

Company description: Cookie AB

Business:

Svenska Cookie AB is a company that specializes in high-quality electric motorcycles. Their main product is the damn motorcycles that come in three different models, but they also sell spare parts for these motorcycles. With a prominent position on the Swedish and Scandinavian markets, the company is now planning an ambitious international expansion to reach new markets and increase its global presence.

Expansion and international trade:

The company has identified the following countries as key markets for expansion: the United States, Mexico, China, Indonesia, Australia, Morocco, Kenya and Saudi Arabia. The strategic positions and the growing economy make these ideal destinations for the company's products.

The expansion aims not only to increase the company's turnover and profitability, but also to strengthen its global brand position.

Creditworthiness and financial conditions:

Cookie AB enjoys a strong and reliable creditworthiness in the Swedish market.

The company has an established history of successful business transactions and is known for delivering high quality products and services. Below are some key factors that strengthen the company's creditworthiness:

Financial stability:

The company has maintained a stable financial position with healthy liquidity and a solid balance sheet. This financial stability has created confidence both with suppliers and financial institutions.

Liquidity:

Cookie AB has access to sufficient liquidity to cover its current costs and carry out planned investments. This allows the company to act flexibly and quickly adapt to new market conditions.

Capital structure:

The company has a balanced capital structure with a reasonable level of debt and a significant share of equity. This creates stability and minimizes financial risk in connection with expansion and new business projects.

Positive business development:

With continuous growth and expansion in the domestic market, Cookie AB has shown positive business development. This indicates not only strong management and strategic planning but also an ability to adapt to changing market conditions.

Long-term business strategy:

The company's long-term business strategy and commitment to creating sustainable relationships with customers and partners strengthens its credibility. It has a positive impact on mutual trust and reduces the risk of business deviations.

Experienced management

An experienced and competent management team contributes to the company's ability to make informed decisions and manage potential risks. The management has demonstrated competence and expertise in international trade and logistics.

Good customer relations:

Cookie AB has developed long-term and mutually beneficial relationships with its customers. Customer satisfaction and loyalty have been central components of the company's success.

Form of financing:

To meet the capital needs for the expansion, the company has carefully considered various financing options. Based on the current financial situation and capital availability, the company can cover most of the expansion cost themselves.

Products planned to be included in the expansion:

- All three models of electric motorcycles
- Spare parts:
 - o Brakes
 - o Gearboxes
 - o Wheels