

# UV Desks

Sunday, September 6, 2020

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<b>Brand name</b>	UV Desks
<b>NAICS code</b>	3371- Household and Institutional Furniture and Kitchen Cabinet Manufacturing
<b>Mission statement</b>	Ensure a hi-tech disinfection and the safest experience to everyone all over the world
<b>Founders</b>	Mitko Dimitrov, Juan Antonio Garcia & Mark Kovalinskyi

## SHORT DESCRIPTION :

UV Desks is the game changer in the furniture field. This new and innovative desks are manufactured by using 3D printing technology with recycled filaments, moreover, our desks are equipped with ultra-violet lightning (UV) which guarantee its perfect and fastest disinfection.

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Due to the current global situation, known as Covid-19, everyone must be aware of what they touch, especially while being in class, work, a restaurant or in any place where the contagion ratio is elevated. Absolutely everyone touches everything around them, and that is why all the things that surrounds us should be disinfected and perfectly cleaned in order to not get infected by this virus.

The most controversial issue among these days is how to keep those places clean avoiding people to be in touch with things that could contain the virus. Actually, this seems something unreachable.

However, **UV Desks** brings to the world an innovative solution. We have developed a desk which has ultra-violet lightning (UV) around it. As you know, this type of technology is on the cutting edge of disinfection, and it is used at the laboratories and hospitals. Moreover, the desks will be manufactured by another innovative way of production, 3D printing or also known as Additive Manufacturing.

As we have already mentioned, we focus on classrooms and offices, so here comes our main purpose, our **mission statement** : " Ensure a hi-tech disinfection and the safest experience to everyone all over the world ".

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## Stakeholders :

- **Customers** : Innovative idea to increase safety, easy way to clean and disinfect own work place and other personal things, faster cleaning. Examples: Universities, high schools, offices etc. Large demand as students are going back to class.
- **Shareholders** : It is a revolutionary product so more and more investors will appear considering our shares to increase exponentially. Capital growth, dividends.
- **Suppliers**: We will need filaments for the 3D printer and as they are made of plastic, we will look for a supplier who works with recycled and reused plastic, so that we are more ecological. This interests the supplier in order to help the planet and to have a better reputation face the public. As the scholar year starts, we will have a huge demand, so the supplier will have regular and big orders. To sum up, as we are a relatively new company we want to guarantee the best for everyone, even if they are clients or suppliers, so our payments will be always on time.
- **Local Communities**: The cleaning services will not need to clean so frequently the desks that have been used during the day as they will get disinfected automatically, reducing therefore the chances of getting infected. The cleaners won't be fired as they are still required to clean the rest of the room. In fact, they will continue to do their job in a safer way as the desks will be disinfected before they start cleaning the room. As we will use recycled materials, the local communities will be interested in our company due to the avoidance of pollution, contamination, etc.
- **Government** : Our desks reduce the probabilities of getting infected with Covid-19, this will prevent increasing the cases in the city making these places safer. Payment of taxes, improvement in the educational system, improvement in the quality of life of inhabitants.

## TASK 2

Top 4 companies in the furniture industry :

- 1- Grupo Alvir Fr Mobiliario SL --> 4,19%
- 2- Grupo Alvir Fr Mobiliario SL (Extinguida) -->2,07 %
- 3-KETTAL SL --> 1,70%
- 4-KRION SURFACE SA --> 1,63%

$CR4 = \Sigma$  (market shares of the top 4 companies of our industry) = 9,59% , so we can deduce that our industry is a competitive one, as our concentration ratio is less than 40%

### TASK 3

**Kettal SL** : Limited liability company. Sole-partnered Limited Liability Company.

**Grupo Alvir Fr Mobiliario SL** : Sole-partnered Limited Liability Company

**Krion Solid Surface SA** : Public limited company

**Martinez Otero Contract SL** : Limited Liability Company

**Royo Spain SL** : Sole-partnered Limited Liability Company

Legal Business UV Desks Ltd. : Corporate business, Private Limited Company

One of our main interests is enjoying of limited liability, because we can risk without so much pressure as if our project fails we would not have so much debt, that is why we prefer being a corporate business instead of a non-corporate one.

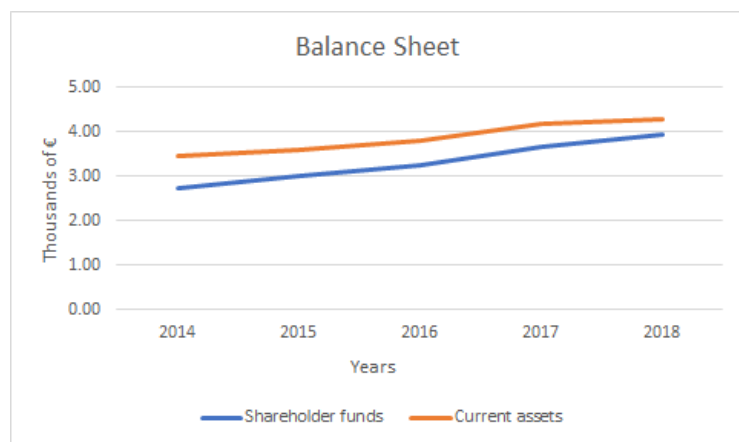
As we are starting as a relatively new and small business and we are launching a very specific product, in order to not involving huge costs at the beginning, we prefer starting as a private limited company. If everything goes as planned, we are likely to move to a public limited company, so that our shares can be purchased by everyone and we will have more money to invest and expand our wealth.

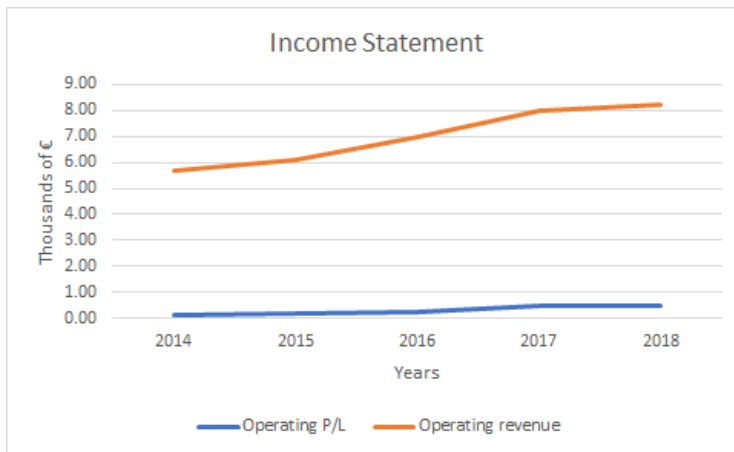
### Task 4 : SWOT analysis

We are looking for a mix of business strategies in order to be able to offer both low-cost and luxury products. The low-cost version of our desks will be made of the recycled plastic, which production is cheaper. Although, we are going to provide a luxury version of our desk made of wood.

Opportunities	Threats
<ul style="list-style-type: none"> <li>• Due to the situation with the COVID-19 we have a perfect opportunity to launch our product</li> <li>• Nowadays many people try to avoid being in contact with infected surfaces</li> <li>• Also a lot of people are interested in health safety</li> </ul>	<ul style="list-style-type: none"> <li>• Due to the pandemic lots of companies may be interested in developing products that might suppose competence with ours</li> <li>• The cost of our product might be elevated for some companies, schools or institutions interested in substitute their furniture with our product</li> </ul>
Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• It is an innovative product that guarantee a hi-tech disinfection</li> <li>• Our product reduces the risk of being infected</li> <li>• The filaments of the 3D printer are made of recycled plastic, so we are offering an eco-friendly product</li> </ul>	<ul style="list-style-type: none"> <li>• Our company will need some supplies such as the huge plastic filaments so we will depends on our suppliers</li> </ul>

### Task 5





#### Task 6

Company--> Grupo Alvic FR Mobiliario SL

**Current ratio**= current assets/ current liabilities =  $95.821.338 / 41.540.180 = 2,31$

- This means that for every €1 of current liabilities, the business has € 2,31 of current assets. This current ratio is above 2, therefore the company should watch out in order not to have an important opportunity cost.

**Acid Test ratio**= (Current assets – stock)/ Current liabilities =  $(95.821.338 - 22.991.509) / 41.540.180 = 1,75$

- This means that for every €1 of current liabilities, only €1,75 is held in liquid assets.

**Receivables turnover**= operating revenue/ Accounts receivables =  $154.175.816 / 31.514.047 = 4,89$

- This means that on average, the company collects its receivables 4,89 times in one year.

**Debt to total assets ratio**= Total debt(total debt= non current liabilities+ current liabilities) / Total assets + 41.540.180) /  $171.912.005 = 0,31$  DAR – 2018 =(11.219.034

- This means that in 2018 the company had €0,31 of debt for every euro of assets.

**Times interest earned**= Operating P/L / Financial expenses =  $25.280.254 / 1.048.167 = 24,11$

- A times interest earned ratio of 24,11 means that the company's interest expense is well covered at 24,11 times.

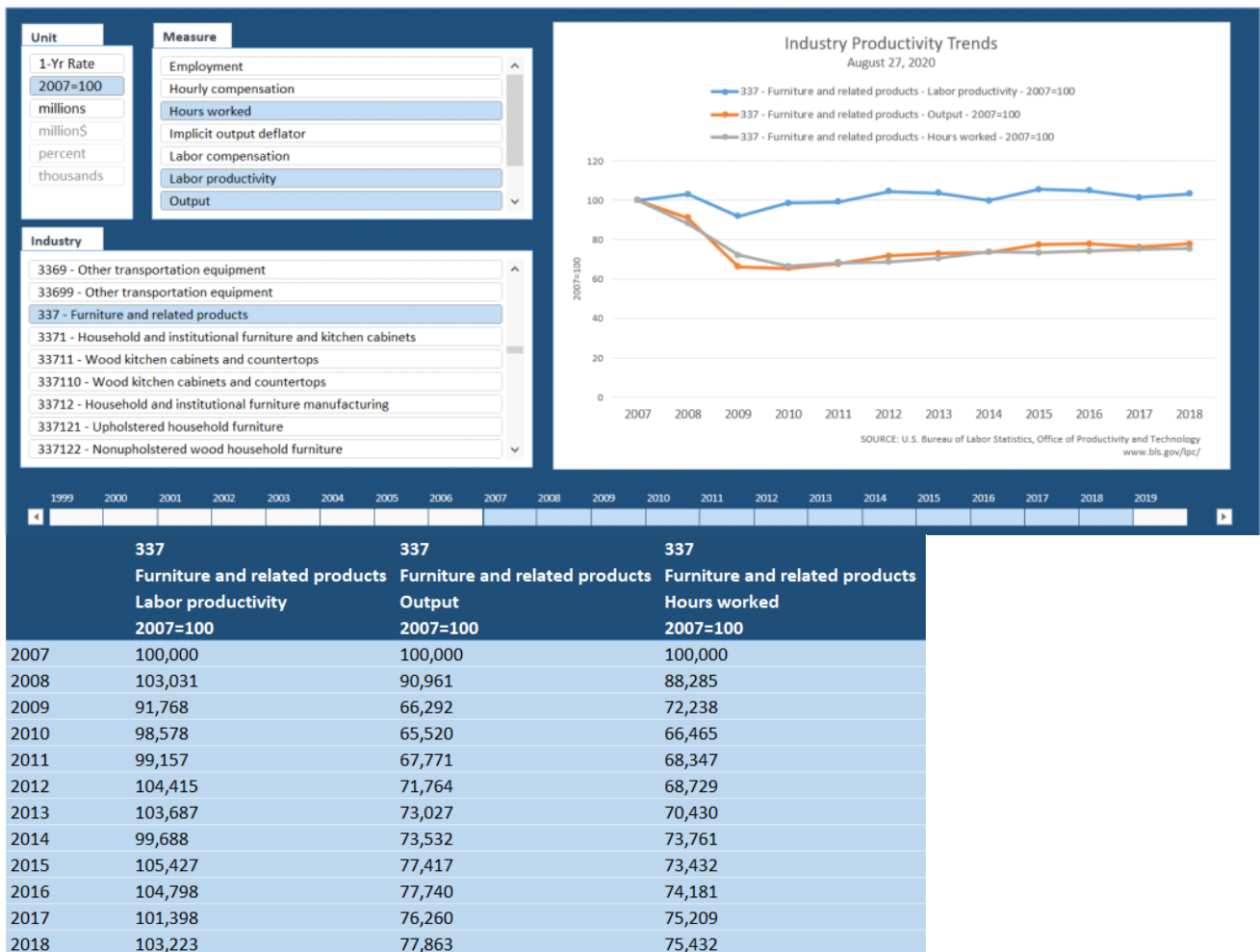
**ROA**= Profits or losses for the period / Total assets =  $18.780.021 / 171.912.005 = 0,11$

- This means that the company earned €0,11 on every euro of total assets.

**ROE** = Profits or losses for the period / Shareholder's funds=  $18.780.021 / 119.152.791 = 0,16$

- This means the company earned €0,29 on every euro invested by its owners.

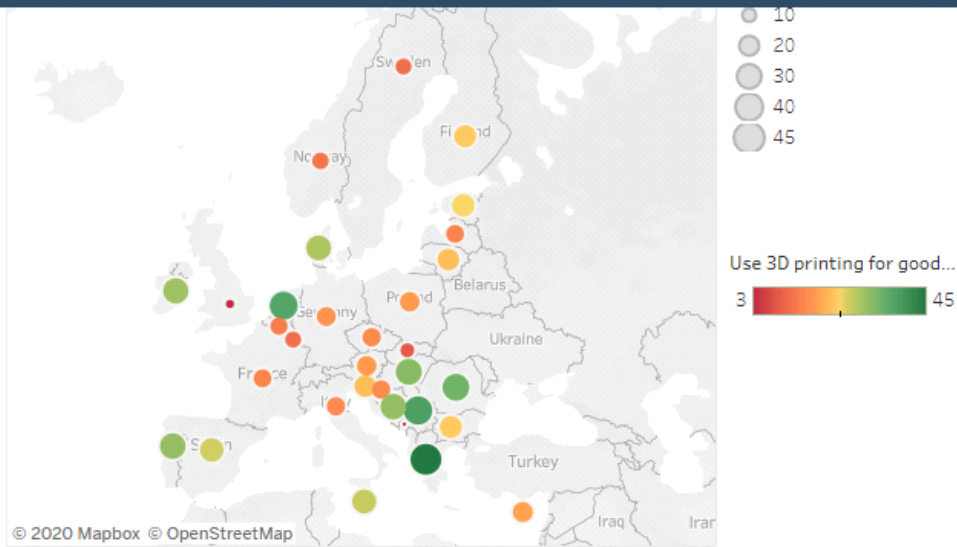
#### TASK 7



Multifactor productivity relates output to a combination of inputs (output/combination of inputs). Having this in mind, we can easily state that the multifactor productivity of our specific industry has experienced a decrease between 2007 and 2009, since then it has maintained more or less constant, without huge increases or decreases. However, there is a clear increasing tendency that shows a raise in outputs. This means that sales are going up, hence more people are interested in the product our industry manufactures.

#### TASK 8

>>LINK<<



NPV

