

Universal Export

Investor's Brief : Year 2022



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🌐 www.universalexports.com

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I. CEO's Desk



Dear Shareholders,

I am delighted to share this investor's brief which will walk you through company's performance in the year 2022.

Your company is engaged in the business of manufacturing various types of plain, unlabelled or unmarked clothing in six product categories which are Cardigan, Hoodie, Jacket, Polo Shirts, Sweatshirts and T-shirts. Prominent retailers purchase these garments and sell it to consumers after putting their labels.

You would be delighted to know that in the year 2022 your company has done exceptionally well. I thank each of the esteemed shareholder for their continuous support and confidence in the company. As we start with brand new year, I assure you that your company will achieve greater heights not witnessed before.

Yours sincerely
CEO

II. Key Financial Metrics

Key financial data for the Year 2022

963M

Total Sales (in
millions)

529M

Total Cost (in
millions)

434M

Profit (in
millions)

32560

Number of
Orders Fulfilled

46

Unique B2B
Customers Served

707.83

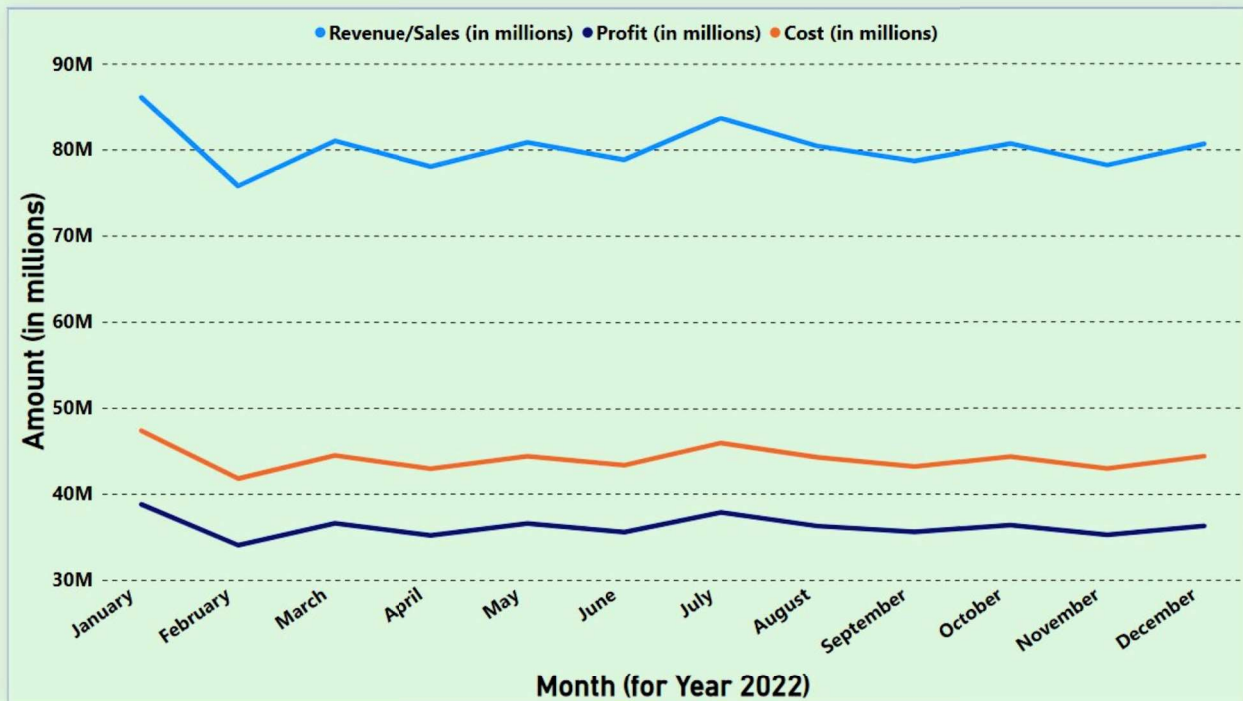
Orders per
Unique Customer

Key points:

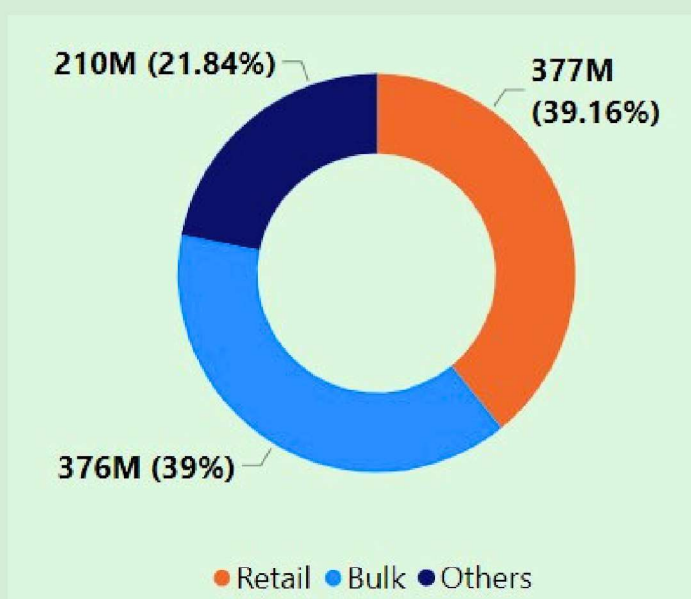
- Profit is 45% of Total Sales.
- Our company does not sell directly to consumers. It deals with B2B customers only.

II. Key Financial Metrics

Pattern across months (Year 2022)



Share of Sales by Category of Business Customers



Key points:

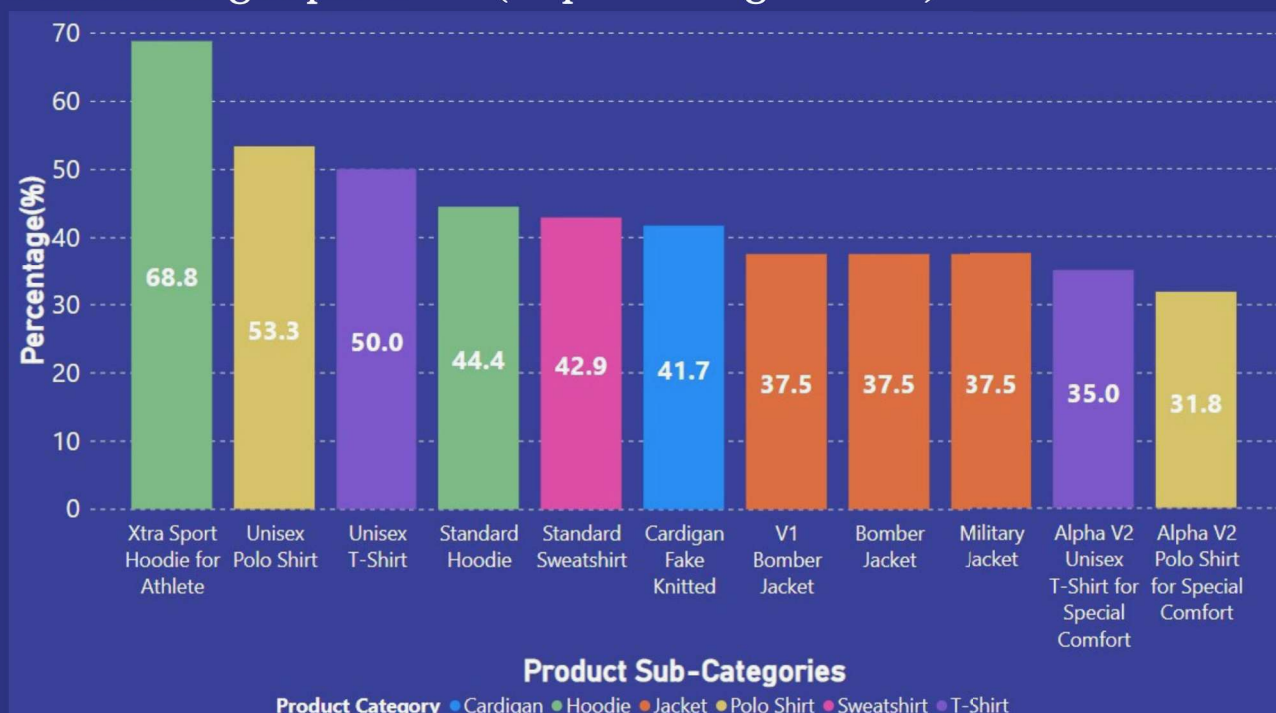
- Definition of Customer Category: a) Retail - retailers who directly sell to retail consumers; b) Bulk - wholesalers who further sell to retailers c) Others - corporates etc who require garments for their use such as employees etc.
- Business is well diversified among different categories of customers.
- There are no instances of momentary high or low in business which is evident in line chart above.

III. Analysis on Products

Bifurcation of Product Categories and Sub-Categories

6 Product Categories	Product Category Product Sub-Category	
	Cardigan	Cardigan Fake Knitted
11 Product Sub Categories	Hoodie	Standard Hoodie
	Hoodie	Xtra Sport Hoodie for Athlete
	Jacket	V1 Bomber Jacket
	Jacket	Bomber Jacket
	Jacket	Military Jacket
	Polo Shirt	Alpha V2 Polo Shirt for Special Comfort
	Polo Shirt	Unisex Polo Shirt
	Sweatshirt	Standard Sweatshirt
	T-Shirt	Alpha V2 Unisex T-Shirt for Special Comfort
	T-Shirt	Unisex T-Shirt

Profit Margin per item (in percentage terms)

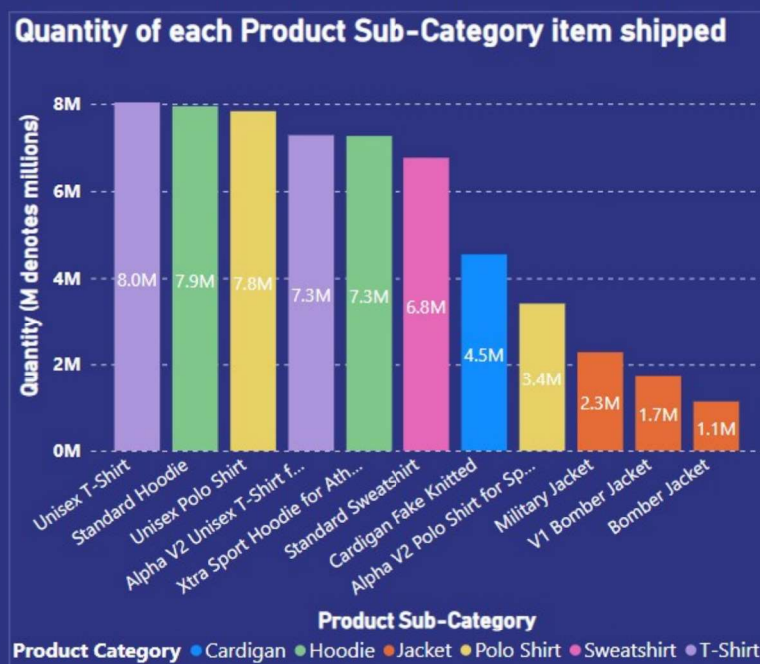
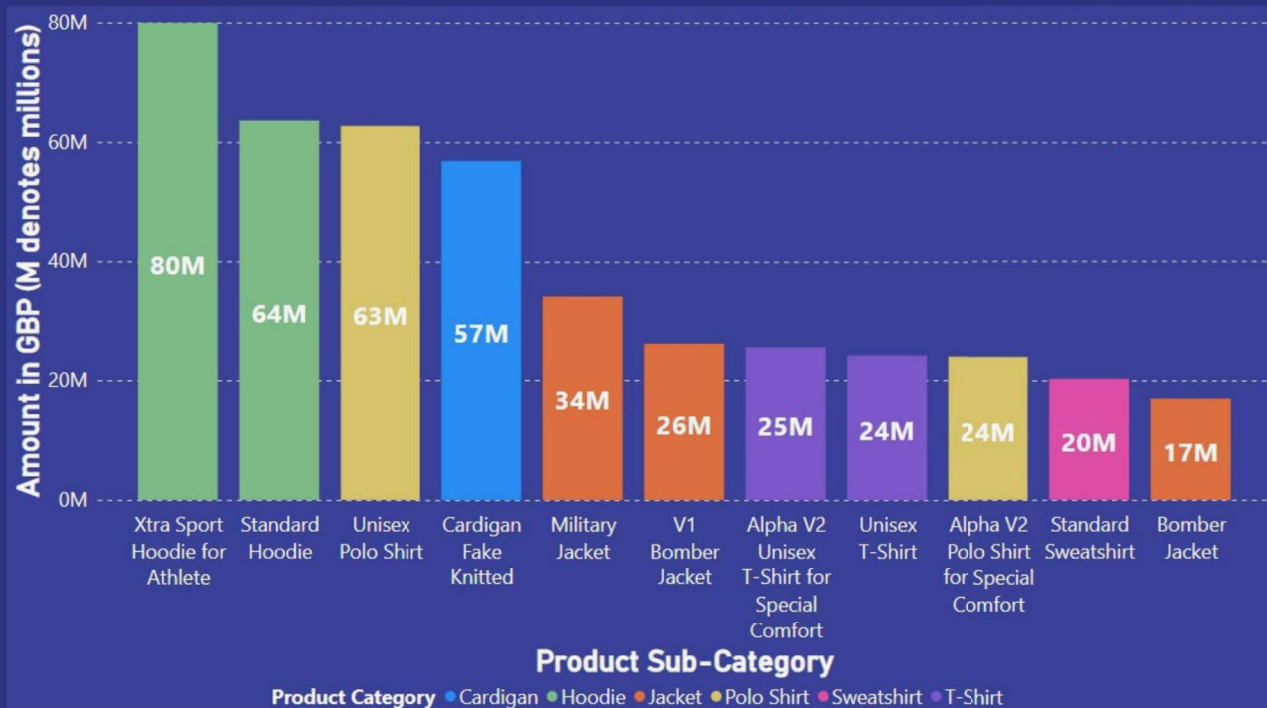


Key points:

- "Xtra Sport Hoodie for Athlete" carries the highest profit margin whereas "Alpha V2 Polo Shirt for Special Comfort" carries the lowest.

III. Analysis on Products

Profit collection - Product Sub-Category wise in the Year 2022



Key points:

- "Hoodies" category is generating the highest profit which accounts for 33% of the total profit.
- "Cardigan Fake Knitted" is one item despite having relatively lower quantity shipped is able to generate more profit.

IV. Global Sales

Map showing countries where items are shipped



Key points:

- 5 countries which are UK, France, Spain, Germany and Ireland account for 52% of all sales.

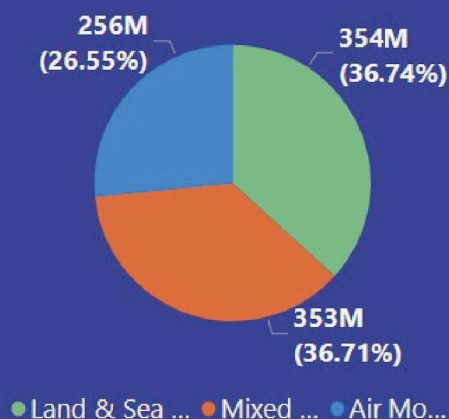
TreeMap showing Sales figure Countrywise



V. Towards sustainable logistics

Your company has taken a pledge to reduce air shipment to make our operations more environmentally sustainable.

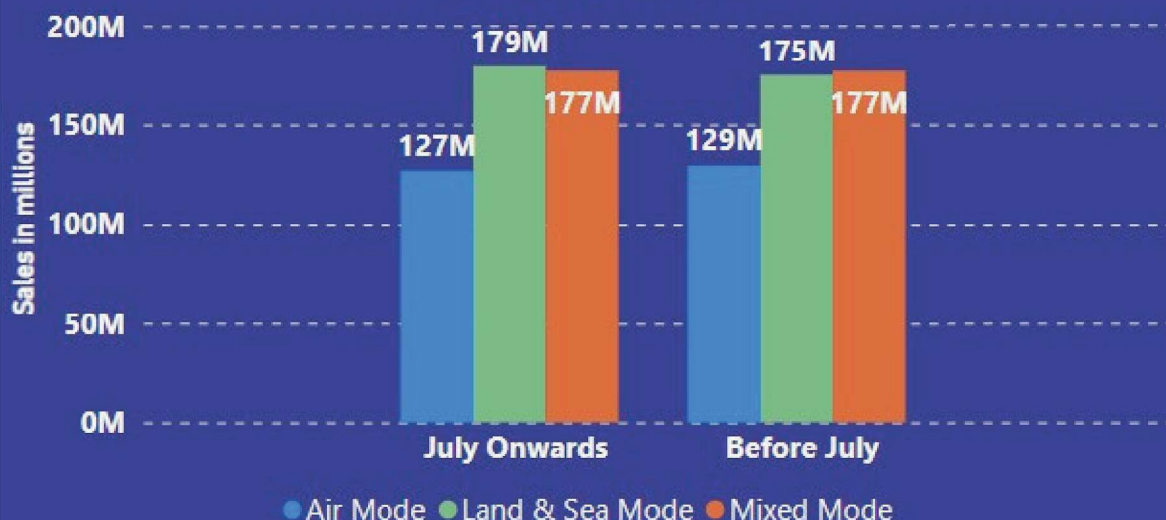
Share of Mode of Logistics in Total Sales



Key points:

- "Mixed Mode" means it can be Air, Land or Sea individually or in combination.
- In the Year 2022, shipment by Air constitutes the smallest share (26.55%).

Share of Mode of Logistics Pre and Post 01-July-2022



Key points:

- Post 01-Jul, "Air" shipments have come down by 1.55% in line with our sustainable commitment.

VI. Conclusion

It is hoped that you would be able to get a brief overview of business operations of the company. Now, SWOT analysis is presented to give an idea where our company stands in the business of garment manufacturing.

SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Strong financials performance evident from Profit comprising 45% of Total Sales.• Our client base is diversified which ensures business has solid footing in times of uncertainty.	<ul style="list-style-type: none">• Proportion of Air shipments is still sizeable which can be reduced to show seriousness of our sustainability pledge.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Tie up with online influencers who want to start their own clothing brand.	<ul style="list-style-type: none">• Low Manufacturing Cost in South Asian countries such as Bangladesh, Sri Lanka has potential to attract retail businesses to outsource manufacturing activities there.

It is hoped that you have found this brief informative and useful. We assure you that we would be working on our weaknesses and turn them into opportunities. We have chalked out strategies to contain threats which we will share when they are finalized.

We hope we have upheld the confidence which you have held in us. We also assure you that we will not be complacent from our performance in the year 2022 but build on it to bring transformational changes in the business landscape.

Contact us
for further
inquiries



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