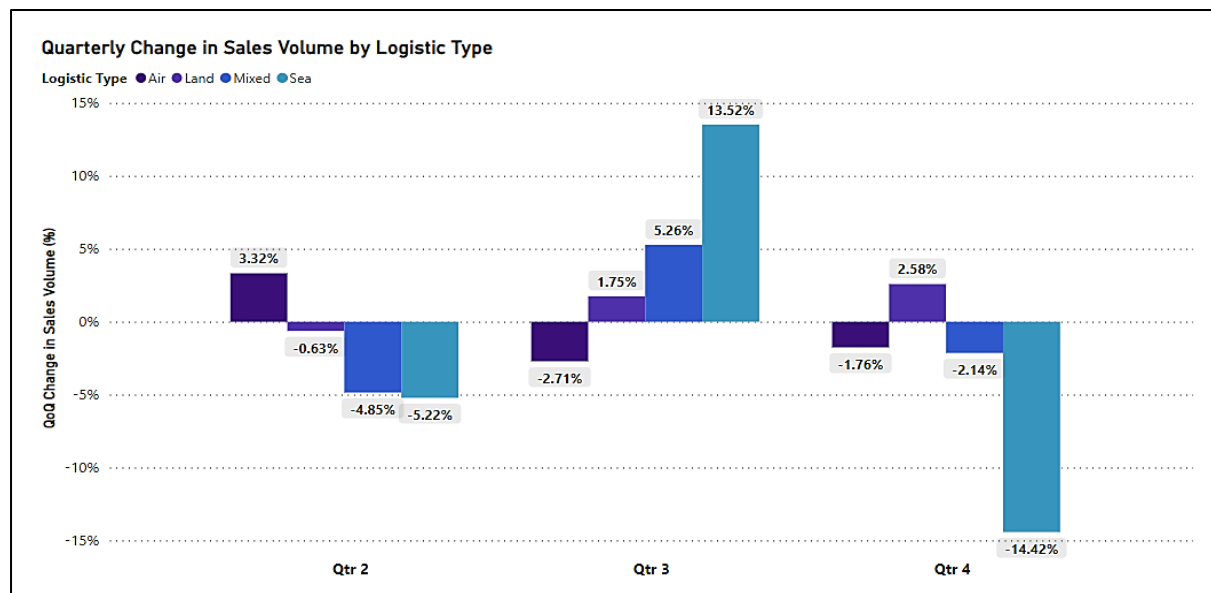
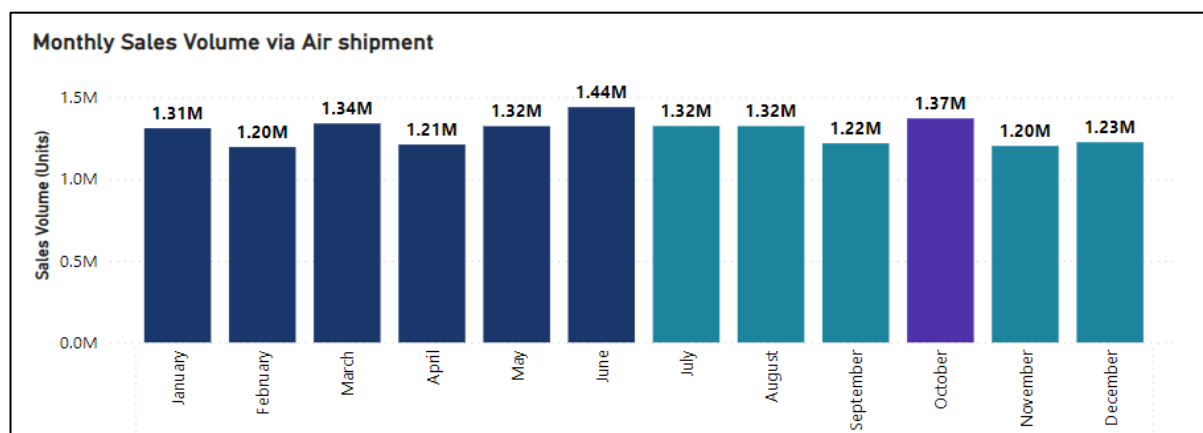


**7.82M**

Quantity Shipped via exclusive  
air shipment before July

**7.67M**

Quantity Shipped via exclusive  
air shipment from July



October,2022 had the highest sales volume of £134M units via air shipment compared to the last six months of the year. There was an overall decrease of 4.47% of products shipped via air after July,2022.

## **1.8. Conclusion**

Universal Export has shown consistent financial performance in 2022. Premium products like hoodies and jackets have generated significant revenue. Polo shirts, t-shirts, and sweatshirts have shown strong sales and profitability, proving the effectiveness of investing towards these items. The UK is the prime market. The company has upheld its environmental responsibility while providing high-quality products to its customers.

# SALES TEAM PERFORMANCE REPORT

## 2.1. Introduction

The sales team consisting of 22 members plays a crucial role in determining the success of Universal Export. Moving forward, it is important to assess the performance of the team in order to set proper targets for achieving the future goals of the company. To determine promotions to head and deputy head of the sales department, each salesperson's performance have been evaluated based on three key factors: sales and revenue generated across various indicators, understanding of company margin through focus on profitable products and ability to acquire and retain customers in 2022. This report analyses Universal Export's 2022 data to provide insights into individual salesperson's performance allowing for informed decision-making regarding promotion and restructuring the team.

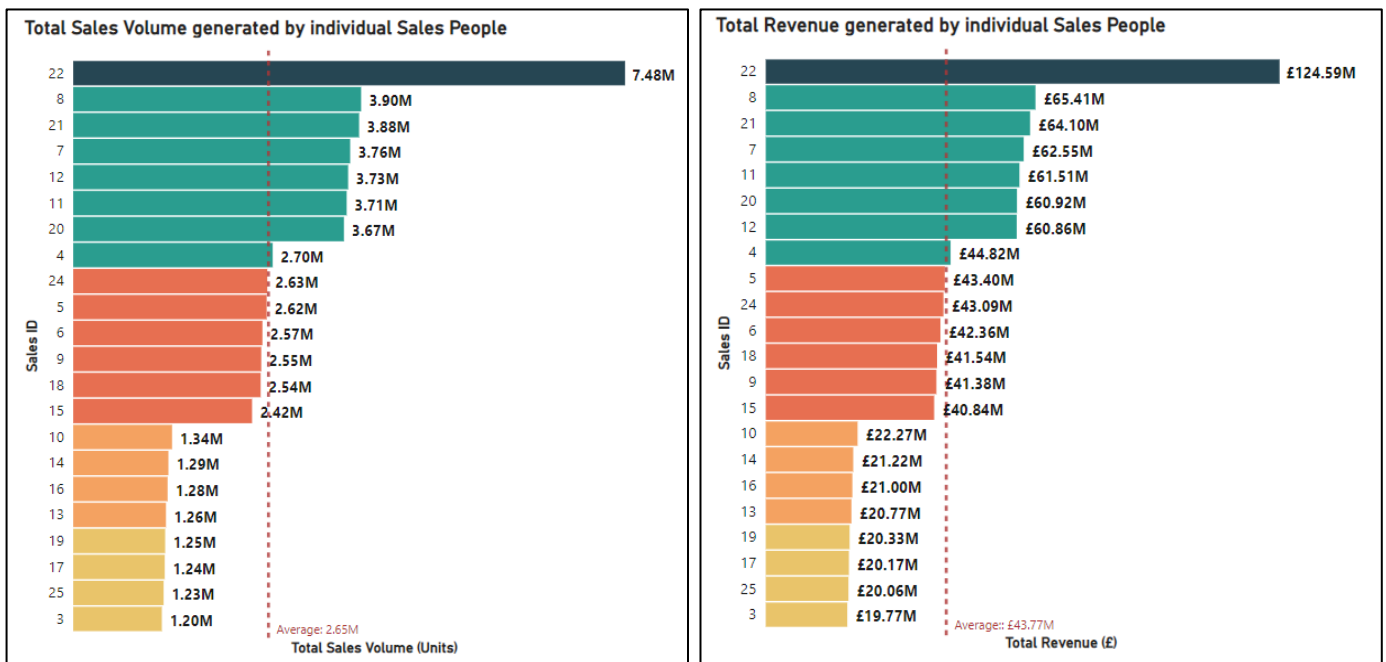
## 2.2. Overview of Universal Export in 2022



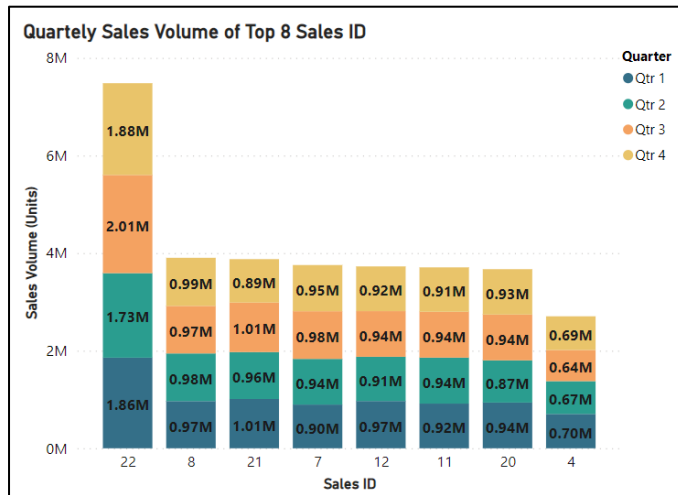
33K	58M	£963M	£434M
Total Number of Orders	Overall Sales Volume	Total Revenue	Total Profit

## 2.3. Sales and Revenue Generated

### 2.3.1. Performance in Terms of Overall Sales Volume, Revenue and Profit

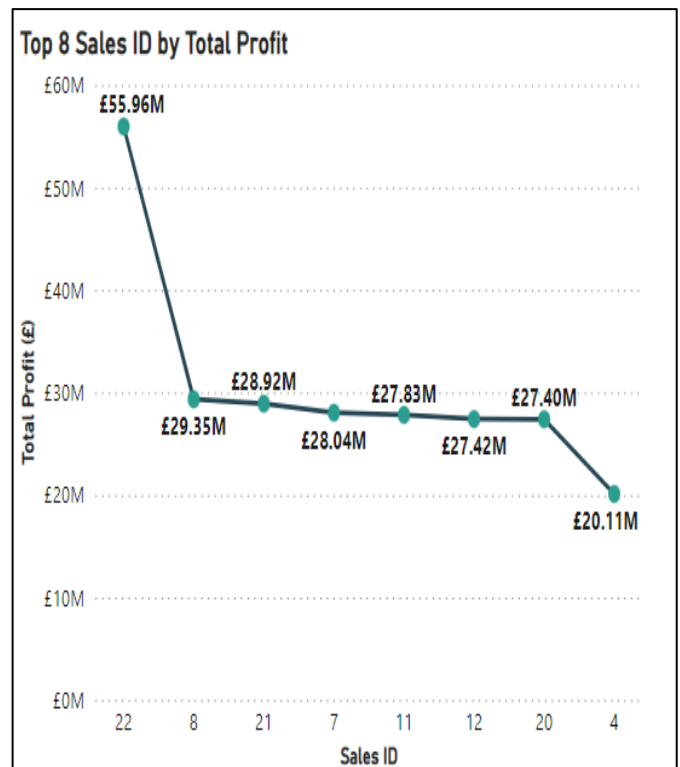
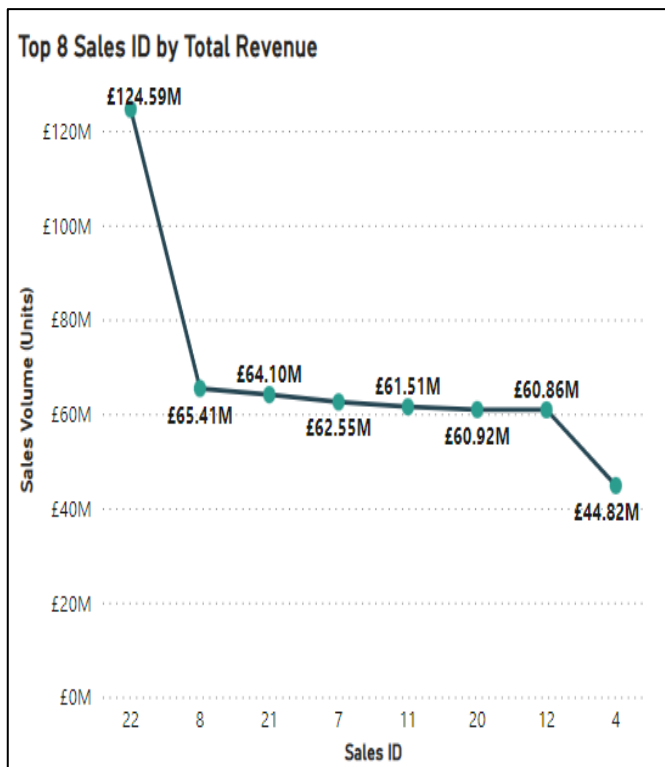


The top 8 Sales ID have been taken for further evaluation since they have generated higher sales and revenue than the average produced by all Sales IDs.



Sales ID 22 generated 54.23% more sales on average than the overall average sales (4.85M) for the year. Universal Exports had the lowest sales during Quarter 2 and 4, during which Sales ID 22 has performed exceptionally well both in terms of sales volume and revenue, which proves the person's ability to boost up company

performance during times of crisis. Sales ID 22 has done more than double the number of sales than the top 8 sales people, resulting in an overall revenue of £124.59M which is 12.9% of the overall revenue generated by the company in 2022.

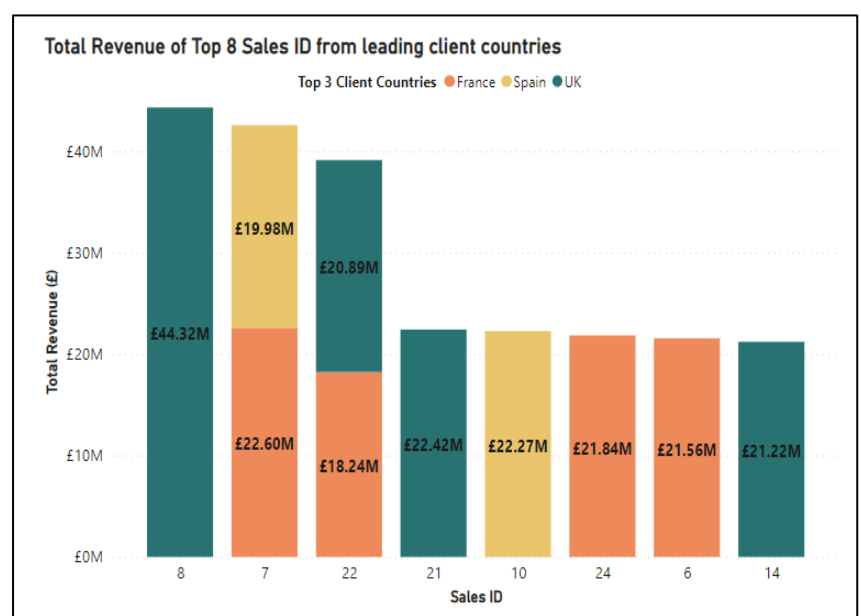


Sales ID 8 is the 2<sup>nd</sup> highest performer across all criteria.

Although Sales ID 12 has the 5<sup>th</sup> highest sales volume, the revenue and profit is less compared to the sales volume. Sales ID 12 is dominated by Sales ID 11 and 20 in the 5<sup>th</sup> and 6<sup>th</sup> positions respectively in terms of revenue generated. Sales ID 12 has generated £0.02M more profit than Sales ID 20.

### 2.3.2. Performance in terms of revenue generated from Client Countries

Sales ID	Client Countries
22	Belgium Estonia Finland France Norway UK
21	Czech Republic Portugal UK
20	Germany Latvia Spain
12	Ireland Sweden UK
11	Croatia Netherlands UK
8	Austria UK
7	France Greece Spain
4	Ireland Poland



Sales ID 22 has interacted with maximum number of client countries.

UK, France and Spain are the top client countries for Universal Export in terms of sales volume, revenue and profit.

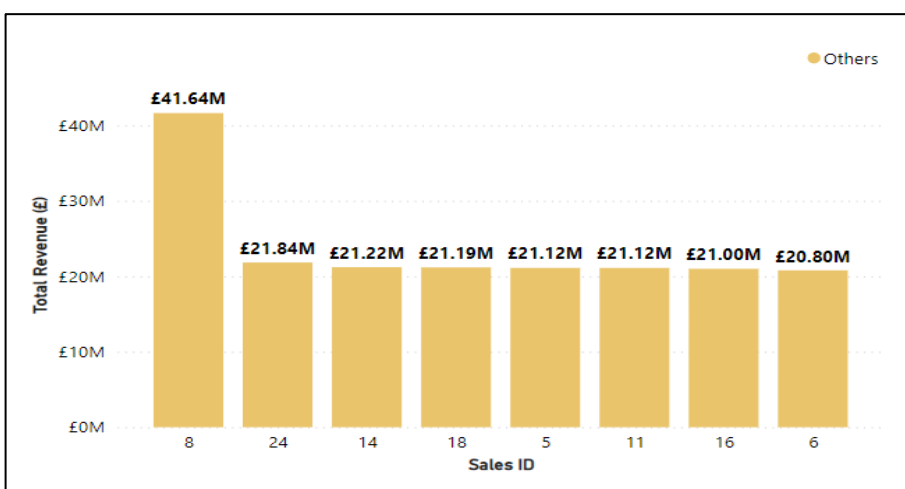
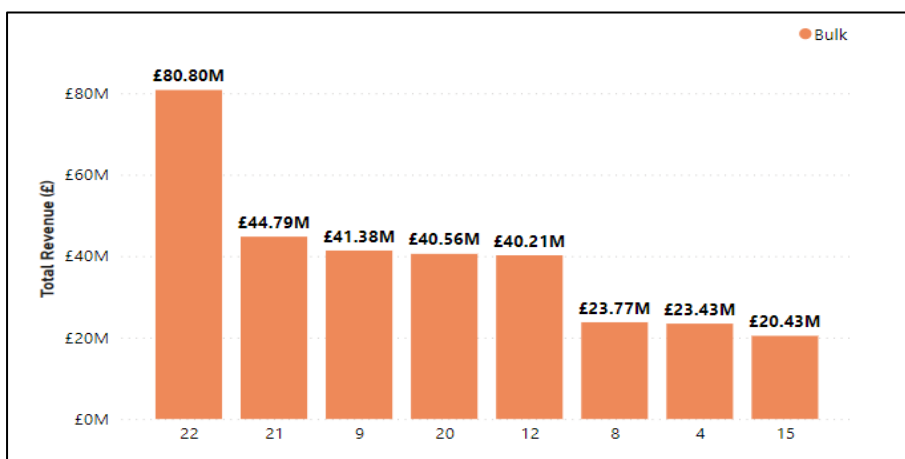
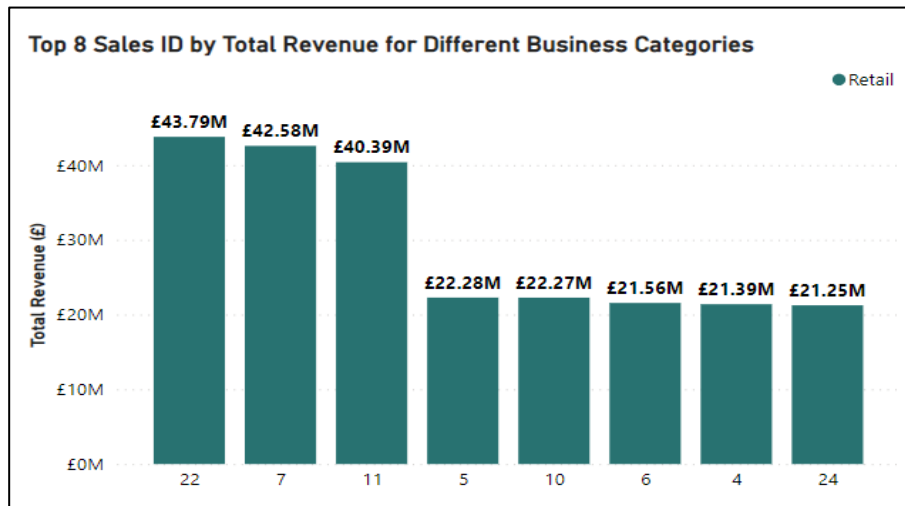
Considering that the highest revenue for the year is obtained from UK, sales ID 8 has done double the sales compared to sales ID 22 in UK. Sales ID 8 generated £44M revenue which is 20% of the overall revenue generated from UK.

Sales ID 7 generates the second highest revenue from the top client countries, France and Spain.

Sales ID 22 is ranked third in terms of total revenue generated from UK.

Sales ID 10 have done sales only in Spain and have contributed to the highest revenue from that country.

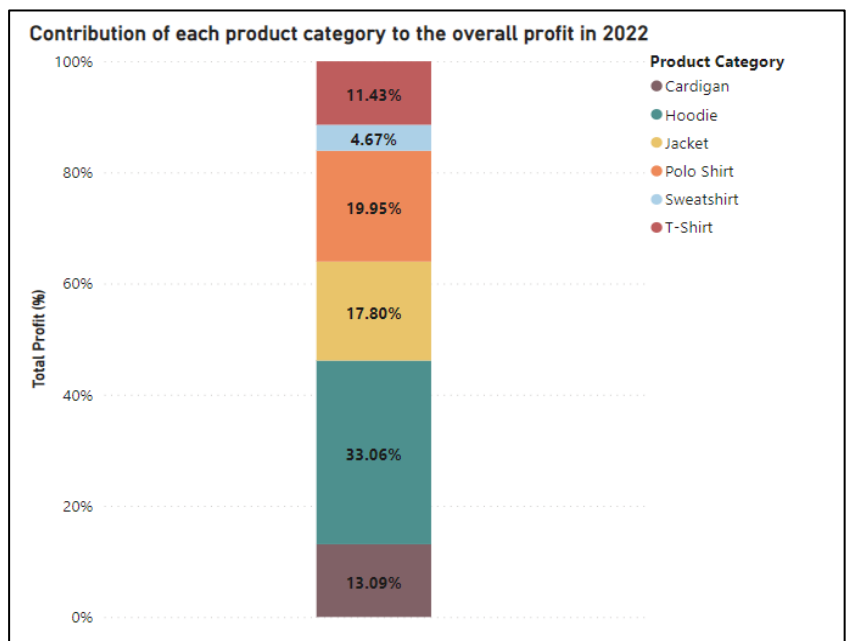
### 2.3.3. Performance in terms of revenue generated from different business categories of customers



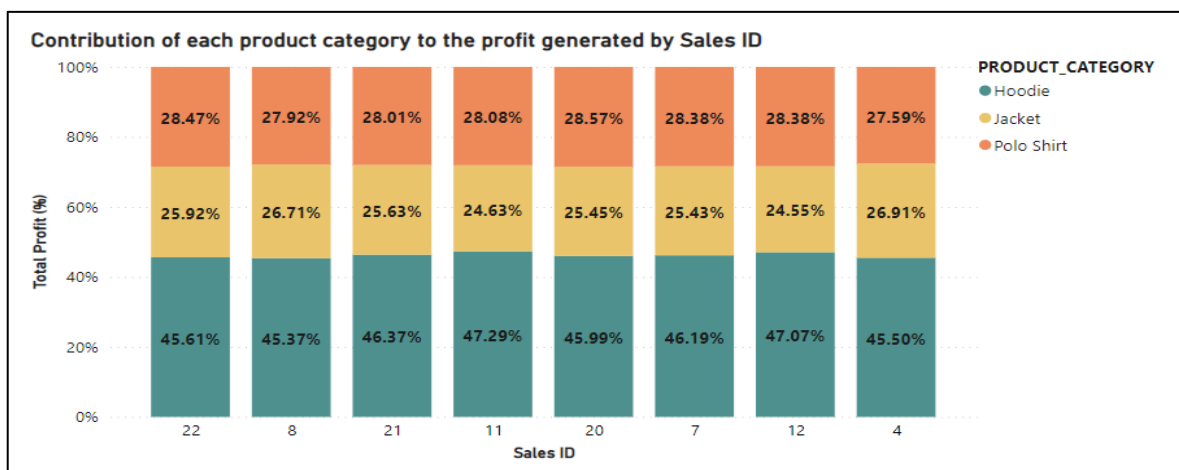
- Sales ID 22 generates the most revenue from bulk and retail customers.
- Sales ID 7 and 11 closely follow Sales ID 22 for retail customers, who are the most profitable customers for Universal Export in 2022.
- Sales ID 22 generates more than double the revenue from bulk customers than other top performers.
- Sales ID 8 leads for revenue from other type of customers, generating £41.64M.

## 2.4. Understanding company margin through profitable products

Hoodie, polo shirt and Jacket are the prime contributors to the profit of Universal Export in 2022. Hoodie being the most profitable product contributes to 33.06% of the overall profit of the company. Polo shirt and Jacket accounts for 19.95% and 17.08% respectively to the overall profit of the company.



The top 8 sales IDs in terms of total revenue generated have been considered below.





The overall profit generated by Sales ID 22 is £55.96M. Hoodie contributes to 45.61% of the total profit generated by sales ID 22, whereas sweatshirt and jacket contributes to 28.47% and 25.92% to the profit generated by Sales ID 22.

#### 2.4.1. Contribution of top 5 sales IDs to the profit generated by the profitable products in 2022



**£144M**

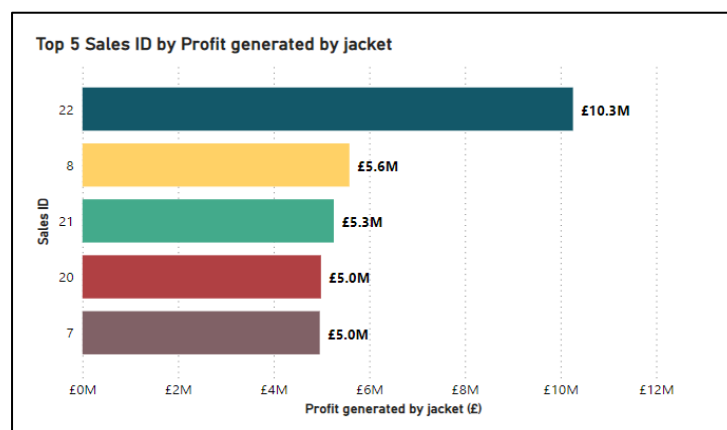
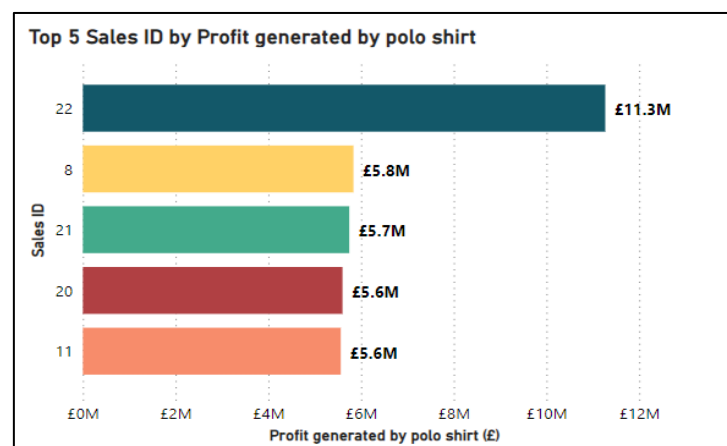
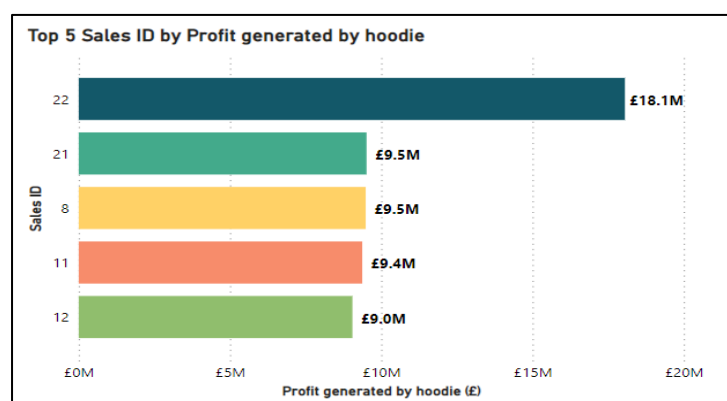
Profit generated by hoodie

**£87M**

Profit generated by Polo Shirt

**£77M**

Profit generated by Jacket



Sales ID 22 has contributed the most to the overall profit generated by the top three profitable products.

Sales ID 8 is the second biggest contributor for hoodie and polo shirt, whereas Sales ID 21 is the second biggest contributor for jacket.

The profit generated by the top 5 sales people accounts for 38% of the overall profit from hoodies, 40% of the overall profit from polo shirts and 40% of the overall profit from jackets.

## 2.5. Ability to acquire new customers in 2022 and retain existing ones

Given the data for the years when the customers made their first purchase, it is assumed that the existing customers repurchased in 2022, while the new customers made their first purchase in 2022.



48

Number of registered Customers

46

Customers who purchased in 2022

44

Existing Customers  
before 2022

Top 10 Sales IDs whose Existing Customers repurchased in 2022

Sales ID	Count of Customers	Count of orders	Sales Volume	Total Revenue
22	6	4227	7.48M	£124.59M
8	3	2161	3.90M	£65.41M
21	3	2152	3.88M	£64.10M
7	3	2116	3.76M	£62.55M
11	3	2117	3.71M	£61.51M
12	3	2077	3.73M	£60.86M
5	2	1433	2.62M	£43.40M
24	2	1437	2.63M	£43.09M
6	2	1451	2.57M	£42.36M
20	2	1405	2.52M	£41.44M
<b>Total</b>	<b>29</b>	<b>20576</b>	<b>36.79M</b>	<b>£609.30M</b>

Sales IDs whose New Customers made first purchase in 2022

Sales ID	Count of customers	Count of orders	Sales Volume	Total Revenue
4	1	740	1.28M	£21.39M
9	1	690	1.26M	£20.33M
20	1	646	1.15M	£19.48M
<b>Total</b>	<b>3</b>	<b>2076</b>	<b>3.70M</b>	<b>£61.20M</b>

Sales ID 20 was the only one to acquire new customers and retain existing ones. One new customer acquired by Sales ID 20 accounted for 32% of the total revenue generated by the person.

The existing customer purchases of the top 10 sales people generated 63.23% of Universal Export's total revenue in 2022.

## **2.6. Conclusion**

Sales ID 22 is the top performer generating 12.9% of the overall revenue of the company and has no close competition, while Sales ID 8 is the second-best performer. Analysis of specific sectors shows the performance of other salespeople. The management team can make informed decisions from this report regarding the head and deputy head of sales.