ANNUAL

REPORT

2022

Universal Export

ABOUT

Based out of Southampton, United Kingdom we are a manufacturing company that specializes in producing plain solid garments as a raw material.

Our clients include retailers, wholesalers, and other businesses who purchase our blank garments to customize with their own logos or designs and sell them at a higher price.

The year 2022 AT A GLANCE

£114.53M
Profit

£253.76M
Revenue

ROI 82.26%

45.13%
Net Profit

22
Sales Team

46
Active Customers

4
New Customers

4
Types of Logistics

6
Categories

Sweatshirt

Polo Shirt

T-Shirt

Cardigan

Hoodie

Jacket

Transaction by Logistic Type

LOGISTIC TYPE ● All ● Air ● Land ● Sea
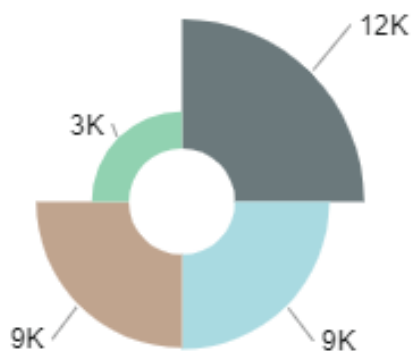
12K

3K

9K

9K

Current Market

Countries
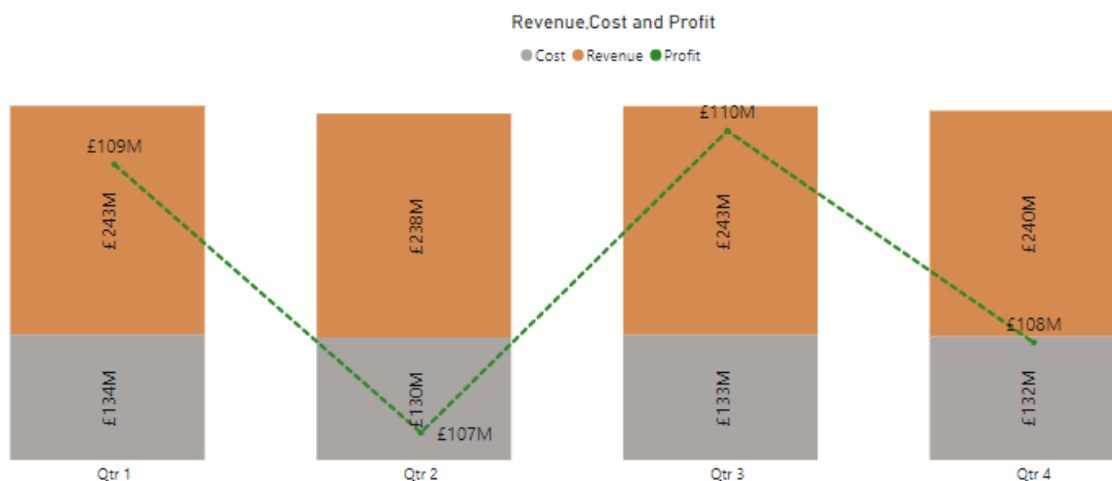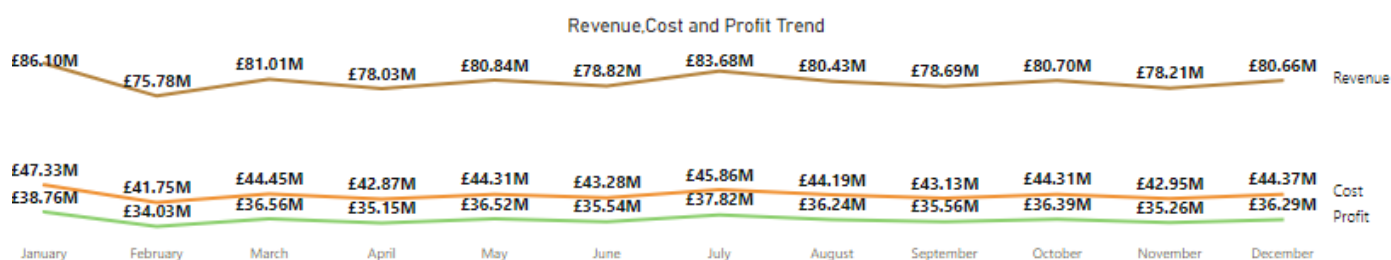
22

FINANCIAL

ANALYSIS

Quarterly and Monthly

2022 Financial Details
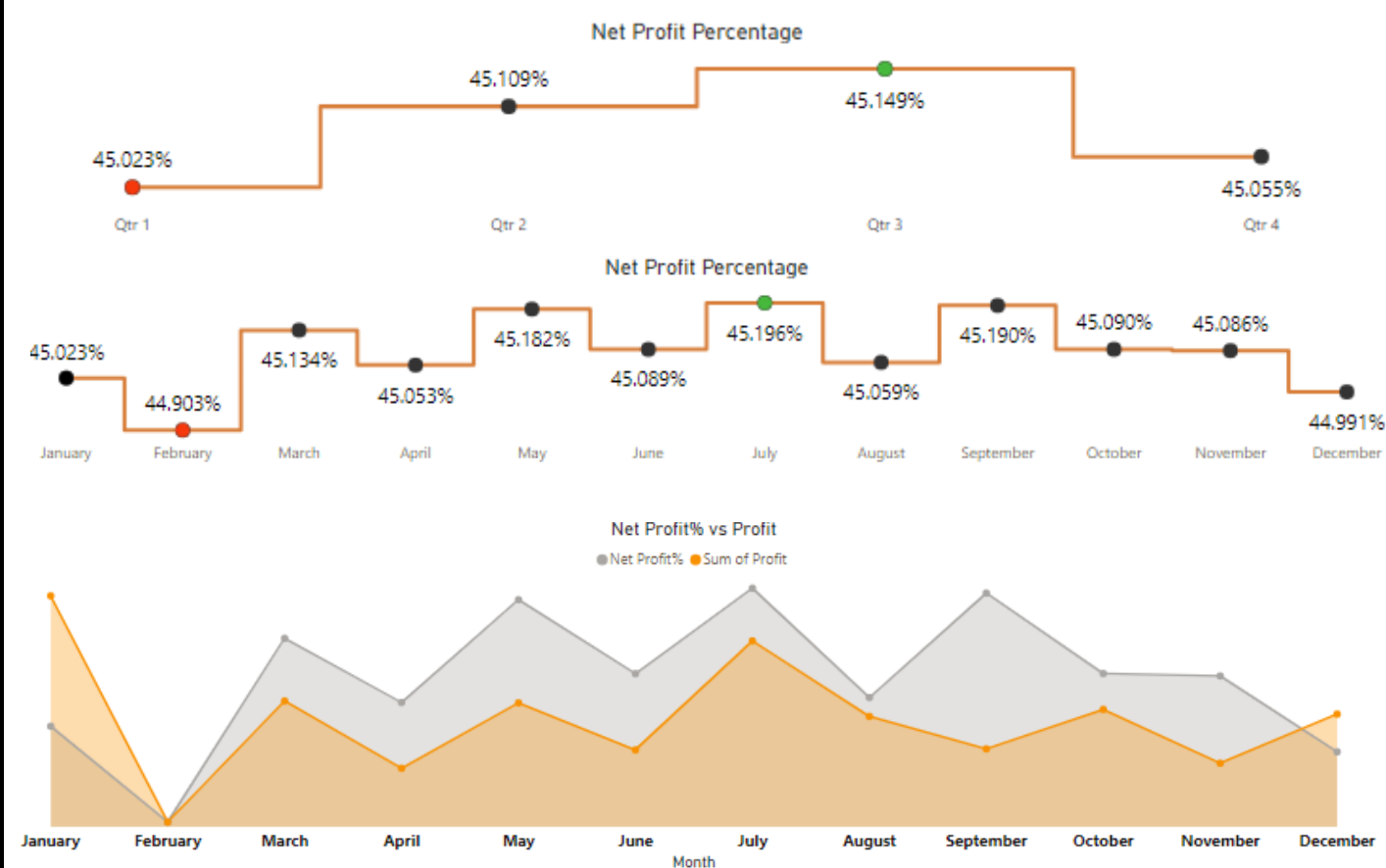
Quarter	Month	Total Cost	Total Price	Profit	Net Profit%	ROI
Q1	January	£4,73,34,235.00	£8,60,98,950.00	£3,87,64,715.00	45.02%	81.90%
Q1	February	£4,17,53,050.00	£7,57,81,530.00	£3,40,28,480.00	44.90%	81.50%
Q1	March	£4,44,47,945.00	£8,10,11,210.00	£3,65,63,265.00	45.13%	82.26%
Q2	April	£4,28,74,860.00	£7,80,29,820.00	£3,51,54,960.00	45.05%	81.99%
Q2	May	£4,43,13,585.00	£8,08,37,610.00	£3,65,24,025.00	45.18%	82.42%
Q2	June	£4,32,80,195.00	£7,88,19,350.00	£3,55,39,155.00	45.09%	82.11%
Q3	July	£4,58,62,295.00	£8,36,84,800.00	£3,78,22,505.00	45.20%	82.47%
Q3	August	£4,41,87,550.00	£8,04,27,930.00	£3,62,40,380.00	45.06%	82.01%
Q3	September	£4,31,30,795.00	£7,86,91,920.00	£3,55,61,125.00	45.19%	82.45%
Q4	October	£4,43,12,090.00	£8,06,98,760.00	£3,63,86,670.00	45.09%	82.11%
Q4	November	£4,29,46,525.00	£7,82,07,530.00	£3,52,61,005.00	45.09%	82.10%
Q4	December	£4,43,68,120.00	£8,06,56,710.00	£3,62,88,590.00	44.99%	81.79%
Total		**£52,88,11,245.00**	**£96,29,46,120.00**	**£43,41,34,875.00**	**45.08%**	**82.10%**

The Finance Table for 2022 contains information on the company's performance each month and can be used to obtain more information on its performance.

As seen in the below trend line chart, there is a positive correlation between the trends in profit, revenue, and cost observed over the past year as seen in the trend above. We have noticed that as production costs have gone up, so have product prices, leading to an increase in overall profitability. The pricing strategy has been quite effective last year in maximizing profitability

Revenue,Cost and Profit Trend

	January	February	March	April	May	June	July	August	September	October	November	December
Revenue	£86.10M	£75.78M	£81.01M	£78.03M	£80.84M	£78.82M	£83.68M	£80.43M	£78.69M	£80.70M	£78.21M	£80.66M
Cost	£47.33M	£41.75M	£44.45M	£42.87M	£44.31M	£43.28M	£45.86M	£44.19M	£43.13M	£44.31M	£42.95M	£44.37M
Profit	£38.76M	£34.03M	£36.56M	£35.15M	£36.52M	£35.54M	£37.82M	£36.24M	£35.56M	£36.39M	£35.26M	£36.29M

Revenue,Cost and Profit

- Cost
- Revenue
- Profit

	Qtr 1	Qtr 2	Qtr 3	Qtr 4
Revenue	£243M	£228M	£243M	£240M
Cost	£134M	£130M	£133M	£132M
Profit	£109M	£107M	£110M	£108M

As seen in the column chart above, the most drastic drop can be seen at the start of the year. The year started strongly with January being the most lucrative month for both revenue and profit. However, the subsequent month, February, recorded a drop in revenue and profit, reaching the lowest point of the year. Despite the drop at the beginning of the year, Quarter 2 had the minimum profit.The net profit on the other hand dropped in Quarter 1, as shown in the stepper line chart below.

Net Profit Percentage

45.109%
45.023%
45.149%
45.055%

Qtr 1   Qtr 2   Qtr 3   Qtr 4

Net Profit Percentage

45.023%   45.182%   45.196%   45.190%   45.090%   45.086%
45.134%   45.053%   45.089%   45.059%   44.991%
44.903%

January February March April May June July August September October November December

Net Profit% vs Profit

● Net Profit% ● Sum of Profit

January February March April May June July August September October November December
Month

The above chart shows the change in trend in January, September, and December can be seen due to the difference in total cost and total price in these months.

Our company currently produces unmarked basic six products, three of which have variants such as basic and premium. T-Shirt, Polo Shirt and Hoodies have 2 variants each namely:

Product Variants and Prices per Unit (PPU)

The branches represent the variants of the product along with their corresponding PPU in £.

Product	Variant PPU
T-Shirt	10
	6
Sweatshirt	7
Polo Shirt	22
	15
Jacket	40
Hoodie	18
	16
Cardigan	30

All

PPU per Product

Product	PPU
Jacket	£40.00
Cardigan	£30.00
Polo Shirt	£22.00
Hoodie	£18.00
T-Shirt	£10.00
Sweatshirt	£7.00
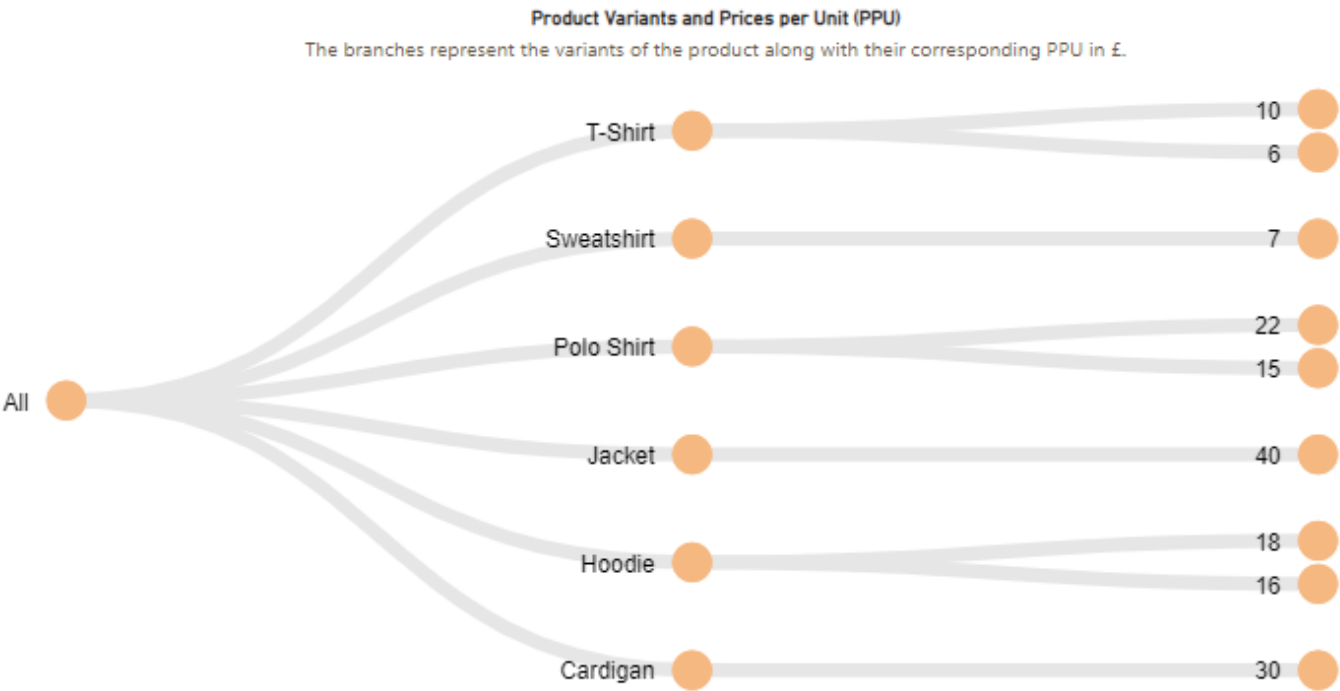
If we look at the sales performance last year Hoddies,Polo shirts, and T-Shirts were the top performing products and all three of them have variants (as mentioned above).

Sales by Category

Category	Value
Hoodie	£259.341M
Polo Shirt	£192.763M
T-Shirt	£121.061M
Jacket	£206.040M
Cardigan	£136.426M
Sweatshirt	£47.317M
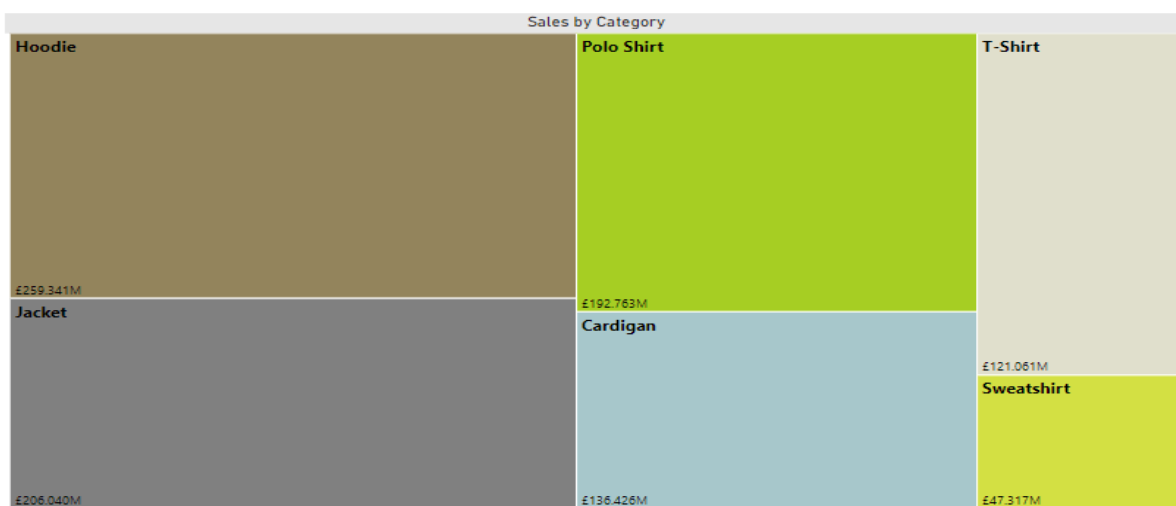
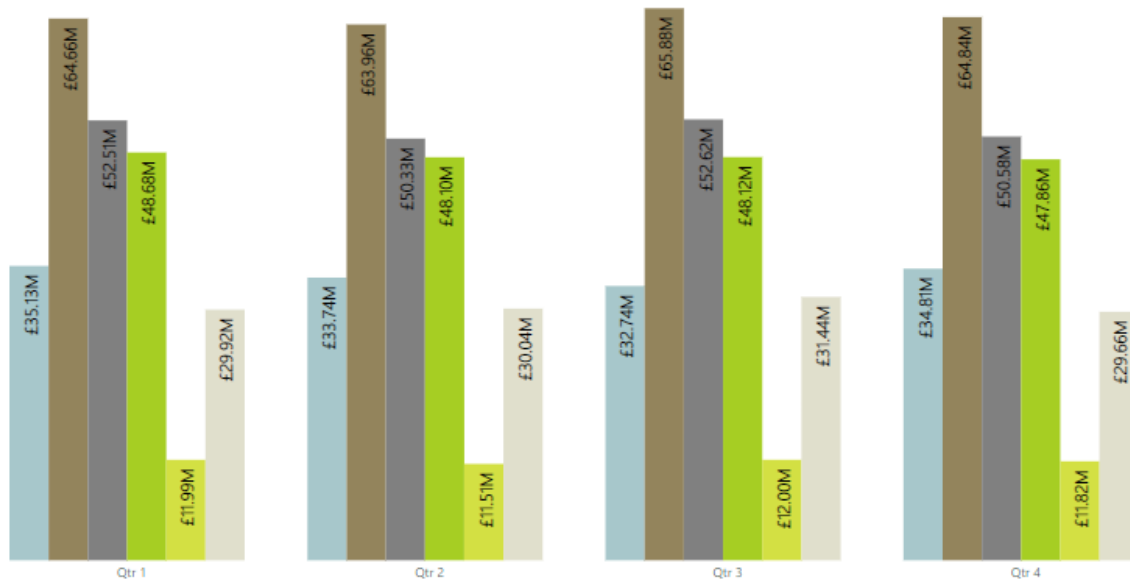The below funnel shows the products with corresponding PPU, only considering the maximum PPU irrespective of the variant, and as can be seen Jacket retail at the maximum and sweatshirts at the minimum.

The company has a strong sales team with 22 employees currently who are dedicatedly promoting our six products all year round. Our company currently has forty-eight happy customers who are primarily based out of Europe. Figure 2 shows the area our customers are based and we hve been delivering our products to them on time.

	Qtr 1	Qtr 2	Qtr 3	Qtr 4
	£35.13M	£33.74M	£32.74M	£34.81M
	£64.66M	£63.96M	£65.88M	£64.84M
	£52.51M	£50.33M	£52.62M	£50.58M
	£48.68M	£48.10M	£48.12M	£47.86M
	£11.99M	£11.51M	£12.00M	£11.82M
	£29.92M	£30.04M	£31.44M	£29.66M

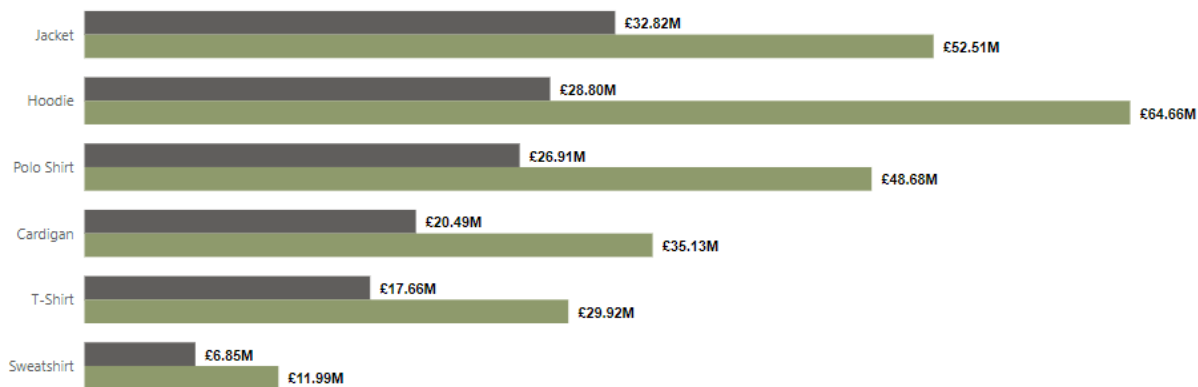Monthly insight
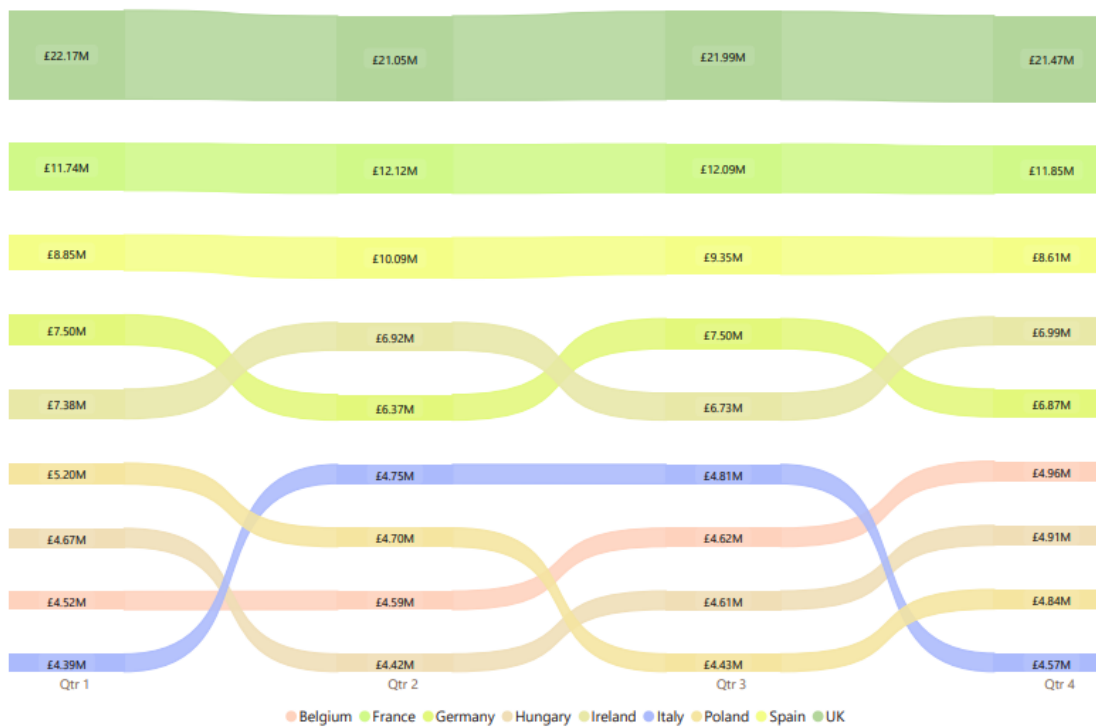
Hoodies ,polo and cardigan which variant was ordered more?

Cost and Price Analysis by Product Category

● COST ● PRICE

Category	COST	PRICE
Jacket	£32.82M	£52.51M
Hoodie	£28.80M	£64.66M
Polo Shirt	£26.91M	£48.68M
Cardigan	£20.49M	£35.13M
T-Shirt	£17.66M	£29.92M
Sweatshirt	£6.85M	£11.99M

LOCATION ANALYSIS

Profit by Country

Country	Profit
Ireland	28.0M
Belgium	18.7M
France	47.8M
Hungary	18.6M
Portugal	10.1M
Estonia	10.1M
Finland	9.5M
Croatia	9.5M
Latvia	9.1M
Sweden	9.4M
Poland	19.2M
Cyprus	10.0M
Lithuania	9.2M
Greece	8.9M
Italy	18.5M
Czech Republic	8.7M
Norway	9.5M
Austria	9.5M
Germany	28.2M
UK	86.7M
Netherlands	18.1M
Spain	36.9M

	Qtr 1	Qtr 2	Qtr 3	Qtr 4
	£22.17M	£21.05M	£21.99M	£21.47M
	£11.74M	£12.12M	£12.09M	£11.85M
	£8.85M	£10.09M	£9.35M	£8.61M
	£7.50M	£6.92M	£7.50M	£6.99M
	£7.38M	£6.37M	£6.73M	£6.87M
	£5.20M	£4.75M	£4.81M	£4.96M
	£4.67M	£4.70M	£4.62M	£4.91M
	£4.52M	£4.59M	£4.61M	£4.84M
	£4.39M	£4.42M	£4.43M	£4.57M

Belgium ● France ● Germany ● Hungary ● Ireland ● Italy ● Poland ● Spain ● UK

	Qtr 1	Qtr 2	Qtr 3	Qtr 4
	£4.49M	£4.47M	£4.44M	£4.66M
	£2.73M	£2.72M	£2.84M	£2.64M
	£2.48M	£2.69M	£2.58M	£2.58M
	£2.45M	£2.53M	£2.56M	£2.53M
	£2.45M	£2.47M	£2.51M	£2.52M
	£2.43M	£2.35M	£2.44M	£2.46M
	£2.42M	£2.23M	£2.38M	£2.45M
	£2.39M	£2.22M	£2.37M	£2.28M
	£2.37M	£2.22M	£2.32M	£2.22M
	£2.25M	£2.22M	£2.29M	£2.21M
	£2.24M	£2.09M	£2.29M	£2.17M
	£2.17M	£2.03M	£2.28M	£2.14M
	£2.08M	£1.97M	£2.19M	£1.99M

● Austria ● Croatia ● Cyprus ● Czech Republic ● Estonia ● Finland ● Greece ● Latvia ● Lithuania ● Netherlands ● Norway ● Portugal ● Sweden
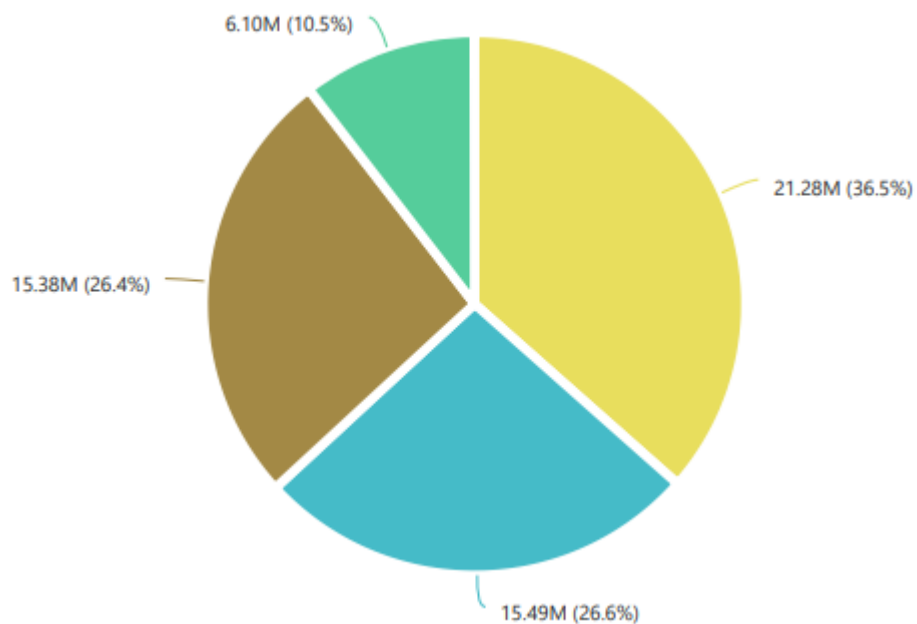
LOGISTICS ANALYSIS

To deliver our products directly to the customers we have been using multiple modes of transportation.

Product Analysis

Sales Channels

Marketing and Promotion

Customer Analysis

Future Outlook