

# Universal Exports: A Thriving Clothing Powerhouse

Universal Exports, a UK-based clothing firm, has demonstrated remarkable financial performance in 2023, achieving £1040 million in revenue and £447 million in profit, showcasing its strong market presence and commitment to efficiency.



by **Harshal John Robson**



# Monthly Profit Analysis



Sales and profit of by months in 2023

Total profit

Total Sales

Month	Total Sales (M)	Total Profit (M)
January	87	39
February	77	35
March	83	37
April	84	38
May	88	39
June	84	38
July	90	41
August	93	42
September	87	39
October	86	39
November	89	40
December	92	41

## Strong Start

January saw £87M in sales and £39M in profit, a promising beginning to the year.

## Steady Growth

Sales climbed to £83M in March, with profit reaching £37.8M, continuing the upward trend.

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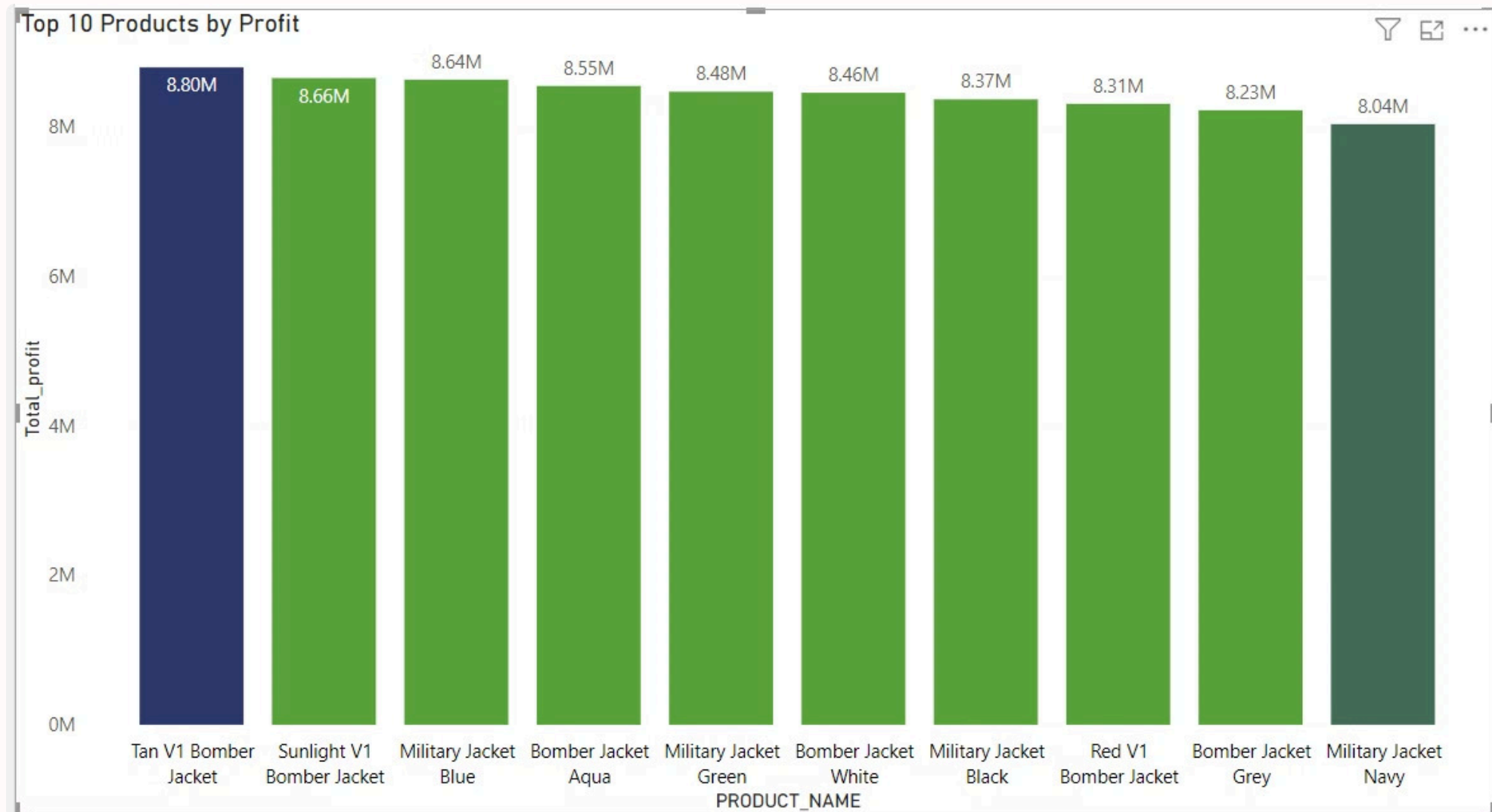
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## Slight Dip

February experienced a dip to £77M in sales, but still managed £35M in profit.

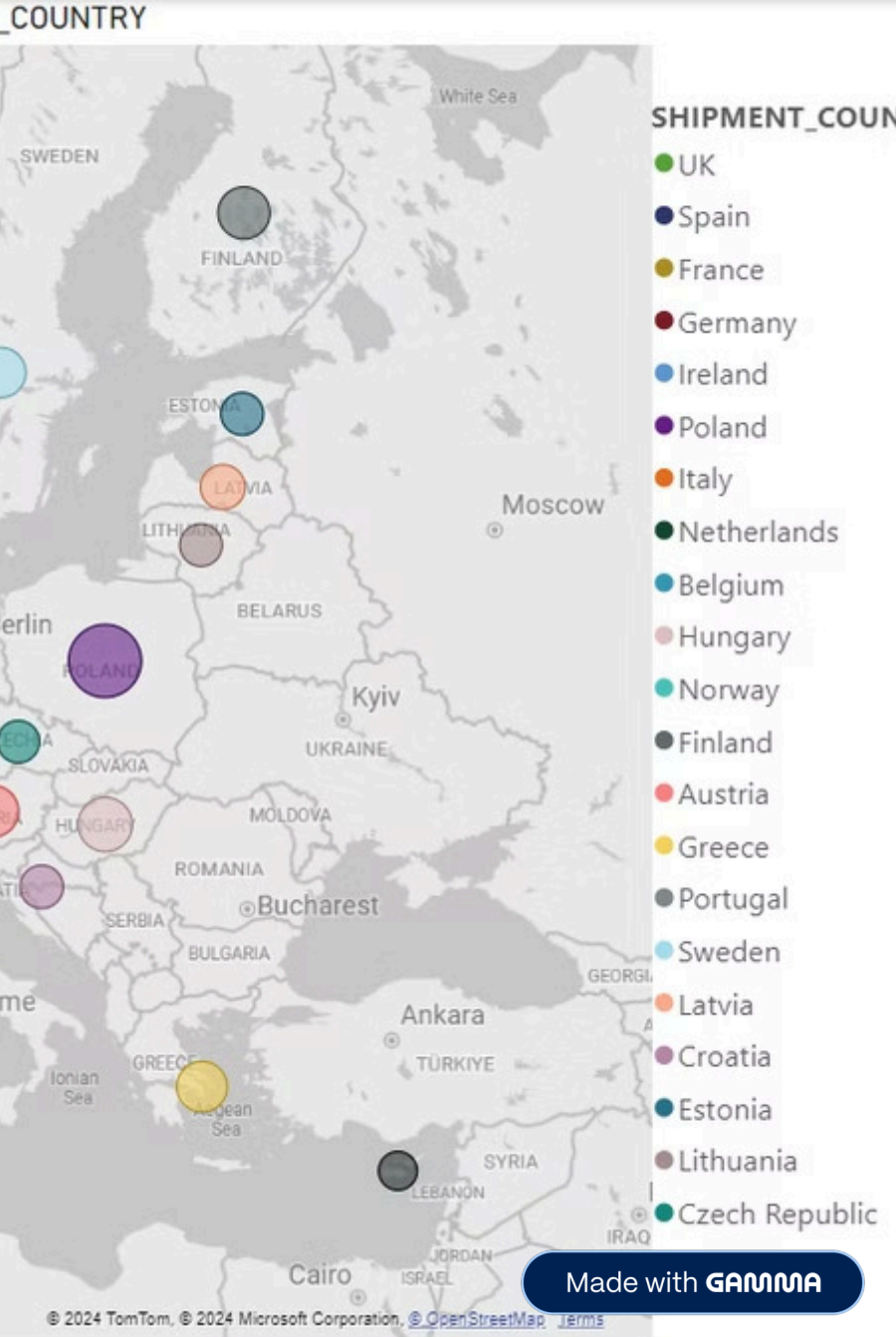
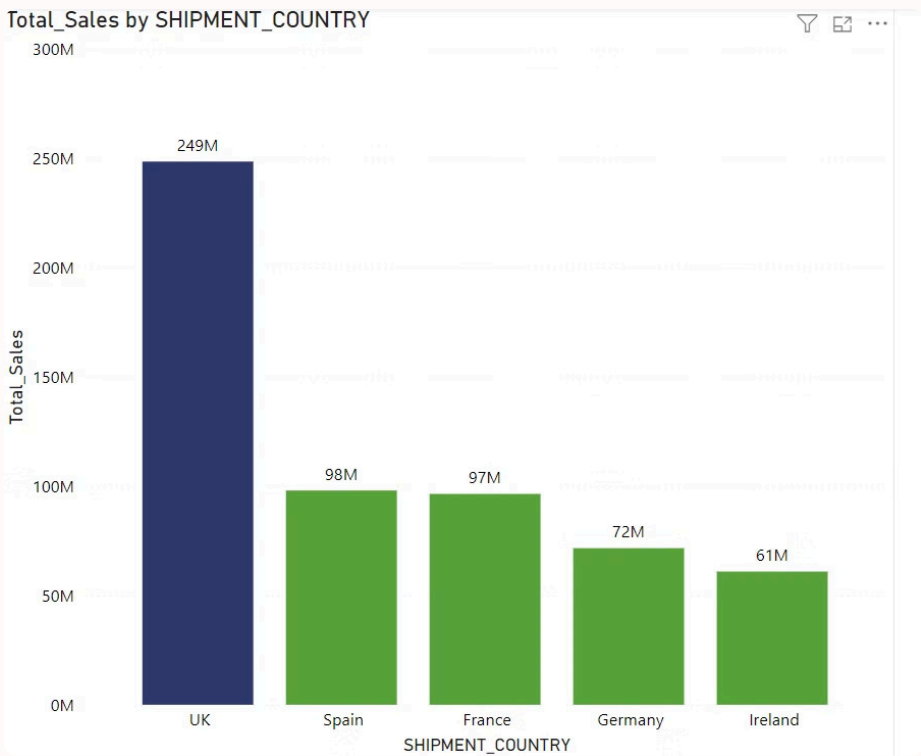
# Top Performing Products

The top 10 most profitable products were all jackets, led by the Tan V1 Bomber Jacket with £8.8M in profit. This was a shift from the earlier dominance of hoodies, highlighting the dynamic nature of consumer preferences. Analyzing individual product performance can uncover new opportunities for growth and expansion.

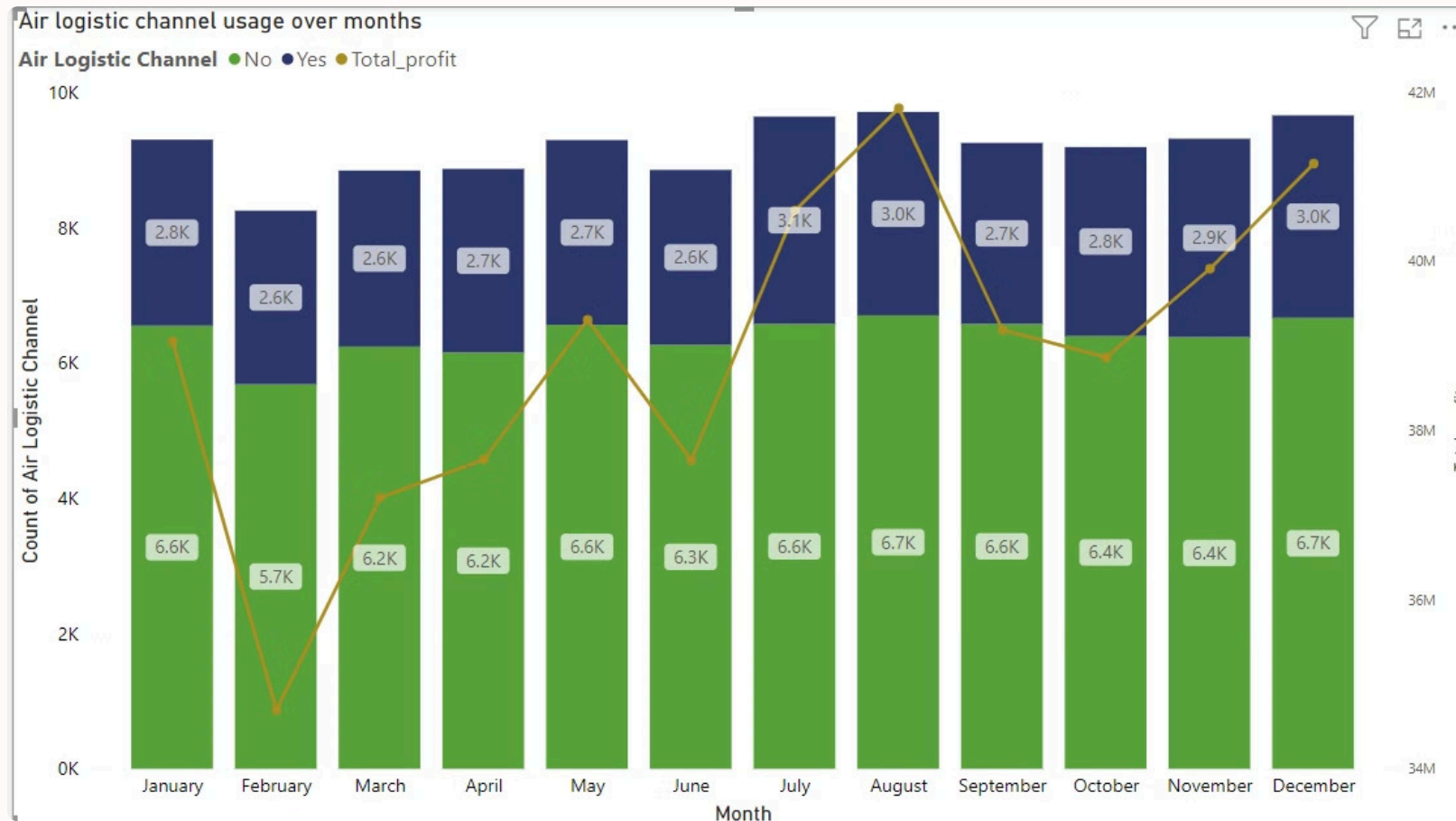


# Global Presence

Universal Exports has a significant presence in key European markets, with the UK leading in sales. While the UK dominates, there is room for growth in other European countries to diversify revenue streams.



# Sustainability Commitment



## Reducing Air Shipments

Universal Exports strategically cut back on exclusive air shipments to address environmental concerns.

## Maintaining Profitability

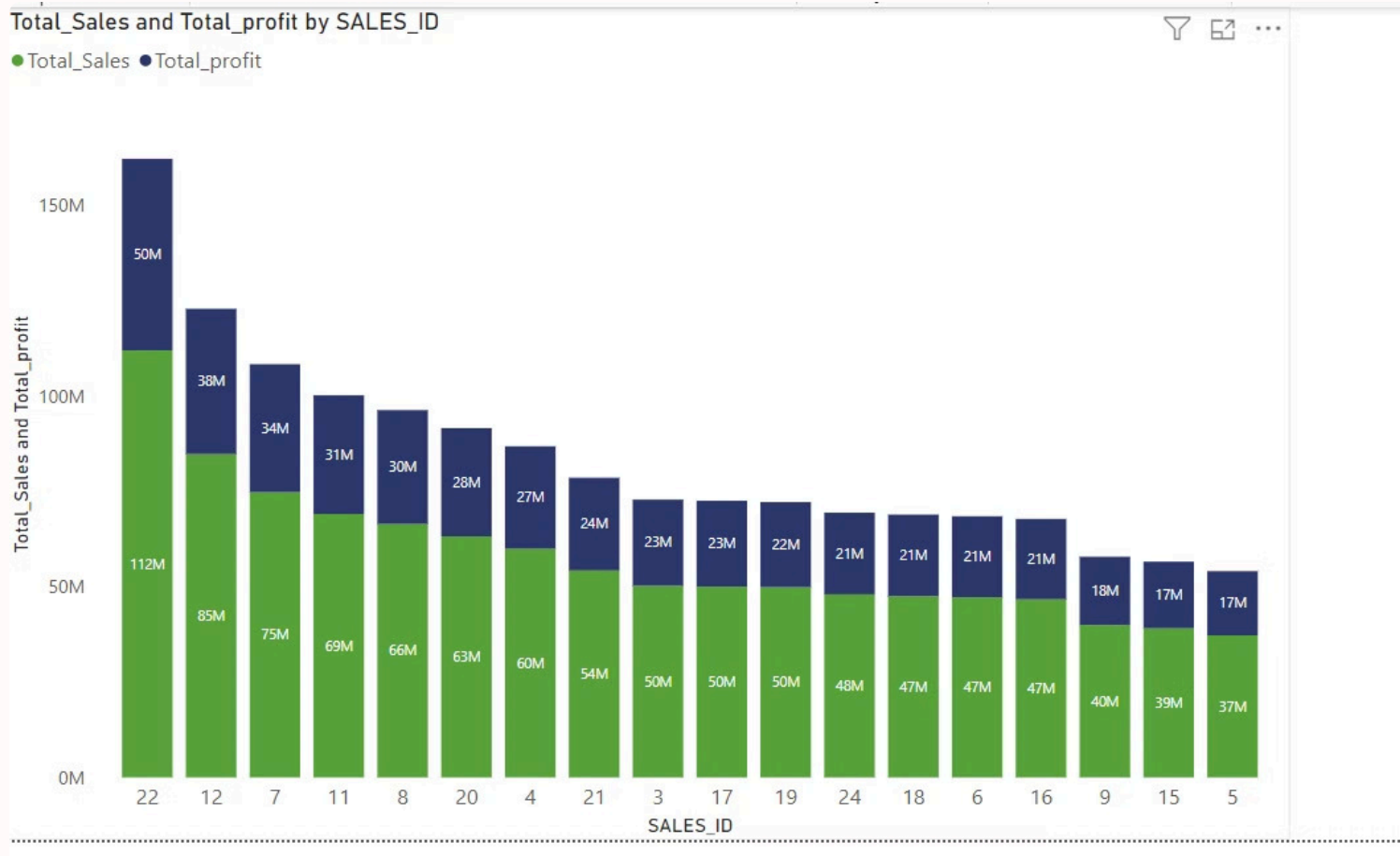
Despite the reduction, earnings and air shipment volumes remained positively correlated, demonstrating the viability of this strategy.

## Embracing Sustainability

Universal Exports recognizes the need for more sustainable transportation to align with global environmental responsibility.



# Sales Team Performance



## Top Performers

SALES\_ID 22 and 12 stand out, generating £50M and £38M in profit, respectively.

## Consistent Contributors

SALES\_ID 7, 11, and 8 demonstrate reliable performance, contributing steadily to the company's earnings.

## Areas for Improvement

The last five salespeople have room for growth, with profits ranging from £17M to £21M.

# New Customer Acquisition

## 1 SALES\_ID 5's Success

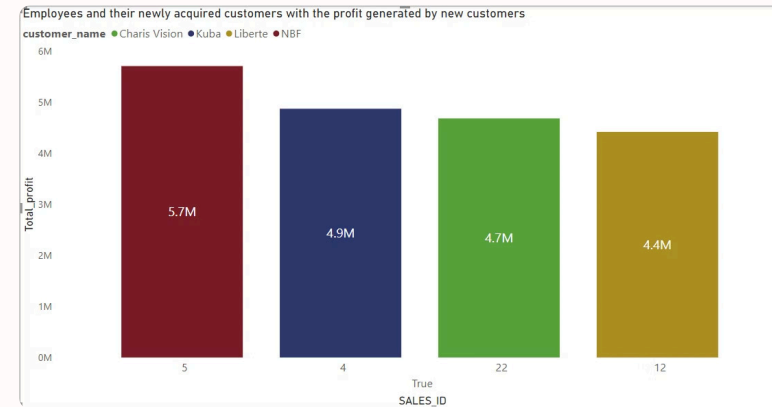
Introduced the most valuable new client, contributing £5.7M in profit.

## 2 Standout Performers

SALES\_ID 4, 22, and 12 each added over £4M in profit from new clients.

## 3 Effective Strategies

The sales team's customer acquisition efforts have been instrumental in driving the company's growth.



# Product Margin Awareness



## Hoodie Focus

The sales team has shown a strong preference for selling high-margin Hoodies.



## Profit-Driven Approach

The sales team's understanding of the company's profit margins aligns with the goal of maximizing profitability.