

IMPORTS AND EXPORTS MONTHLY REPORT

MONTHLY REPORTS
BUSINESS ANALYTICS TEAM

Import and Export Performance For January 2024

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Business Analyst

Overall Export Import Performance For
January 2024

Monthly Budget
26.99M

Total Revenue
17.23M

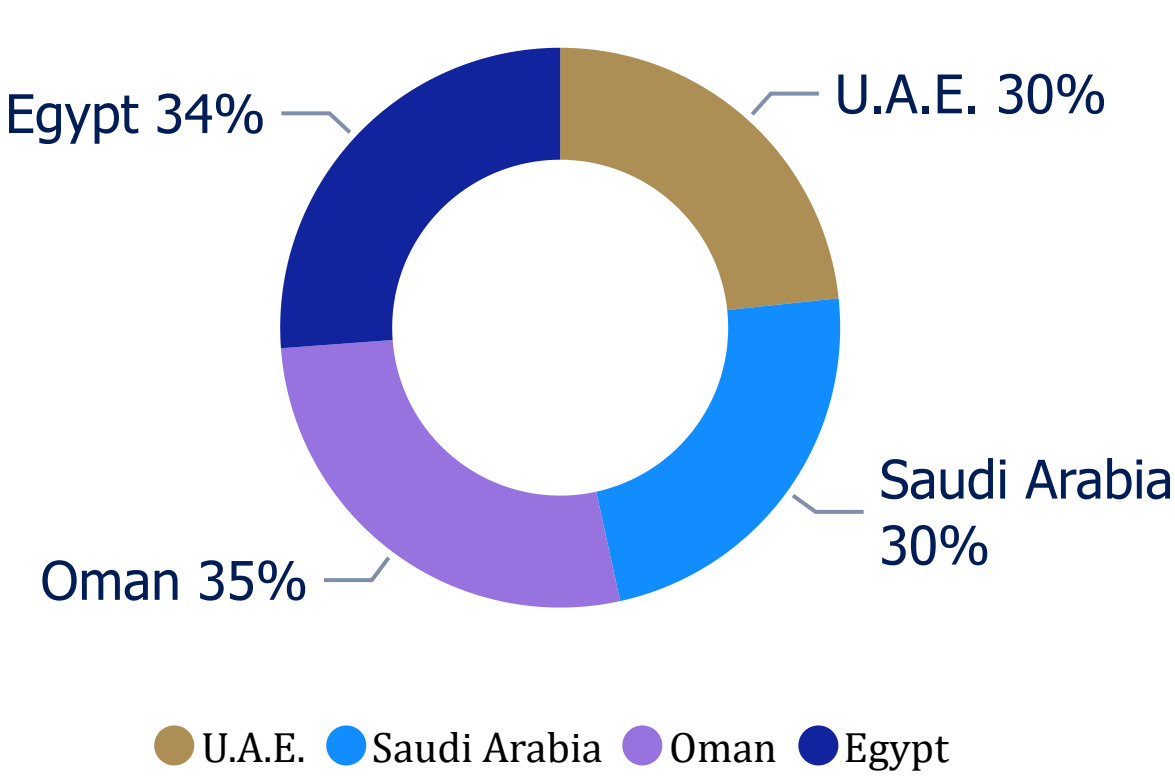
Total COGS
11.79M

Margin
31.60%

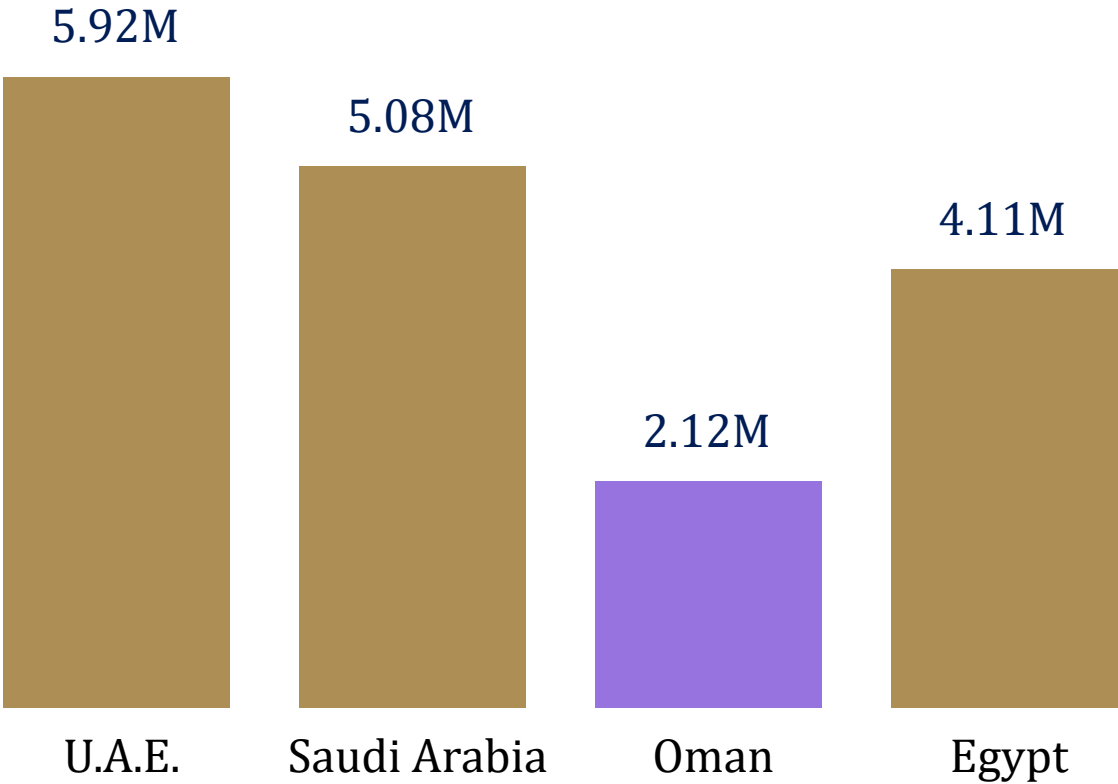
Achievement
63.86%

Region	Achievement	Budget	Total Revenue	Total COGS	Margin %	Margin
U.A.E.	63.66%	9,299,000	5,919,540	4,135,800	30.13%	1,783,740
Saudi Arabia	47.80%	10,631,000	5,081,195	3,556,047	30.02%	1,525,148
Egypt	112.49%	3,655,333	4,111,955	2,721,793	33.81%	1,390,161
Oman	62.34%	3,402,677	2,121,157	1,374,099	35.22%	747,058
Total	63.86%	26,988,010	17,233,847	11,787,739	31.60%	5,446,107

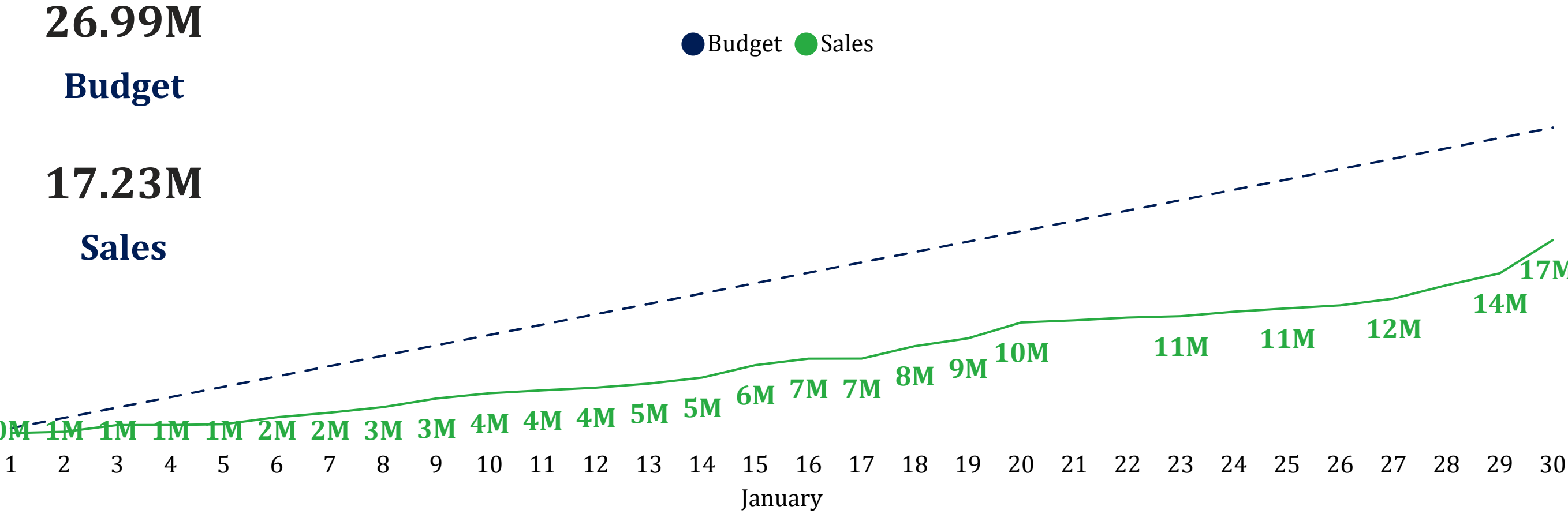
Margin By Region



Revenue By Region



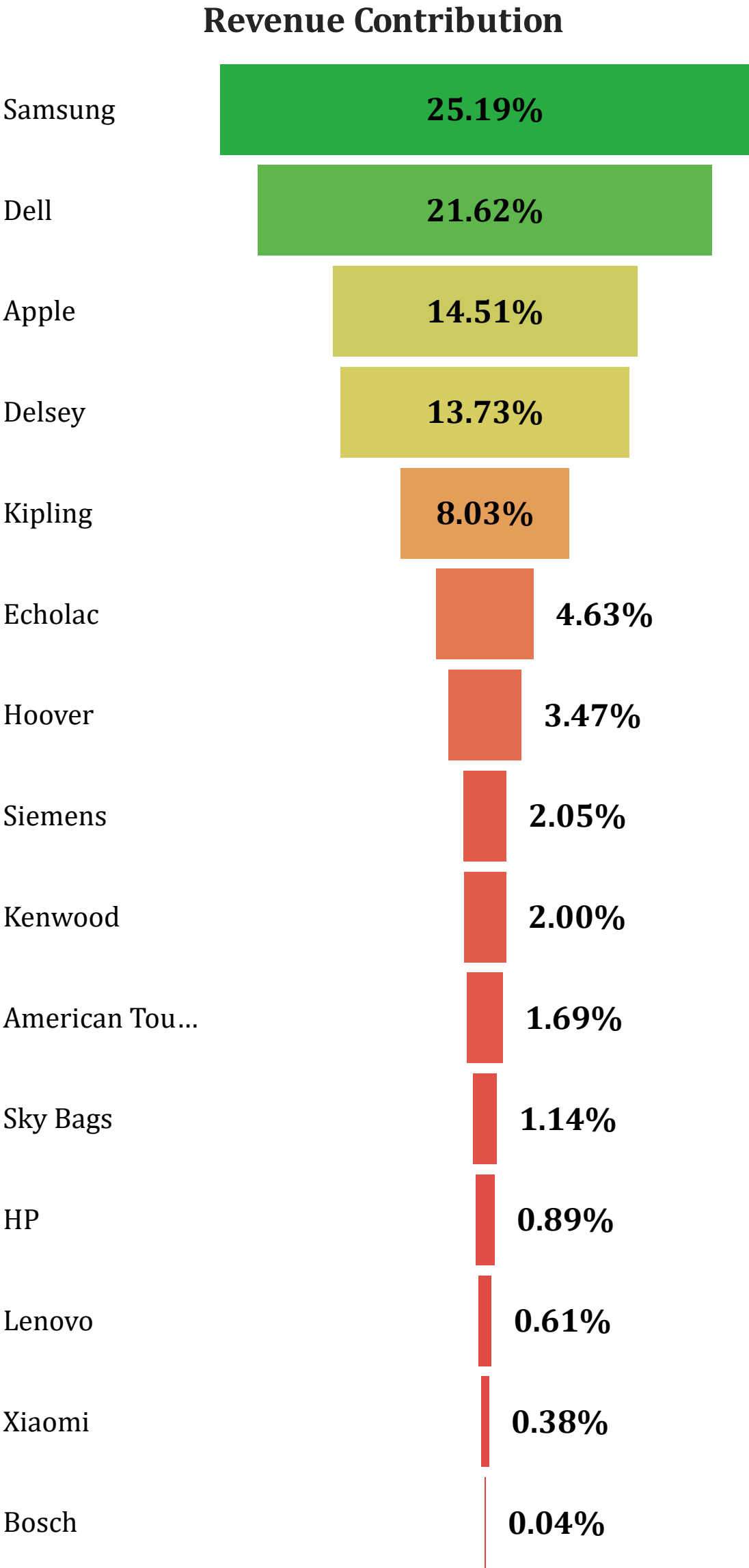
Running Budget vs Revenue



Overall Export Import Performance For January 2024



Brand	Achieve	Revenue	COGS	Margin%
Samsung	69.97%	4,341,777	2,940,081	32.28%
Dell	57.28%	3,726,294	2,524,891	32.24%
Apple	99.23%	2,500,619	1,596,553	36.15%
Delsey	80.65%	2,366,982	1,639,292	30.74%
Kipling	57.45%	1,384,666	959,514	30.70%
Echolac	60.49%	798,503	558,584	30.05%
Hoover	90.59%	597,877	403,837	32.45%
Siemens	24.03%	353,199	250,851	28.98%
Kenwood	40.30%	344,606	231,181	32.91%
American Tourister	0.00%	291,990	314,794	-7.81%
Sky Bags	61.22%	195,918	134,163	31.52%
HP	14.16%	153,773	118,903	22.68%
Lenovo	23.29%	105,263	75,254	28.51%
Xiaomi	43.45%	65,169	31,030	52.38%
Bosch	7.21%	7,210	8,813	-22.24%
Total	63.86%	17,233,847	11,787,739	31.60%



Overall Import Export Performance For U.A.E.

January 2024

Month Budget
9.30M

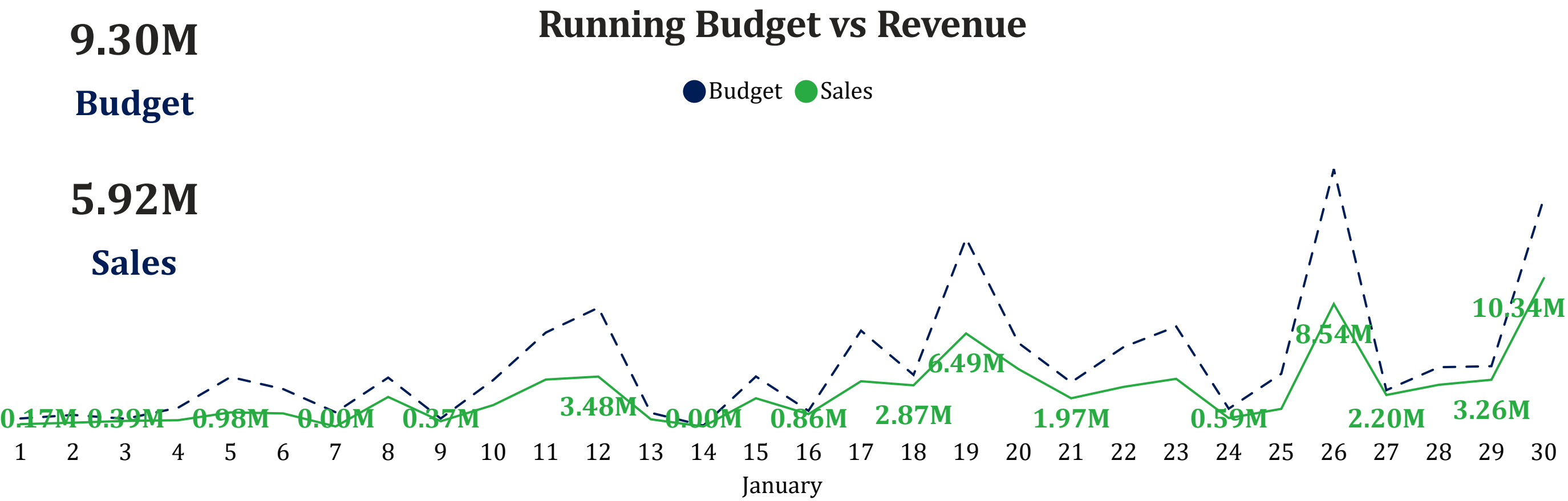
Total Revenue
5.92M

Total COGS
4.14M

Margin
30.13%

Achievement
63.66%

Category	Brand	Achievement	Budget	Revenue	COGS	Margin%	Margin
Mobile and Electronics	Apple	111.65%	1,596,000	1,781,873	1,136,717	36.21%	645,156
Appliances	Samsung	61.90%	1,988,000	1,230,476	809,023	34.25%	421,453
Mobile and Electronics	Dell	61.10%	1,576,000	962,896	670,027	30.42%	292,868
Luggage	Delsey	78.07%	928,667	724,981	526,839	27.33%	198,142
Luggage	Kipling	53.06%	784,333	416,152	290,694	30.15%	125,458
Appliances	Hoover	124.54%	330,000	410,986	285,310	30.58%	125,676
Luggage	American Tourister	0.00%	0	291,577	314,507	-7.86%	-22,930
Luggage	Echolac	28.67%	597,500	171,318	143,651	16.15%	27,667
Appliances	Siemens	14.03%	298,667	41,908	28,913	31.01%	12,995
Luggage	Sky Bags	-2.53%	115,500	-2,925	-1,837	37.20%	-1,088
Appliances	Bosch	-4.56%	80,000	-3,650	-1,942	46.80%	-1,708
Mobile and Electronics	Lenovo	-2.46%	156,000	-3,835	-4,183	-9.07%	348
Mobile and Electronics	HP	-3.49%	500,333	-17,446	-8,254	52.69%	-9,192
Appliances	Kenwood	-10.24%	228,000	-23,349	-15,015	35.69%	-8,334
Mobile and Electronics	Xiaomi	-51.18%	120,000	-61,421	-38,649	37.07%	-22,772
Total		63.66%	9,299,000	5,919,540	4,135,800	30.13%	1,783,740



Overall Import Export Performance For Oman

January 2024

Month Budget
3.40M

Total Revenue
2.12M

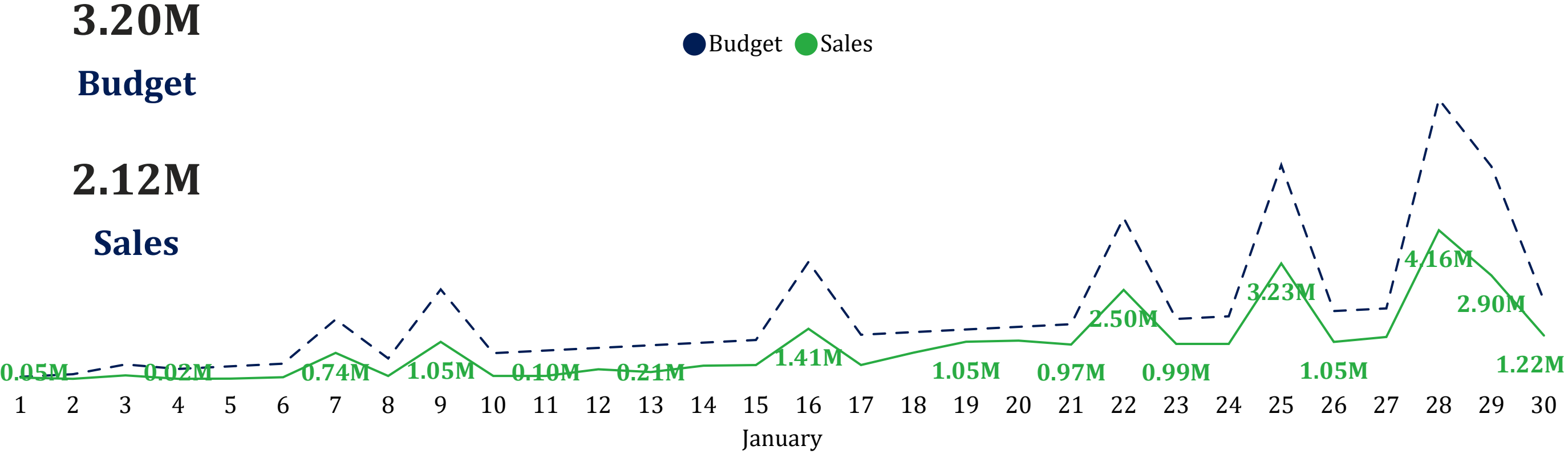
Total COGS
1.37M

Margin
35.22%

Achievement
66.39%

Category	Brand	Achievement	Budget	Revenue	COGS	Margin%	Margin
Appliances	Samsung	60.44%	1,312,666	793,401	567,003	28.54%	226,397
Mobile and Electronics	Dell	69.45%	944,003	655,589	420,066	35.93%	235,524
Luggage	Echolac	135.11%	204,668	276,530	156,651	43.35%	119,879
Luggage	Kipling	74.64%	250,002	186,593	105,083	43.68%	81,510
Luggage	Delsey	73.22%	216,329	158,395	96,819	38.87%	61,575
Appliances	Siemens	17.74%	349,999	62,104	48,076	22.59%	14,028
Mobile and Electronics	Xiaomi	0.00%		43,011	20,903	51.40%	22,108
Mobile and Electronics	Lenovo	-2.36%	40,004	-946	-687	27.40%	-259
Mobile and Electronics	HP	-89.20%	60,002	-53,519	-39,816	25.60%	-13,703
Total		62.80%	3,377,673	2,121,157	1,374,099	35.22%	747,058

Running Budget vs Revenue



Overall Import Export Performance For Saudi Arabia

January 2024

Month Budget
10.63M

Total Revenue
5.08M

Total COGS
3.56M

Margin
30.02%

Achievement
49.01%

Category	Brand	Achievement	Budget	Revenue	COGS	Margin%	Margin
Mobile and Electronics	Dell	48.54%	3,459,667	1,679,357	1,157,052	31.10%	522,305
Luggage	Delsey	67.78%	1,657,333	1,123,324	747,604	33.45%	375,719
Appliances	Samsung	80.97%	750,667	607,841	461,192	24.13%	146,650
Luggage	Kipling	36.15%	1,194,667	431,871	324,360	24.89%	107,510
Mobile and Electronics	HP	42.54%	525,667	223,645	166,340	25.62%	57,304
Appliances	Siemens	26.76%	821,333	219,780	152,670	30.54%	67,110
Appliances	Kenwood	36.94%	570,000	210,552	139,768	33.62%	70,783
Luggage	Sky Bags	98.87%	179,500	177,476	118,975	32.96%	58,501
Appliances	Hoover	37.35%	308,000	115,035	74,552	35.19%	40,483
Luggage	Echolac	22.24%	438,167	97,456	76,427	21.58%	21,029
Mobile and Electronics	Apple	19.66%	420,000	82,584	57,331	30.58%	25,253
Mobile and Electronics	Lenovo	22.98%	256,000	58,836	42,157	28.35%	16,679
Mobile and Electronics	Xiaomi	141.39%	30,000	42,418	26,785	36.86%	15,634
Appliances	Bosch	54.30%	20,000	10,860	10,755	0.96%	105
Luggage	American Tourister	0.00%	0	159	78	50.87%	81
Total		47.80%	10,631,000	5,081,195	3,556,047	30.02%	1,525,148

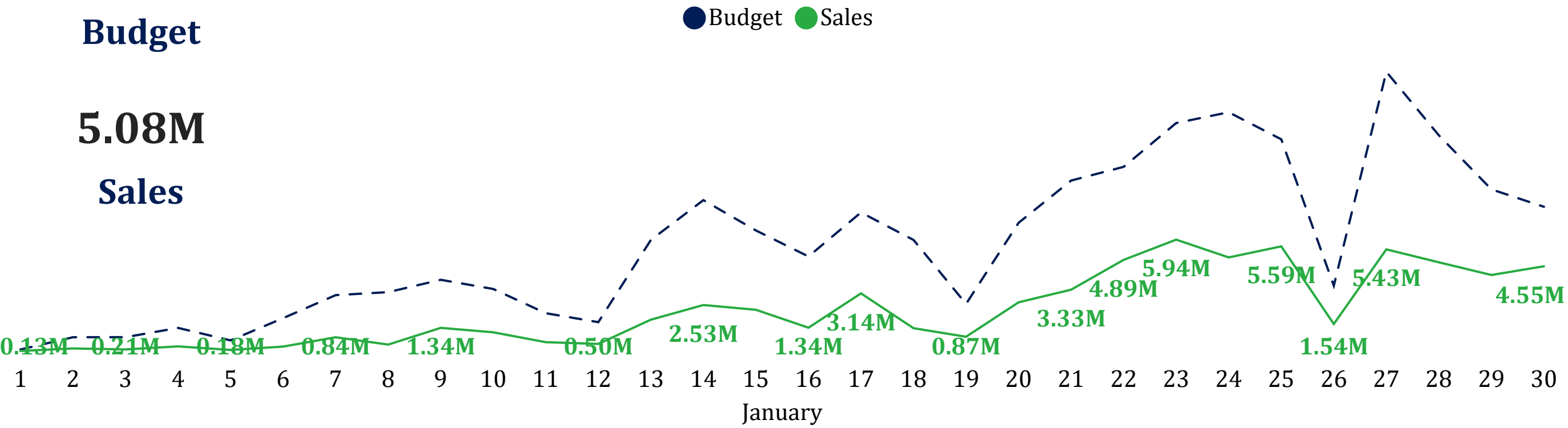
10.37M

Budget

5.08M

Sales

Running Budget vs Revenue



Overall Import Export Performance For Egypt

January 2024

Month Budget
3.66M

Total Revenue
4.11M

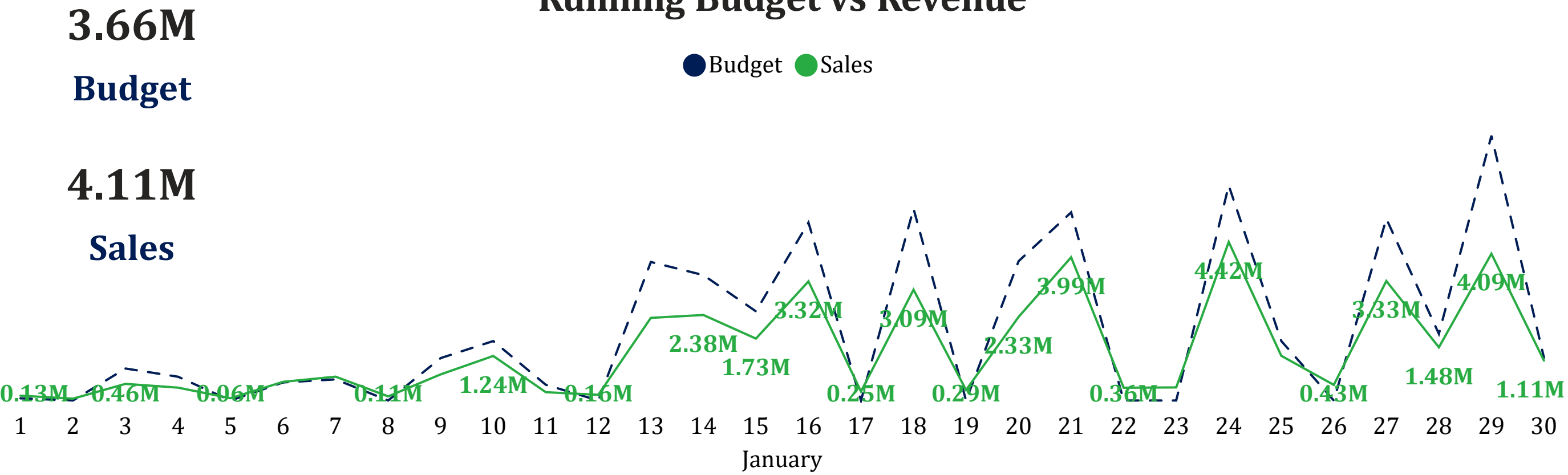
Total COGS
2.72M

Margin
33.81%

Achievement
112.49%

Category	Brand	Achievement	Budget	Revenue	COGS	Margin%	Margin
Appliances	Samsung	79.40%	2,153,667	1,710,059	1,102,863	35.51%	607,196
Mobile and Electronics	Apple	126.22%	504,000	636,161	402,505	36.73%	233,657
Mobile and Electronics	Dell	81.56%	525,333	428,453	277,745	35.17%	150,707
Luggage	Delsey	271.57%	132,667	360,283	268,030	25.61%	92,253
Luggage	Kipling	193.40%	181,000	350,051	239,377	31.62%	110,673
Luggage	Echolac	317.82%	79,667	253,199	181,854	28.18%	71,345
Appliances	Kenwood	276.15%	57,000	157,403	106,427	32.39%	50,976
Appliances	Hoover	326.62%	22,000	71,857	43,975	38.80%	27,882
Mobile and Electronics	Lenovo	0.00%	0	51,208	37,967	25.86%	13,241
Mobile and Electronics	Xiaomi	0.00%		41,161	21,992	46.57%	19,168
Appliances	Siemens	0.00%		29,407	21,191	27.94%	8,216
Luggage	Sky Bags	0.00%	0	21,367	17,025	20.32%	4,342
Mobile and Electronics	HP	0.00%	0	1,094	633	42.17%	461
Luggage	American Tourister	0.00%	0	253	208	17.71%	45
Total		112.49%	3,655,333	4,111,955	2,721,793	33.81%	1,390,161

Running Budget vs Revenue



Overall Import Export Performance By Product Category For January 2024

Month Budget
26.99M

Total Revenue
17.23M

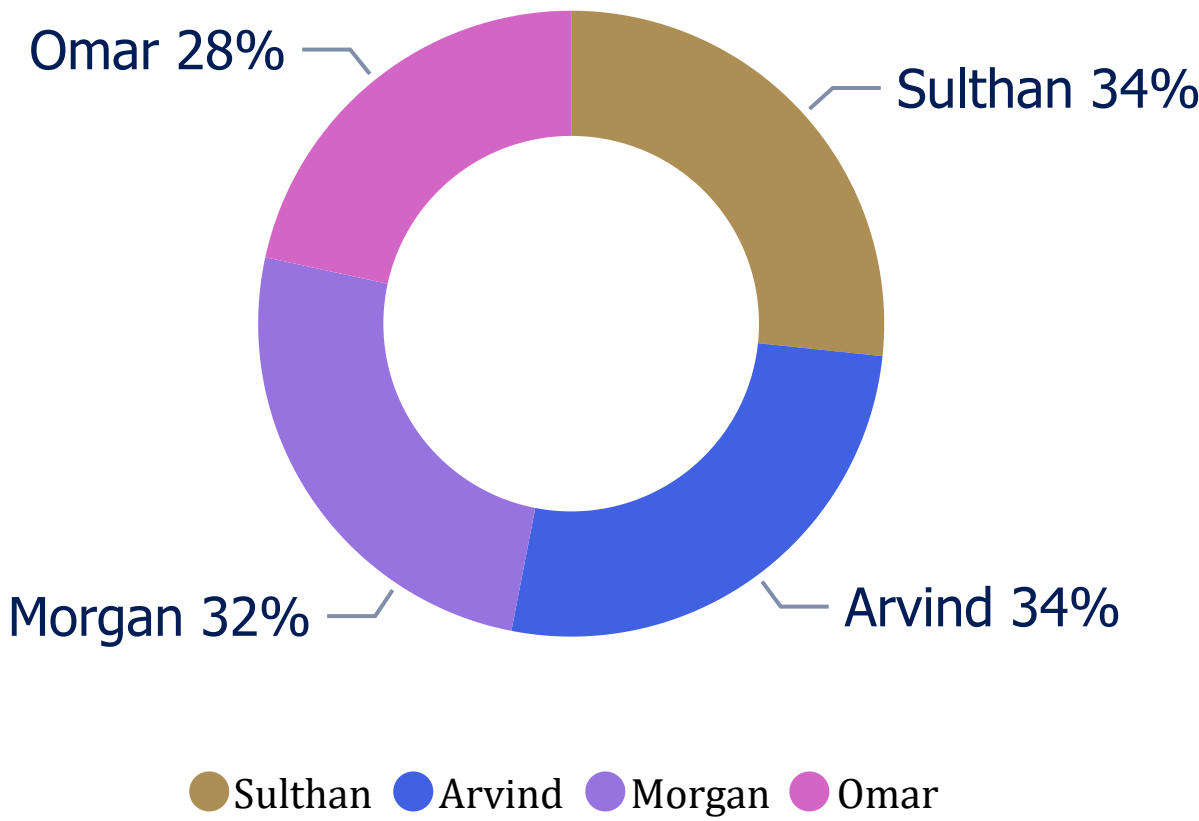
Total COGS
11.79M

Margin
31.60%

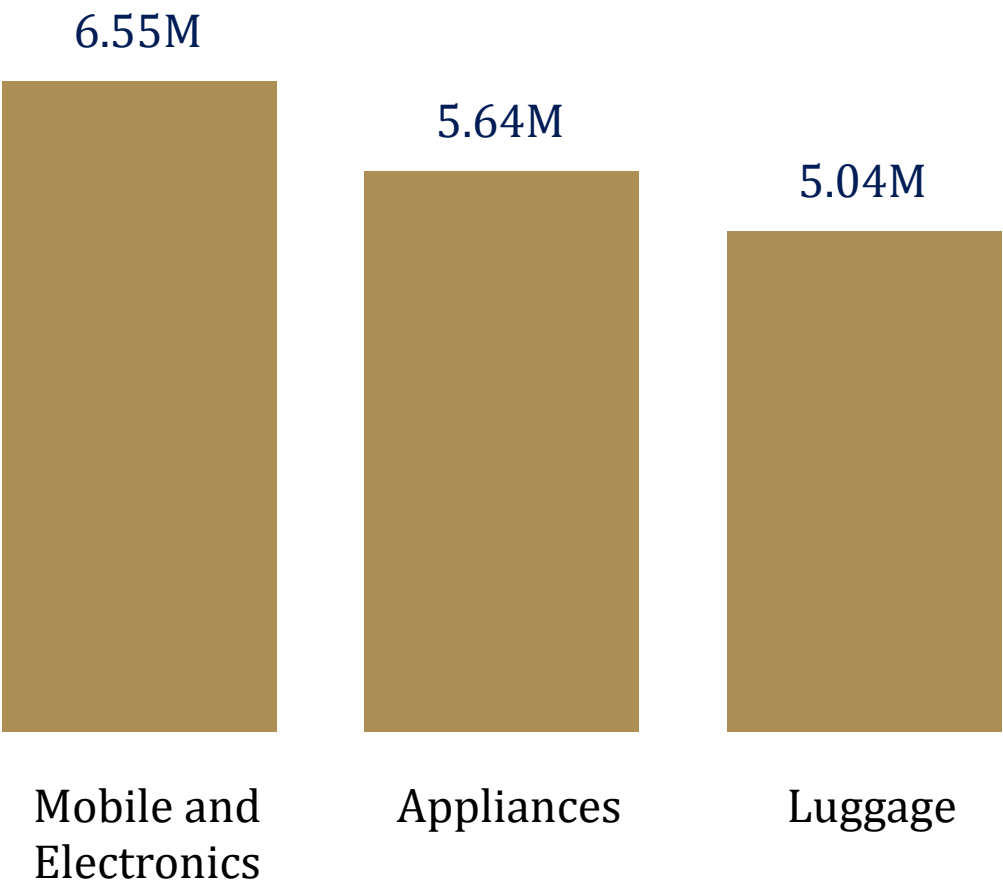
Achievement
63.86%

Category	Achievement	Budget	Total Revenue	Total COGS	Margin %	Margin
Mobile and Electronics	61.15%	10,713,009	6,551,118	4,346,631	33.65%	2,204,487
Appliances	60.76%	9,289,998	5,644,669	3,834,762	32.06%	1,809,907
Luggage	72.13%	6,985,002	5,038,059	3,606,346	28.42%	1,431,713
Total	63.86%	26,988,010	17,233,847	11,787,739	31.60%	5,446,107

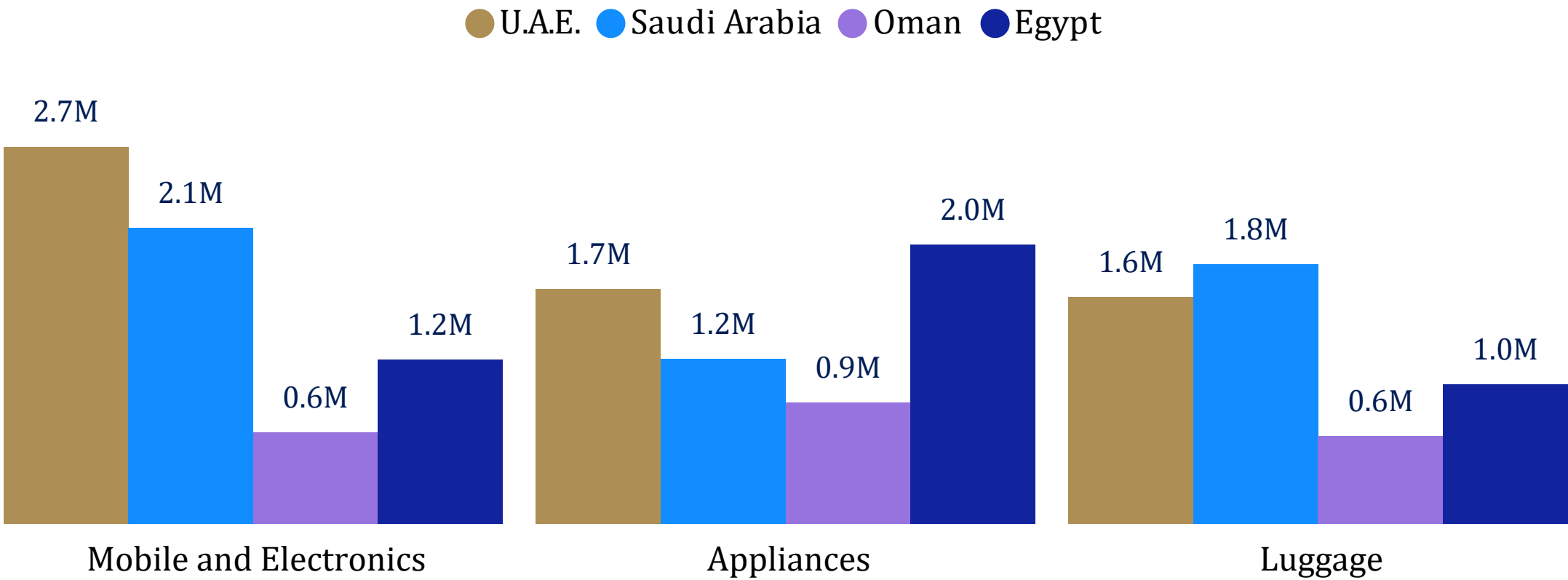
Margin Percentage



Revenue



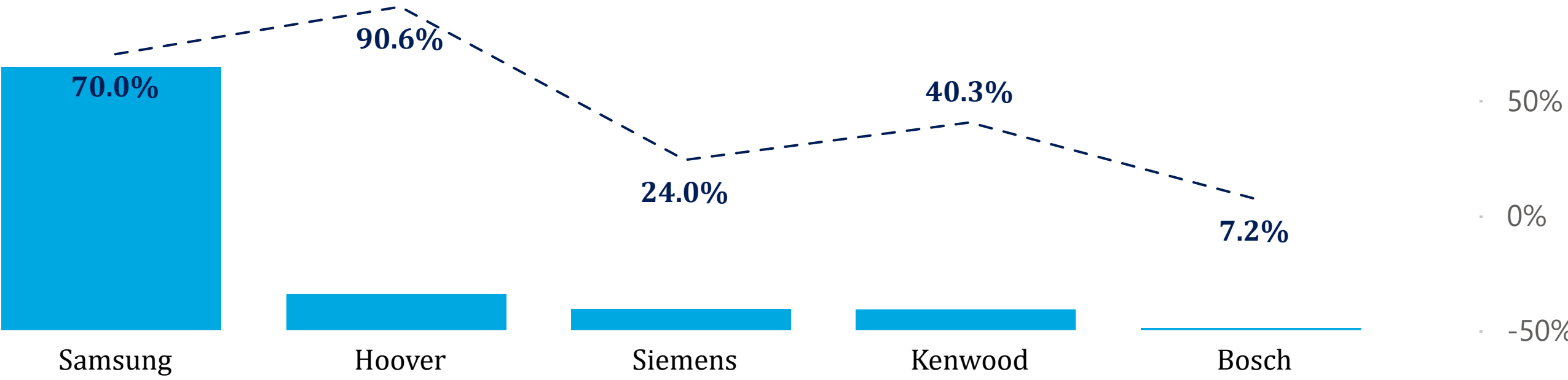
Revenue by Region



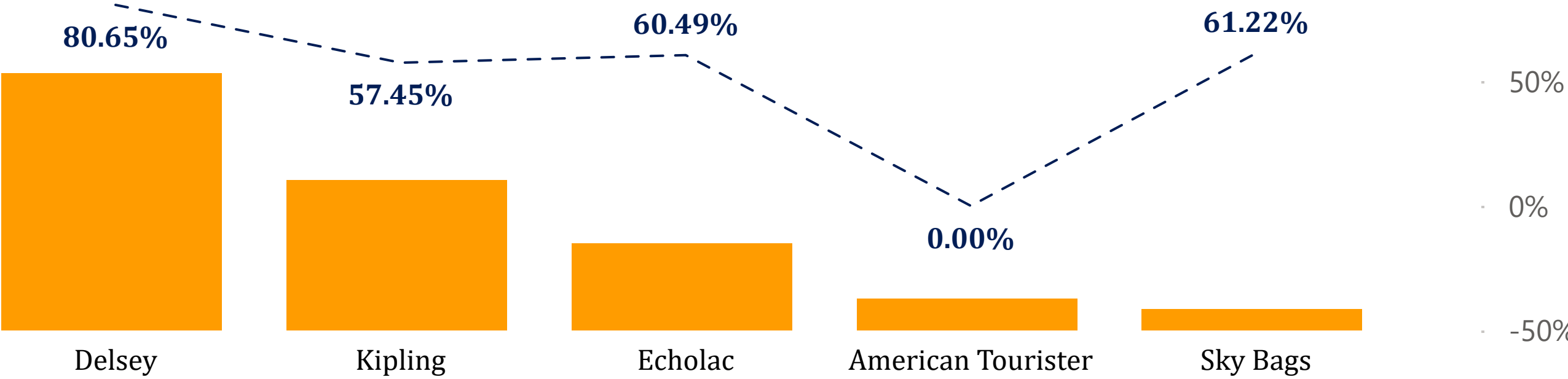
Overall Import Export Performance By Product Category For January 2024

Month Budget 26.99M	Total Revenue 17.23M	Total COGS 11.79M	Margin 31.60%	Achievement 63.86%
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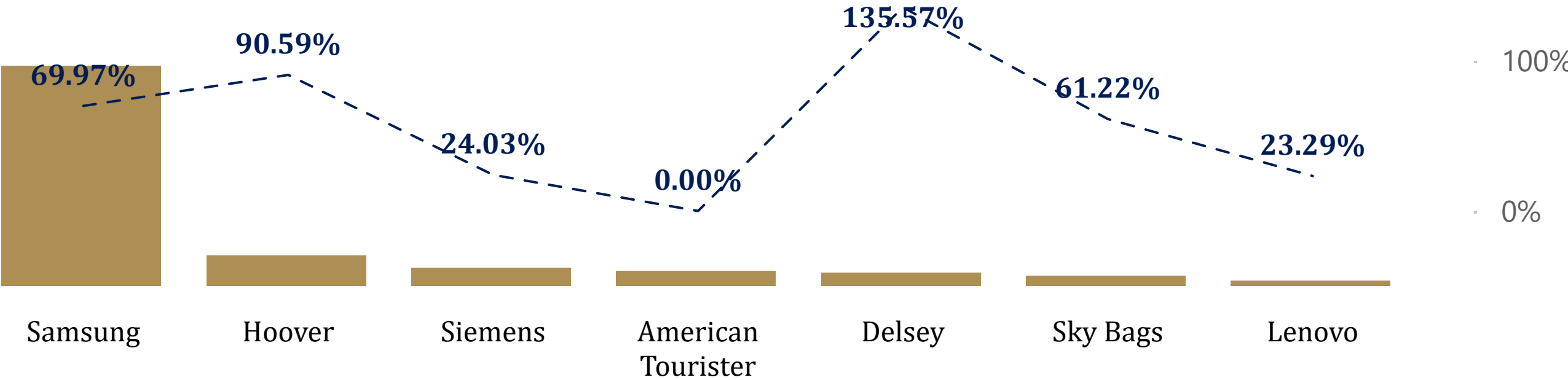
Appliances Revenue and Achievement



Luggage Revenue and Achievement



Mobile and Electronics Revenue and Achievement



Overall Import Export Performance For Appliances January 2024

Month Budget
9.29M

Total Revenue
5.64M

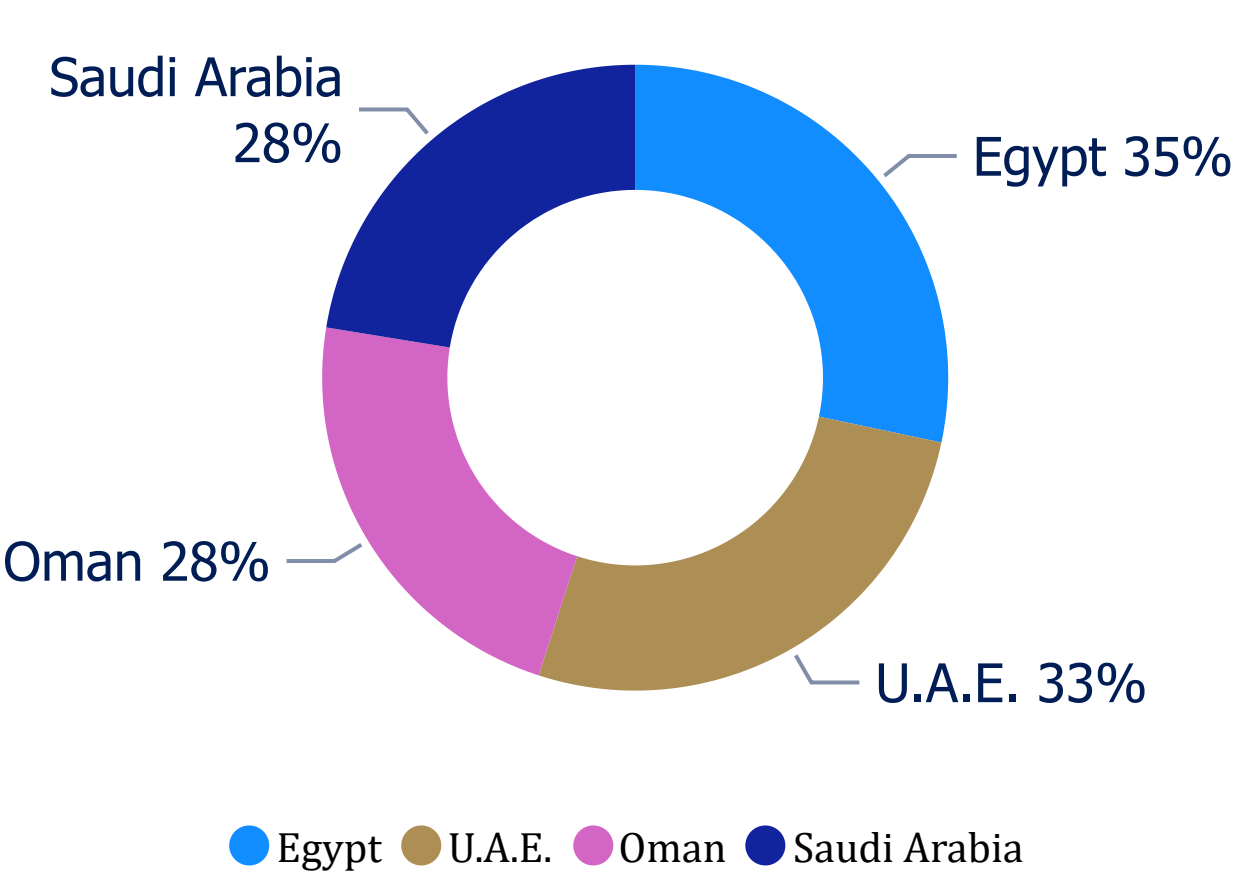
Total COGS
3.83M

Margin
32.06%

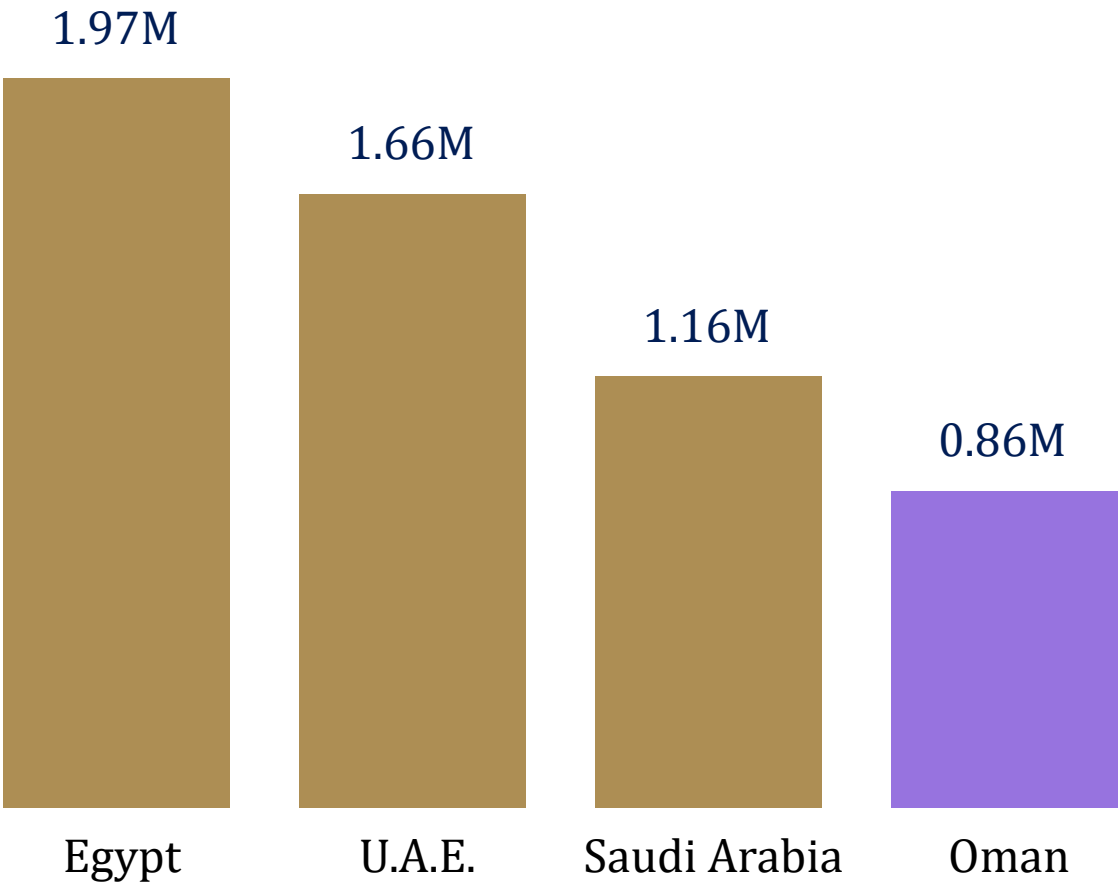
Achievement
61.29%

Region	Achievement	Budget	Total Revenue	Total COGS	Margin %	Margin
Egypt	88.18%	2,232,667	1,968,726	1,274,457	35.26%	694,269
U.A.E.	56.63%	2,924,667	1,656,371	1,106,289	33.21%	550,082
Saudi Arabia	47.13%	2,470,000	1,164,068	838,937	27.93%	325,131
Oman	54.05%	1,582,665	855,505	615,080	28.10%	240,425
Total	61.29%	9,209,999	5,644,669	3,834,762	32.06%	1,809,907

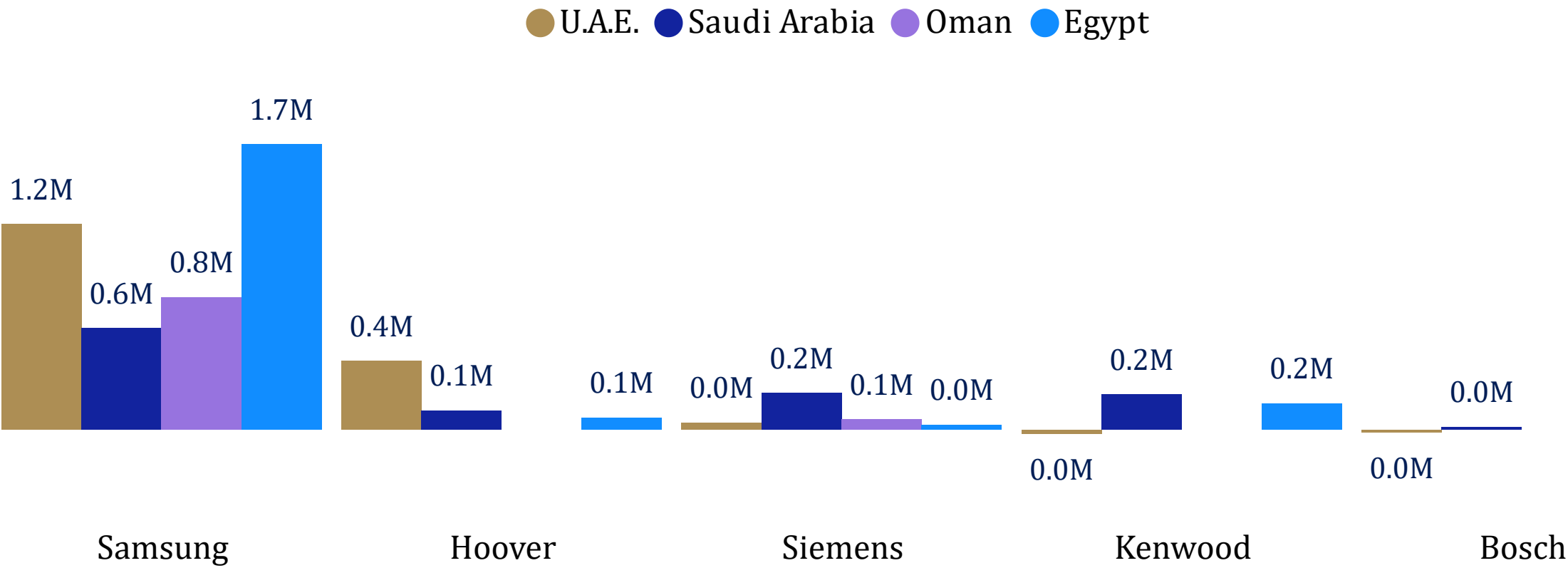
Margin Percentage



Revenue



Revenue By Brands and Region



Overall Import Export Performance For
Appliances January 2024

Month Budget
9.29M

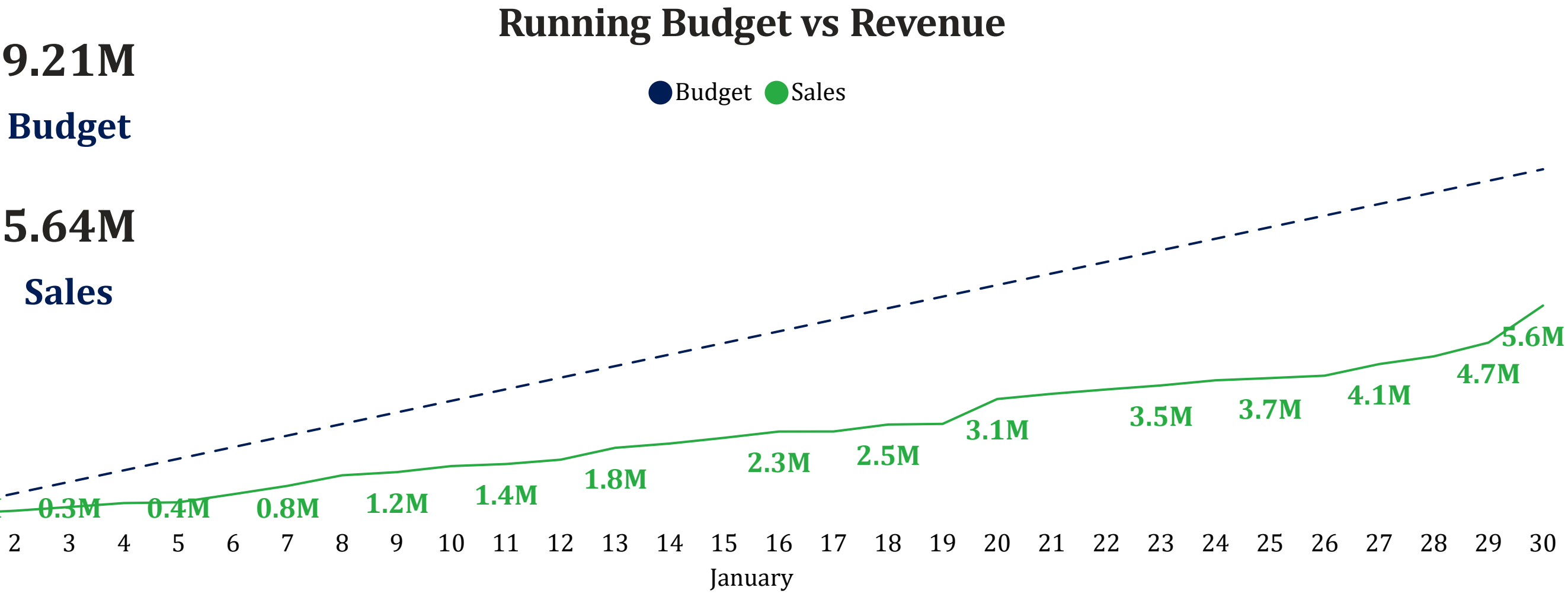
Total Revenue
5.64M

Total COGS
3.83M

Margin
32.06%

Achievement
61.29%

Region	Brand	Achievement	Budget	Revenue	COGS	Margin%	Margin
Egypt	Samsung	79.40%	2,153,667	1,710,059	1,102,863	35.51%	607,196
U.A.E.	Samsung	61.90%	1,988,000	1,230,476	809,023	34.25%	421,453
Oman	Samsung	60.44%	1,312,666	793,401	567,003	28.54%	226,397
Saudi Arabia	Samsung	80.97%	750,667	607,841	461,192	24.13%	146,650
U.A.E.	Hoover	124.54%	330,000	410,986	285,310	30.58%	125,676
Saudi Arabia	Siemens	26.76%	821,333	219,780	152,670	30.54%	67,110
Saudi Arabia	Kenwood	36.94%	570,000	210,552	139,768	33.62%	70,783
Egypt	Kenwood	276.15%	57,000	157,403	106,427	32.39%	50,976
Saudi Arabia	Hoover	37.35%	308,000	115,035	74,552	35.19%	40,483
Egypt	Hoover	326.62%	22,000	71,857	43,975	38.80%	27,882
Oman	Siemens	17.74%	349,999	62,104	48,076	22.59%	14,028
U.A.E.	Siemens	14.03%	298,667	41,908	28,913	31.01%	12,995
Saudi Arabia	Bosch	54.30%	20,000	10,860	10,755	0.96%	105
Total		62.82%	8,981,998	5,642,261	3,830,527	32.11%	1,811,733



Overall Import Export Performance For Luggage

January 2024

Month Budget
6.99M

Total Revenue
5.04M

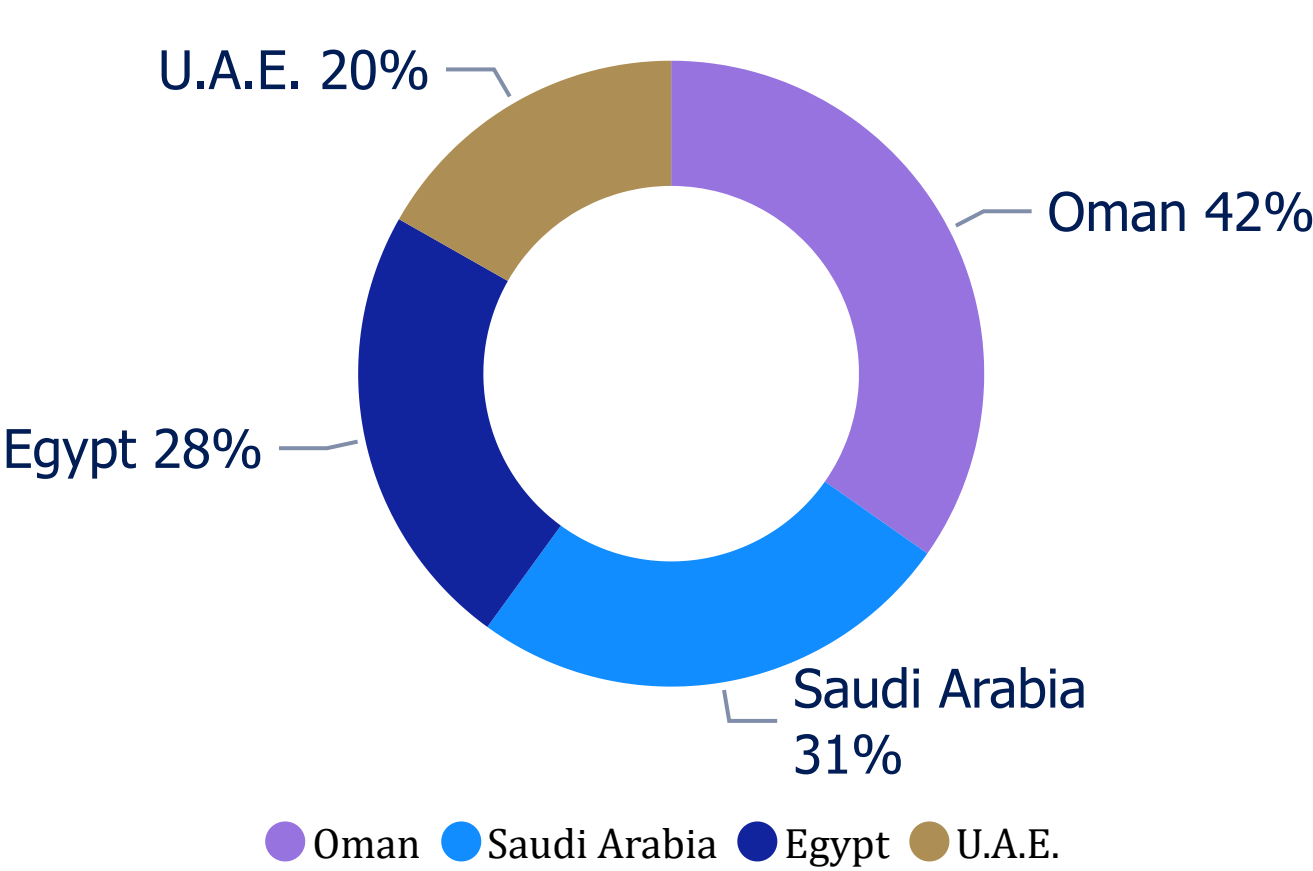
Total COGS
3.61M

Margin
28.42%

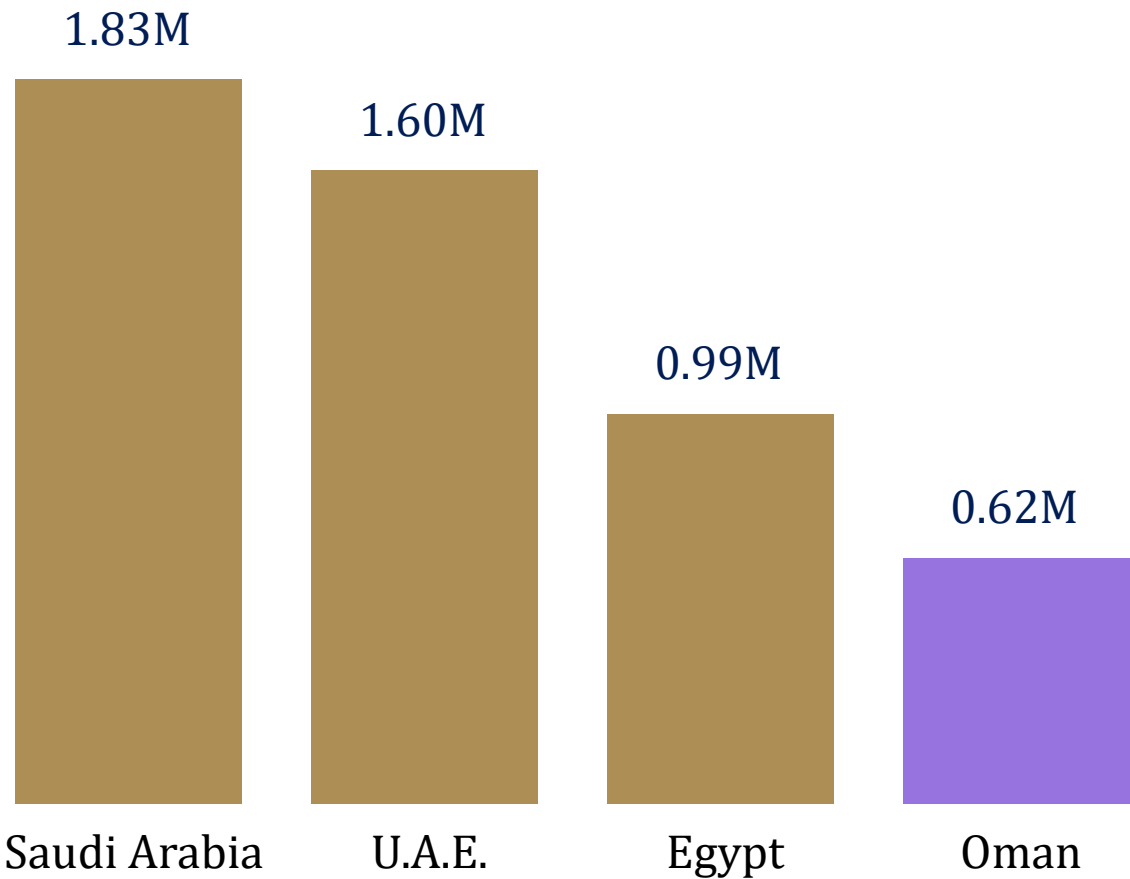
Achievement
74.57%

Region	Achievement	Budget	Total Revenue	Total COGS	Margin %	Margin
Saudi Arabia	55.18%	3,316,667	1,830,287	1,267,445	30.75%	562,841
U.A.E.	66.91%	2,393,000	1,601,103	1,273,853	20.44%	327,250
Egypt	250.46%	393,333	985,152	706,495	28.29%	278,658
Oman	95.11%	653,499	621,517	358,553	42.31%	262,964
Total	74.57%	6,756,498	5,038,059	3,606,346	28.42%	1,431,713

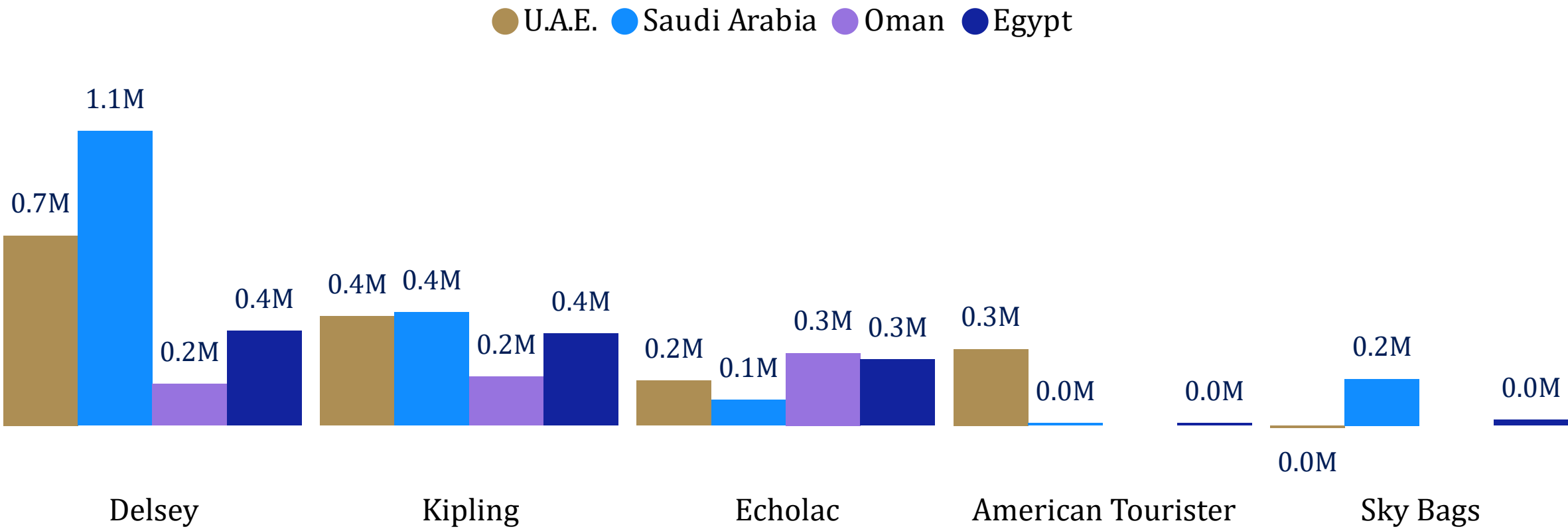
Margin Percentage



Revenue



Revenue By Brands and Region



Overall Import Export Performance For Luggage

January 2024

Month Budget
6.99M

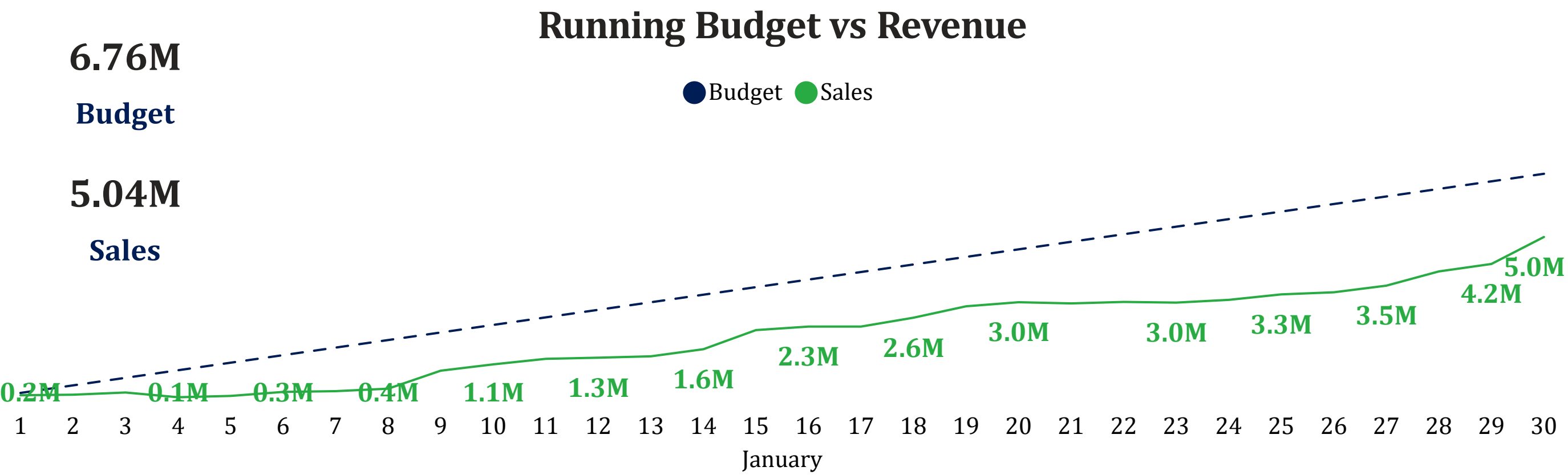
Total Revenue
5.04M

Total COGS
3.61M

Margin
28.42%

Achievement
74.57%

Region	Brand	Achievement	Budget	Revenue	COGS	Margin%	Margin
Saudi Arabia	Delsey	67.78%	1,657,333	1,123,324	747,604	33.45%	375,719
U.A.E.	Delsey	78.07%	928,667	724,981	526,839	27.33%	198,142
Saudi Arabia	Kipling	36.15%	1,194,667	431,871	324,360	24.89%	107,510
U.A.E.	Kipling	53.06%	784,333	416,152	290,694	30.15%	125,458
Egypt	Delsey	271.57%	132,667	360,283	268,030	25.61%	92,253
Egypt	Kipling	193.40%	181,000	350,051	239,377	31.62%	110,673
Oman	Echolac	135.11%	204,668	276,530	156,651	43.35%	119,879
Egypt	Echolac	317.82%	79,667	253,199	181,854	28.18%	71,345
Oman	Kipling	74.64%	250,002	186,593	105,083	43.68%	81,510
Saudi Arabia	Sky Bags	98.87%	179,500	177,476	118,975	32.96%	58,501
U.A.E.	Echolac	28.67%	597,500	171,318	143,651	16.15%	27,667
Oman	Delsey	73.22%	216,329	158,395	96,819	38.87%	61,575
Saudi Arabia	Echolac	22.24%	438,167	97,456	76,427	21.58%	21,029
Total		69.07%	6,844,498	4,727,628	3,276,365	30.70%	1,451,263



Overall Import Export Performance For Mobile and Electronics January 2024

Month Budget
10.71M

Total Revenue
6.55M

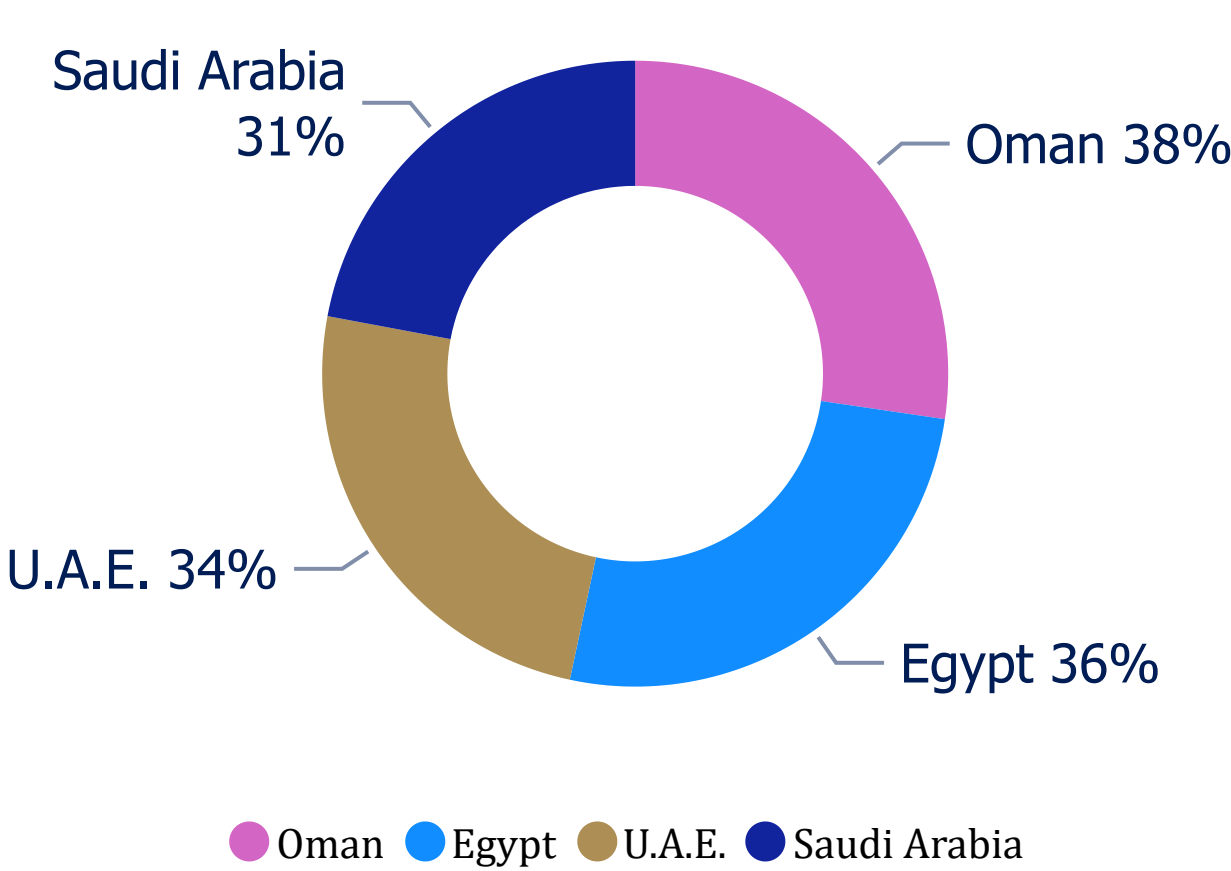
Total COGS
4.35M

Margin
33.65%

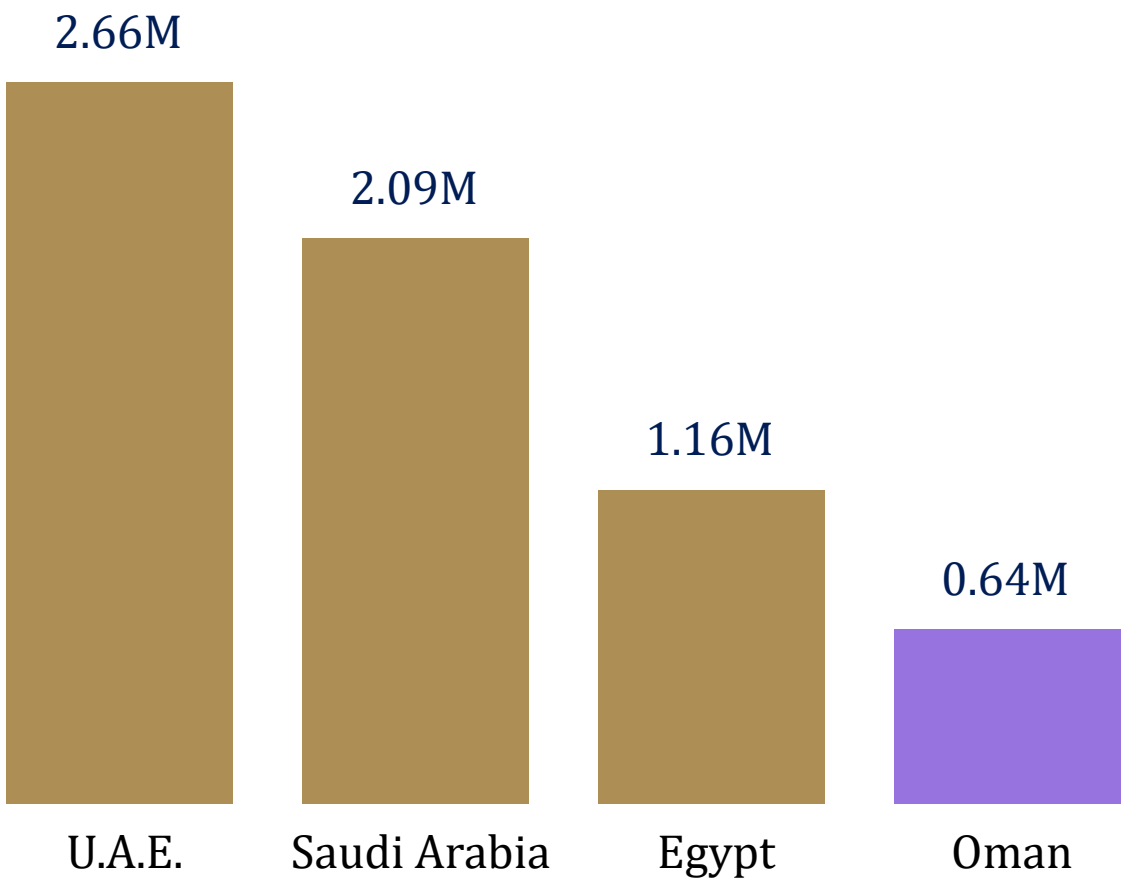
Achievement
62.43%

Region	Achievement	Budget	Total Revenue	Total COGS	Margin %	Margin
U.A.E.	67.83%	3,924,333	2,662,067	1,755,658	34.05%	906,408
Saudi Arabia	45.56%	4,580,400	2,086,840	1,449,665	30.53%	637,175
Egypt	112.51%	1,029,333	1,158,076	740,842	36.03%	417,234
Oman	67.17%	959,005	644,135	400,466	37.83%	243,669
Total	62.43%	10,493,071	6,551,118	4,346,631	33.65%	2,204,487

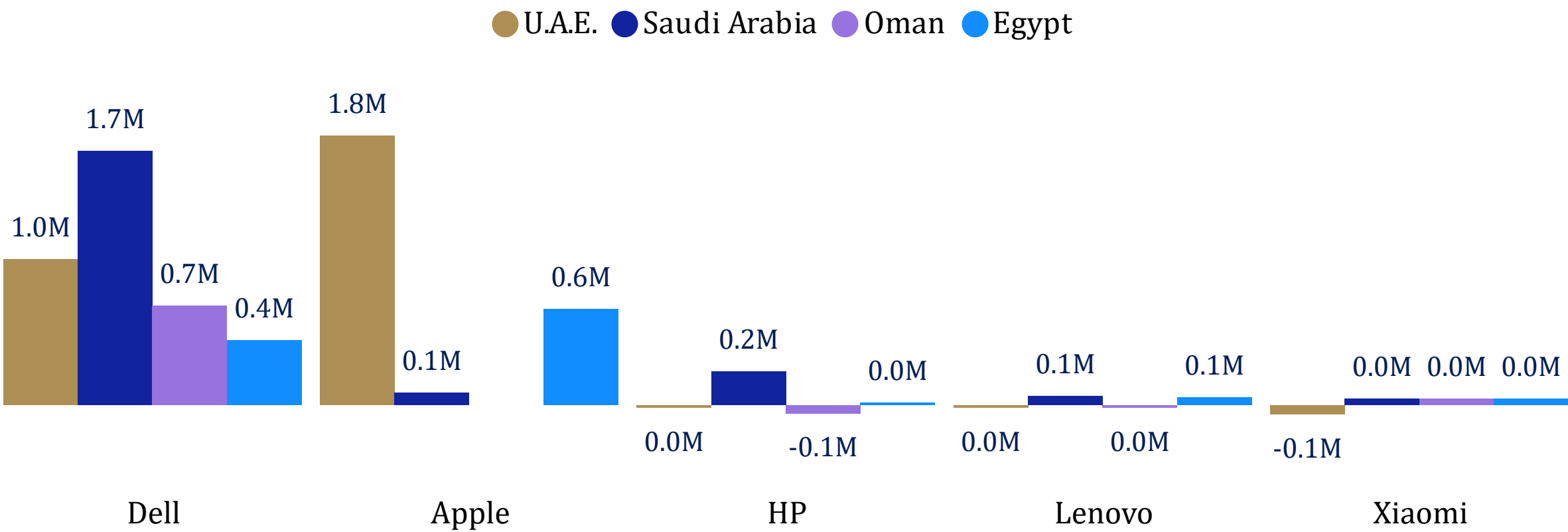
Margin Percentage



Revenue



Revenue By Brands and Region



Overall Import Export Performance For Mobile and Electronics January 2024

Month Budget
10.71M

Total Revenue
6.55M

Total COGS
4.35M

Margin
33.65%

Achievement
62.43%

Region	Brand	Achievement	Budget	Revenue	COGS	Margin%	Margin
U.A.E.	Apple	111.65%	1,596,000	1,781,873	1,136,717	36.21%	645,156
Saudi Arabia	Dell	48.54%	3,459,667	1,679,357	1,157,052	31.10%	522,305
U.A.E.	Dell	61.10%	1,576,000	962,896	670,027	30.42%	292,868
Oman	Dell	69.45%	944,003	655,589	420,066	35.93%	235,524
Egypt	Apple	126.22%	504,000	636,161	402,505	36.73%	233,657
Egypt	Dell	81.56%	525,333	428,453	277,745	35.17%	150,707
Saudi Arabia	HP	42.54%	525,667	223,645	166,340	25.62%	57,304
Saudi Arabia	Apple	19.66%	420,000	82,584	57,331	30.58%	25,253
Saudi Arabia	Lenovo	22.98%	256,000	58,836	42,157	28.35%	16,679
Saudi Arabia	Xiaomi	141.39%	30,000	42,418	26,785	36.86%	15,634
Total		66.61%	9,836,669	6,551,812	4,356,725	33.50%	2,195,087

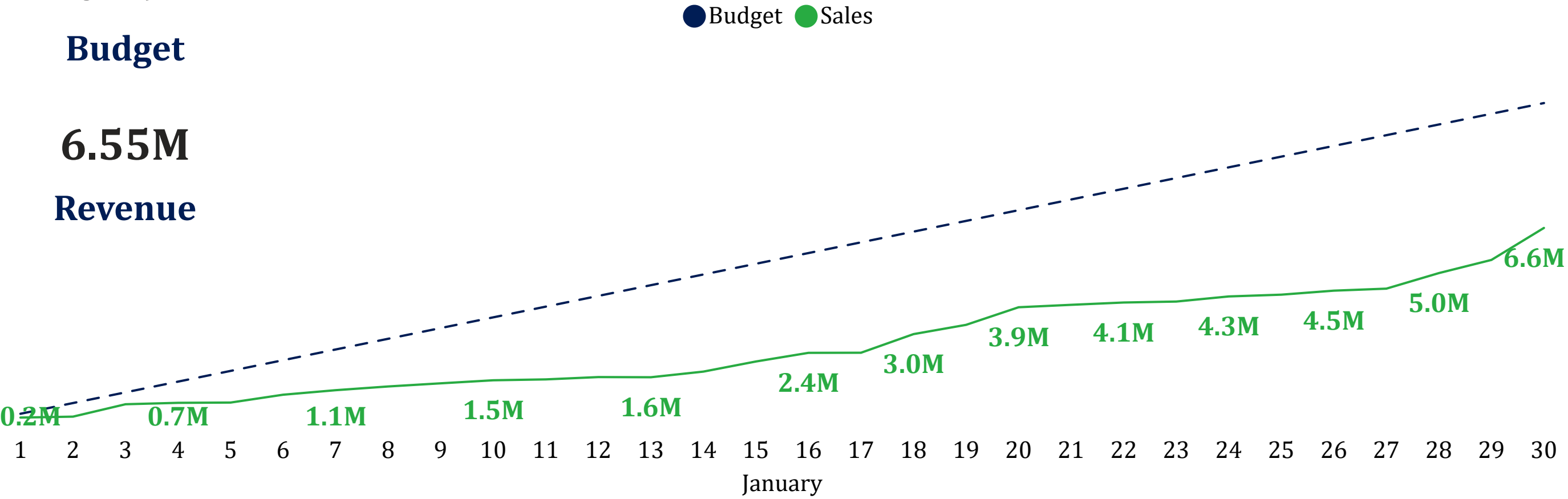
10.49M

Budget

6.55M

Revenue

Running Budget vs Revenue



Thank you,
For issues contact : Nikhil Gangadharappa
Business Analyst