



ANNUAL REPORT 2022

Universal Export

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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.

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The year 2022 AT A GLANCE



£114.53M

Profit



£253.76M

Revenue



82.26%

45.13%

Net Profit



22

Sales Team



46

Active Customers



4

New Customers

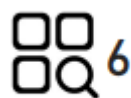
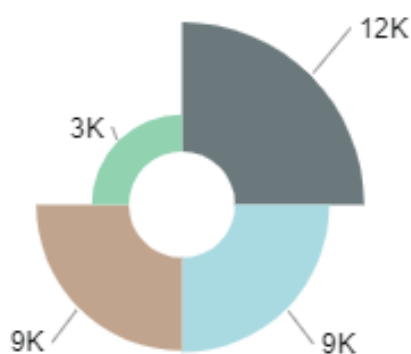


4

Types of Logistics

Transaction by Logistic Type

LOGISTIC TYPE All Air Land Sea




Categories



Current Market



The background image is a composite of financial-related items. On the left, a black calculator is visible with buttons for division, multiplication, subtraction, addition, and equals. In the center, a gold-colored pen lies diagonally across a sheet of graph paper. Below the pen, a ruler with numerical markings is visible. The entire scene is overlaid with a semi-transparent orange rectangle that serves as a backdrop for the title text.

FINANCIAL ANALYSIS

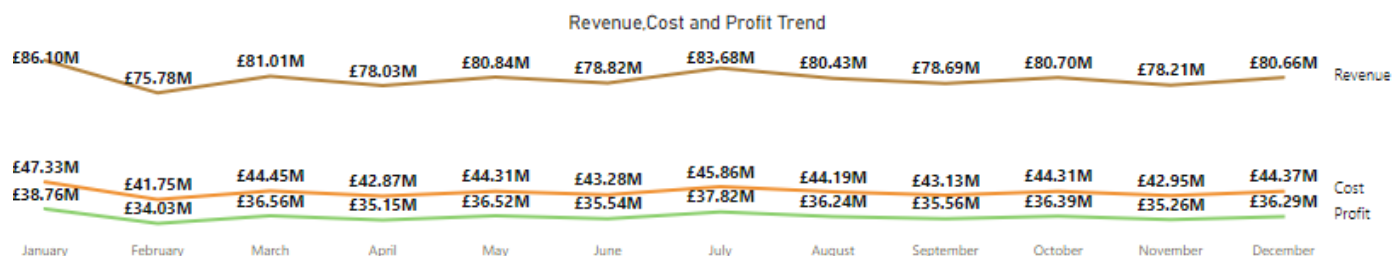
Quarterly and Monthly

2022 Financial Details

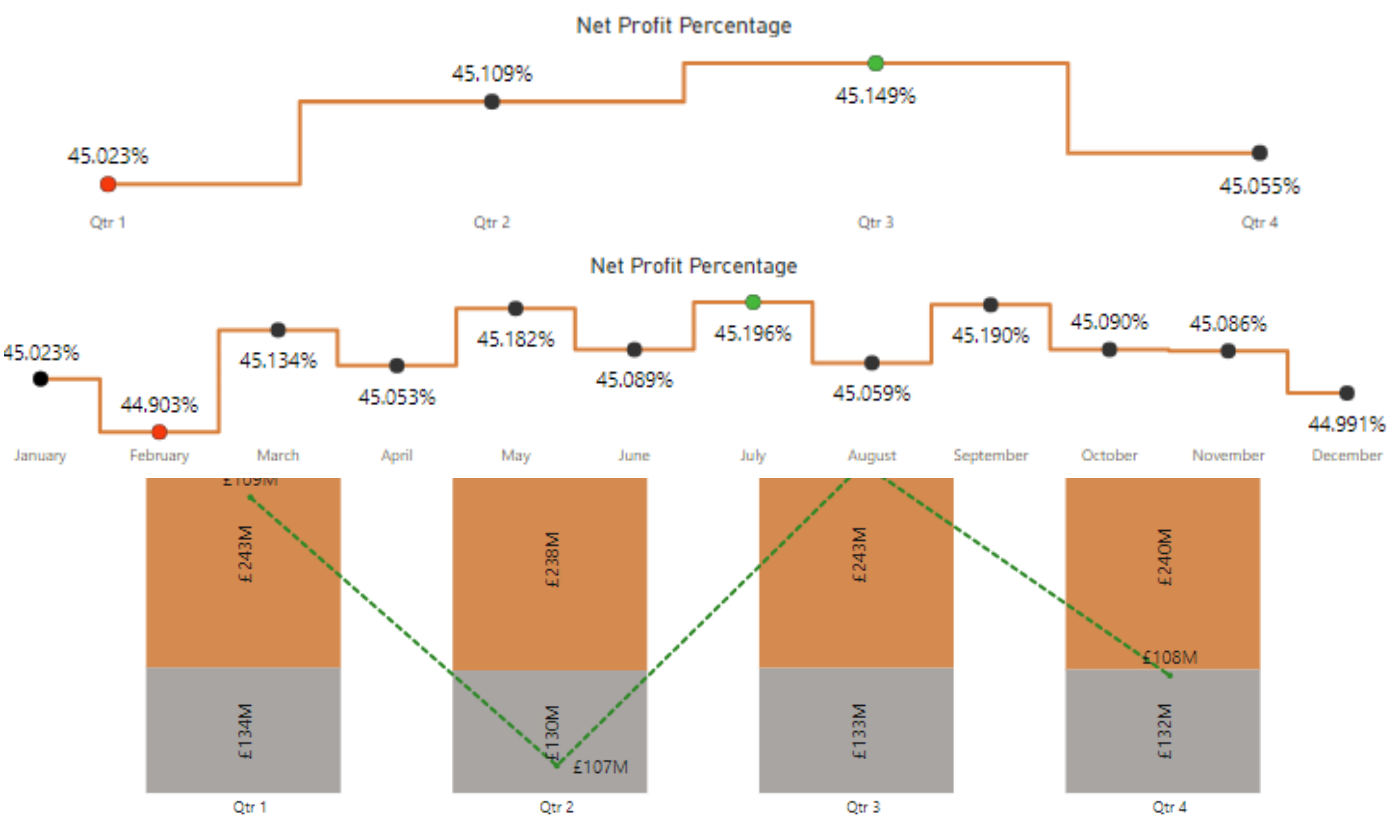
| Quarter | Month | Total Cost | Total Price | Profit | Net Profit% | ROI |
|--------------|-----------|-------------------------|-------------------------|-------------------------|---------------|---------------|
| Q1 | January | £4,73,34,235.00 | £8,60,98,950.00 | £3,87,64,715.00 | 45.02% | 81.90% |
| 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.

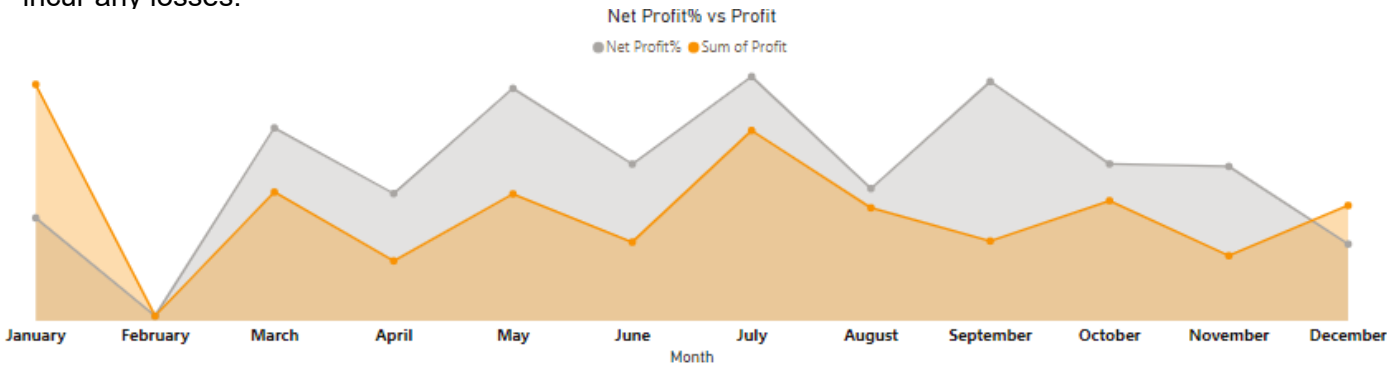
As seen in the below trend line chart, there is a positive correlation between the trends in profit, revenue, and cost observed over the past year. We have noticed that as production costs have gone up, so have product prices, leading to an increase in overall profitability. The pricing strategy has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

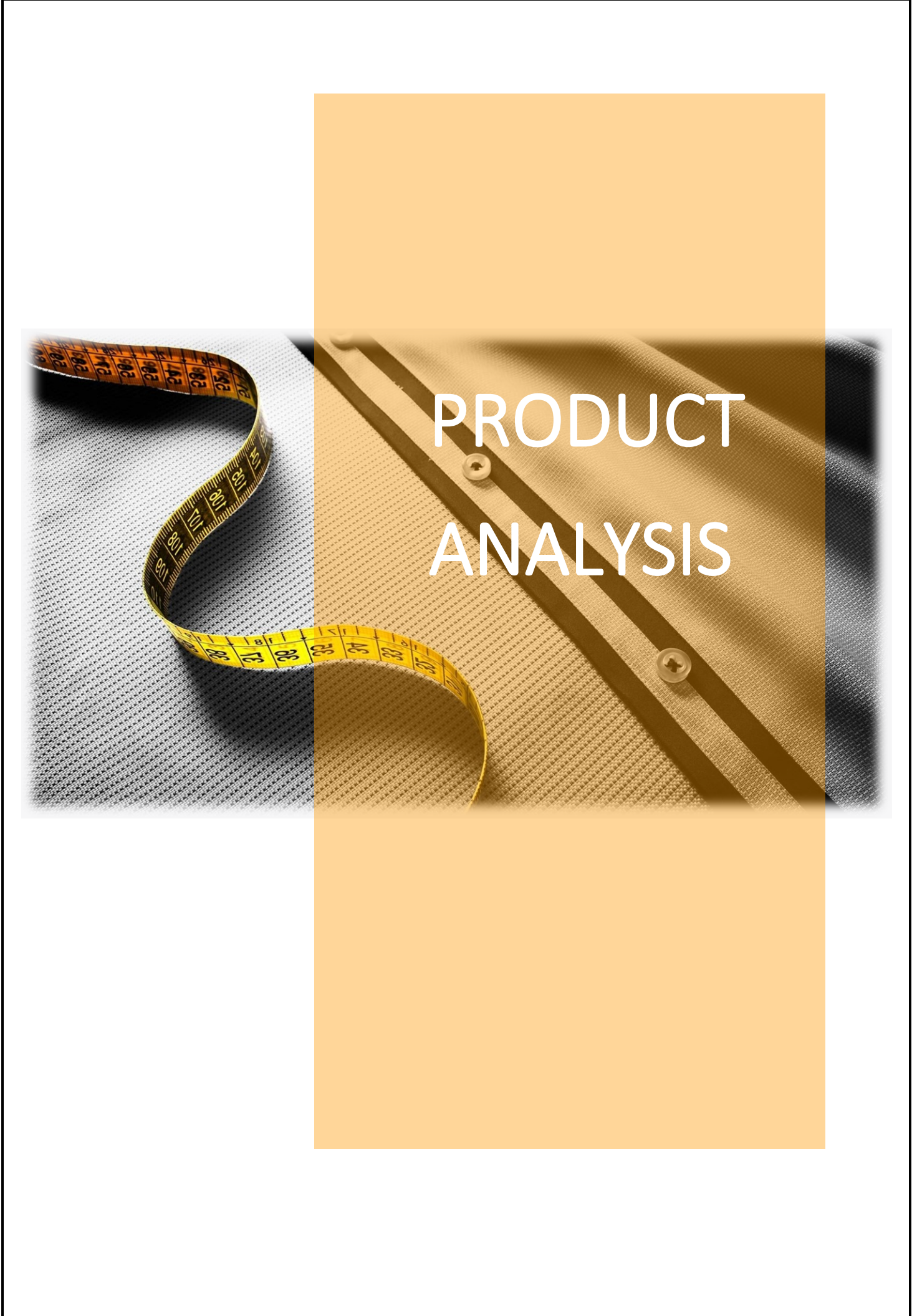


As seen in the column chart above, the year started strongly with January being the most lucrative month for both revenue and profit. However, the subsequent month, February, recorded a drop in revenue and profit, reaching the lowest point of the year. Despite the drop at the beginning of the year, Quarter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



The chart above illustrates a shift in trends during the month of January and in all months following August. Possible reasons for this change could be variations in demand or seasonal fluctuations. However, despite these fluctuations, our company's business model remained profitable and did not incur any losses.

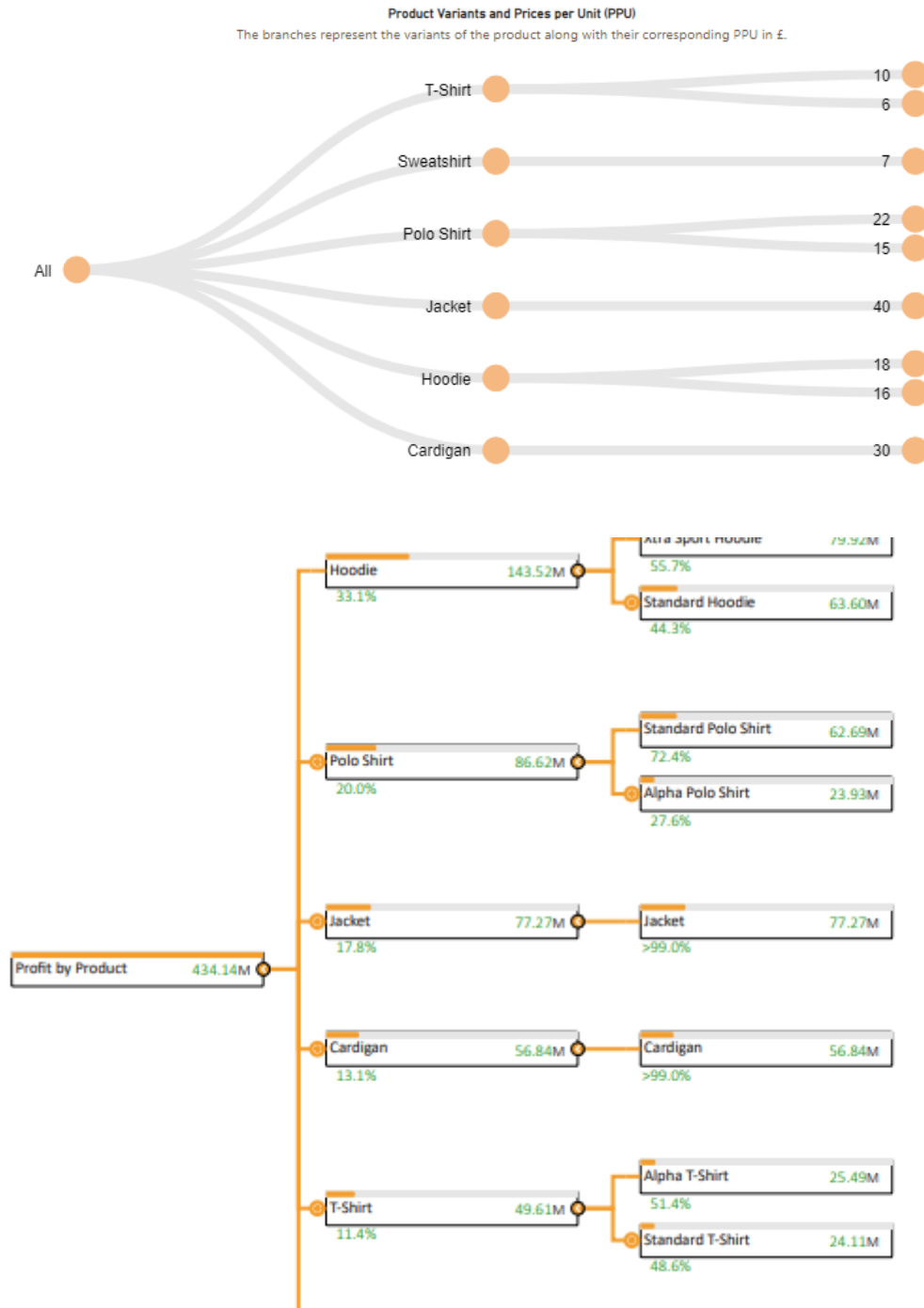


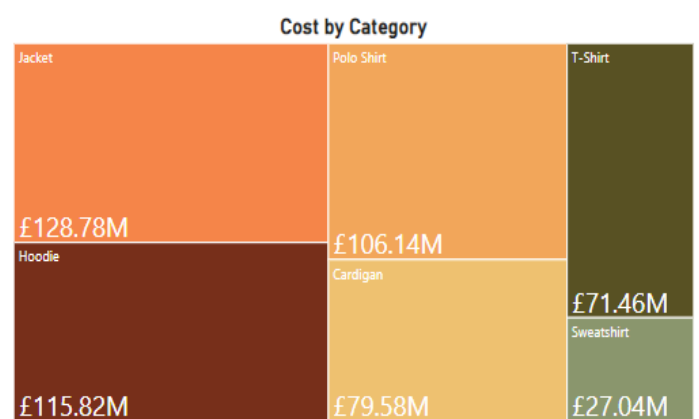
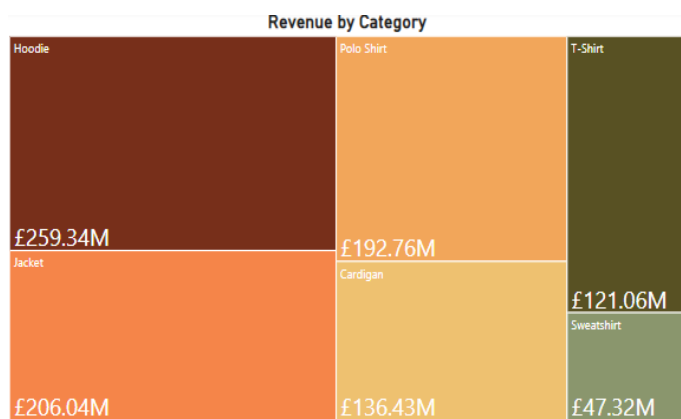
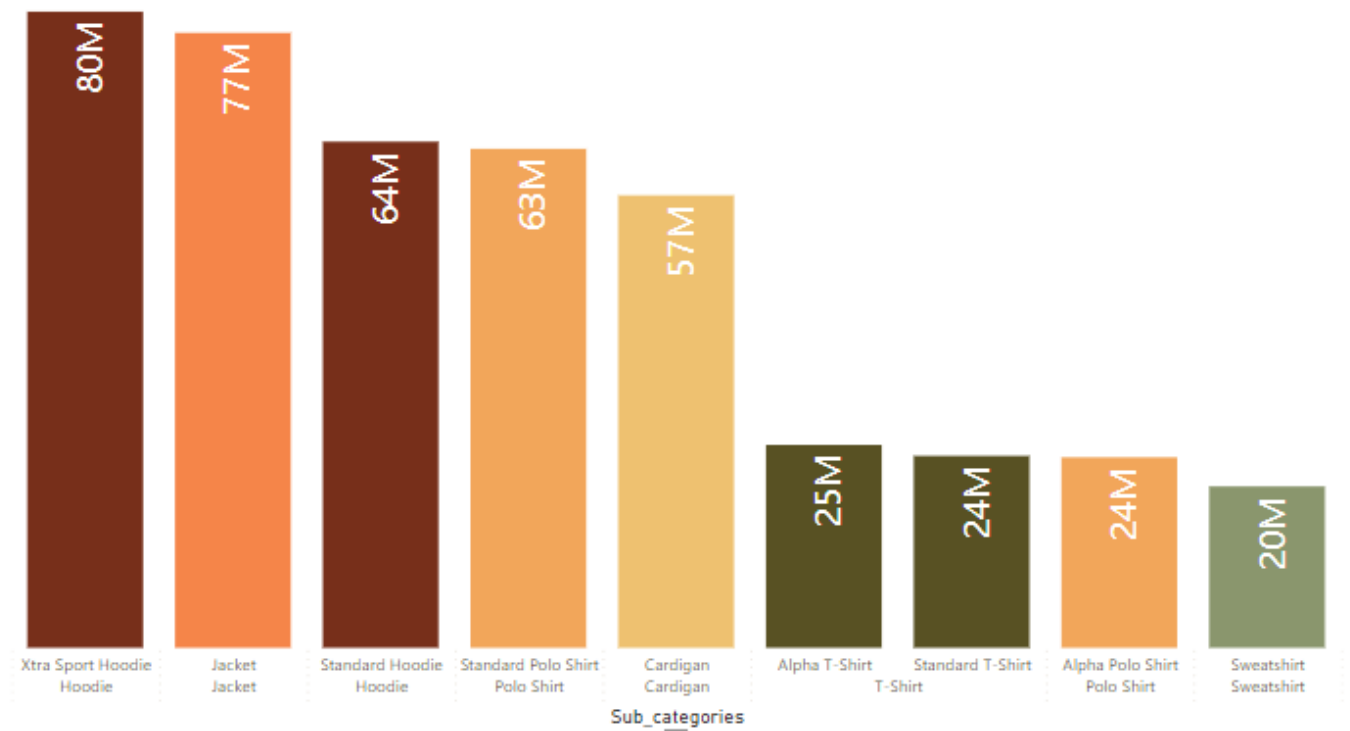


PRODUCT ANALYSIS

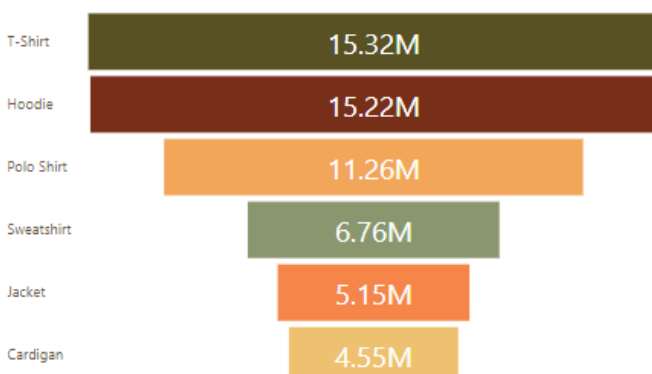
Products

We offer six different products, each with its own price per unit and colour variants. Three of these products also have quality variants, with the higher-priced ones labelled as "Alpha" or "Standard," while the others are referred to as "Standard" for their respective categories. The infographic below provides a detailed breakdown of the profit generated by each of our products and their quality variants.



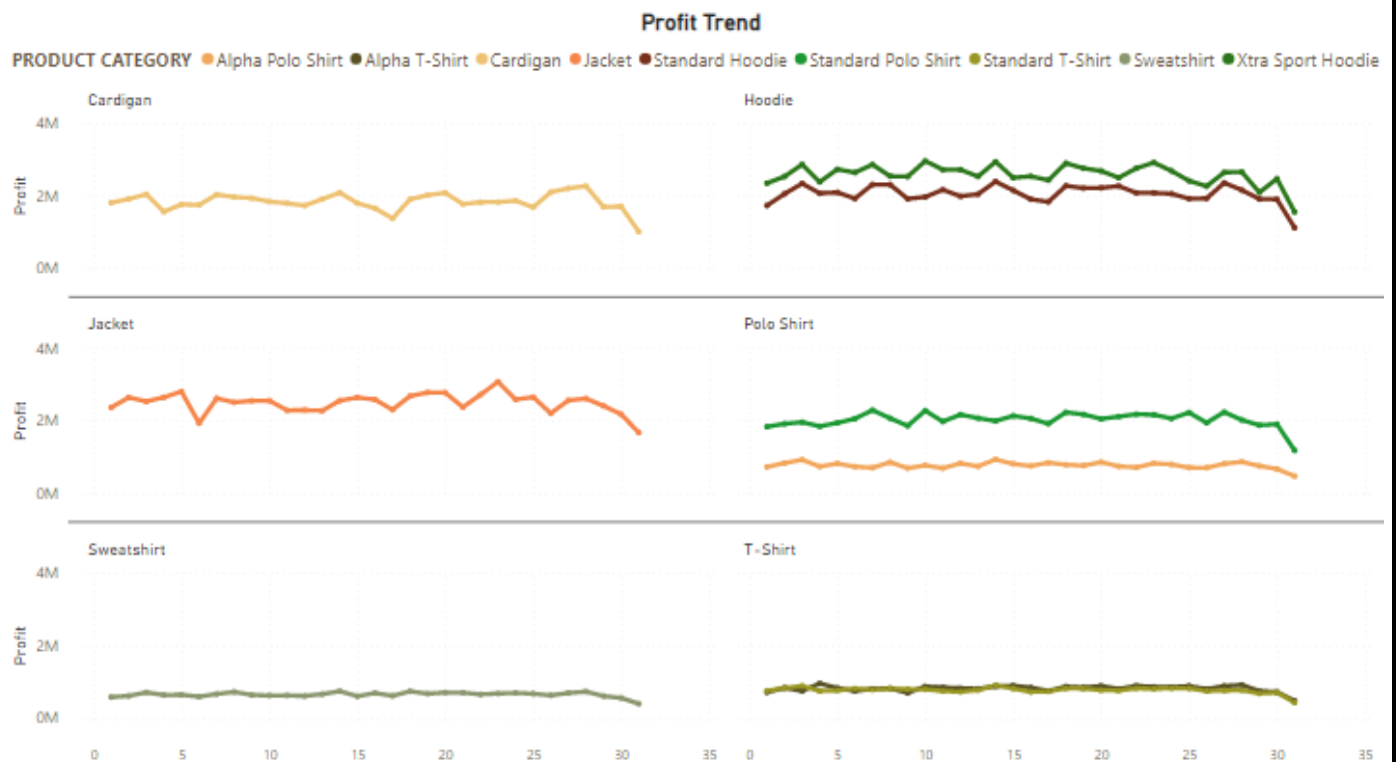
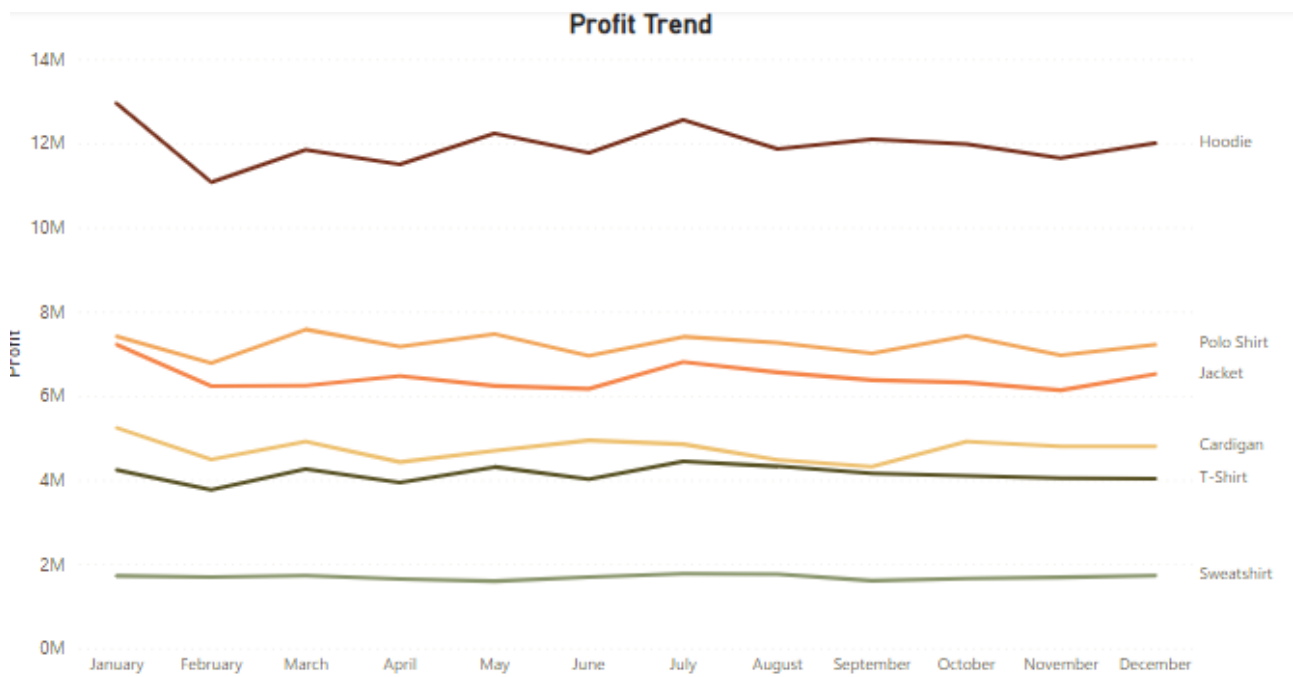


Total Quantity Ordered



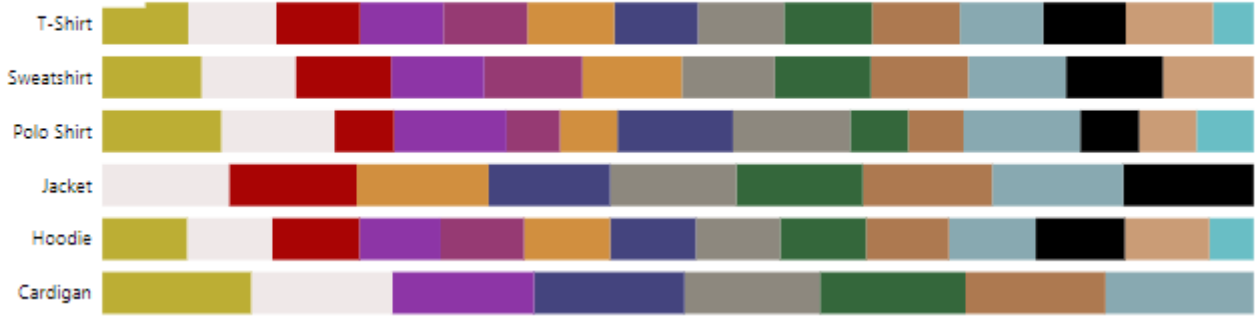
Highlights

- Hoodies stand second in cost yet generate more revenue and profit
- Premium Hoodies are the most profitable product category
- Sweatshirts are manufactured at the lowest cost and generate the lowest revenue though the quantity ordered is not the minimum
- Jacket's PPU is maximum and ranks second-last in sales by quantity
- Products with a quality variant with less PPU difference are preferred



Color Variant Aqua Beige Black Blue Brown Green Grey Navy Orange Pink Purple Red White Yellow

Colour Variants

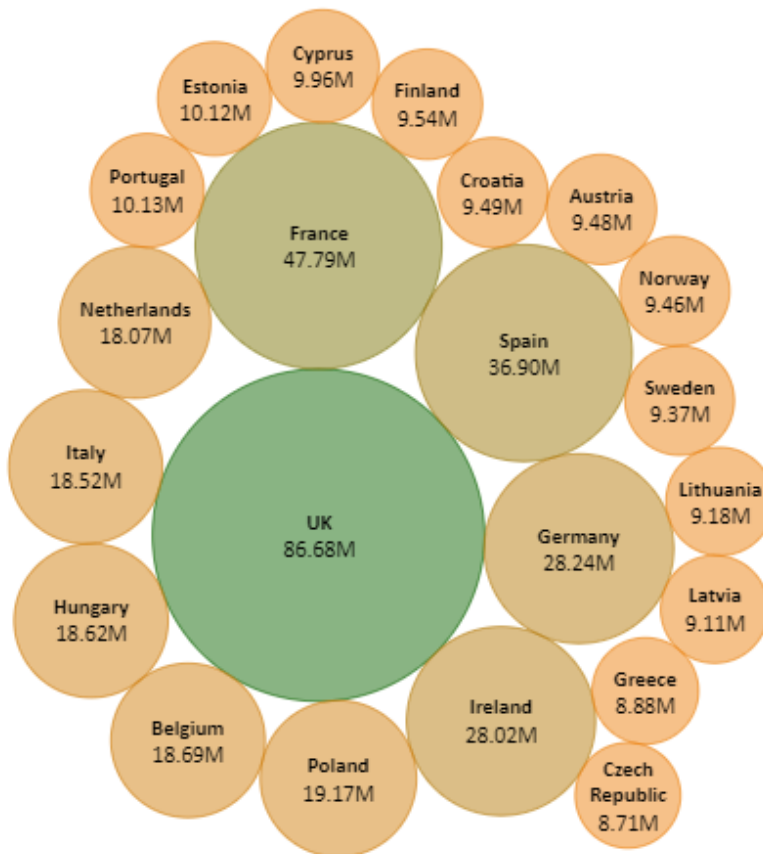




LOCATION ANALYSIS

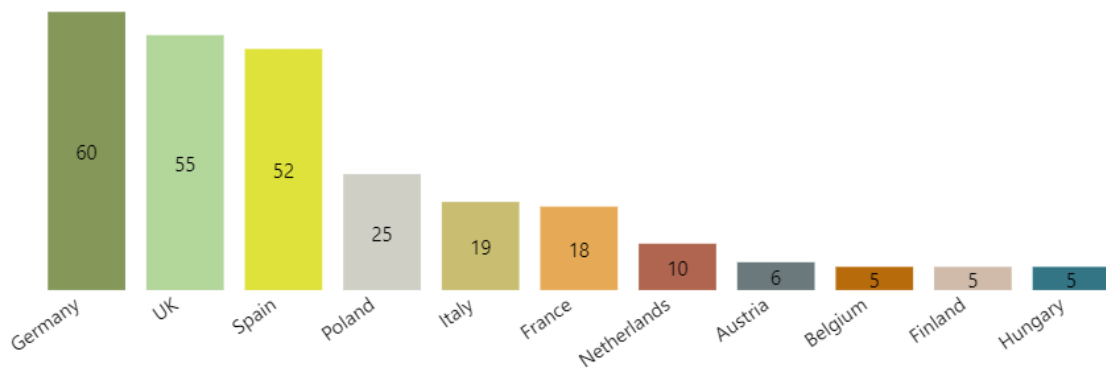
By Location

Profit by Country

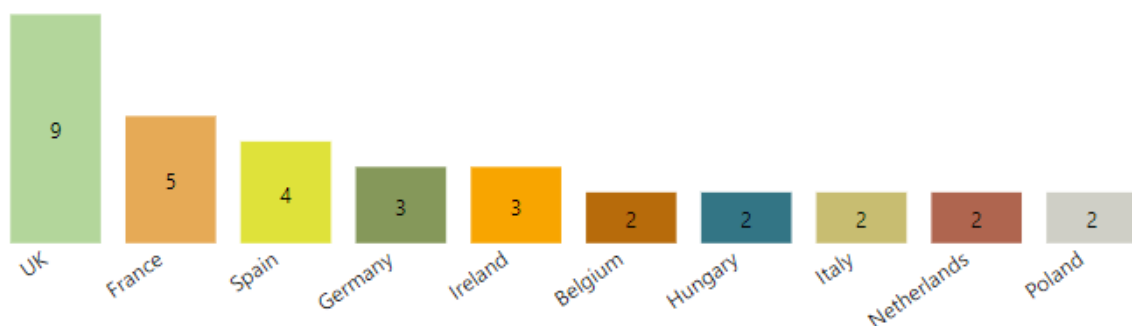


As of 2022, our company has extended its reach to 22 countries, primarily in Western Europe. We have established a presence in various cities across these countries, with some having only a few and others having a larger number.

Countries(Top 10) with Maximum Shipment Cities

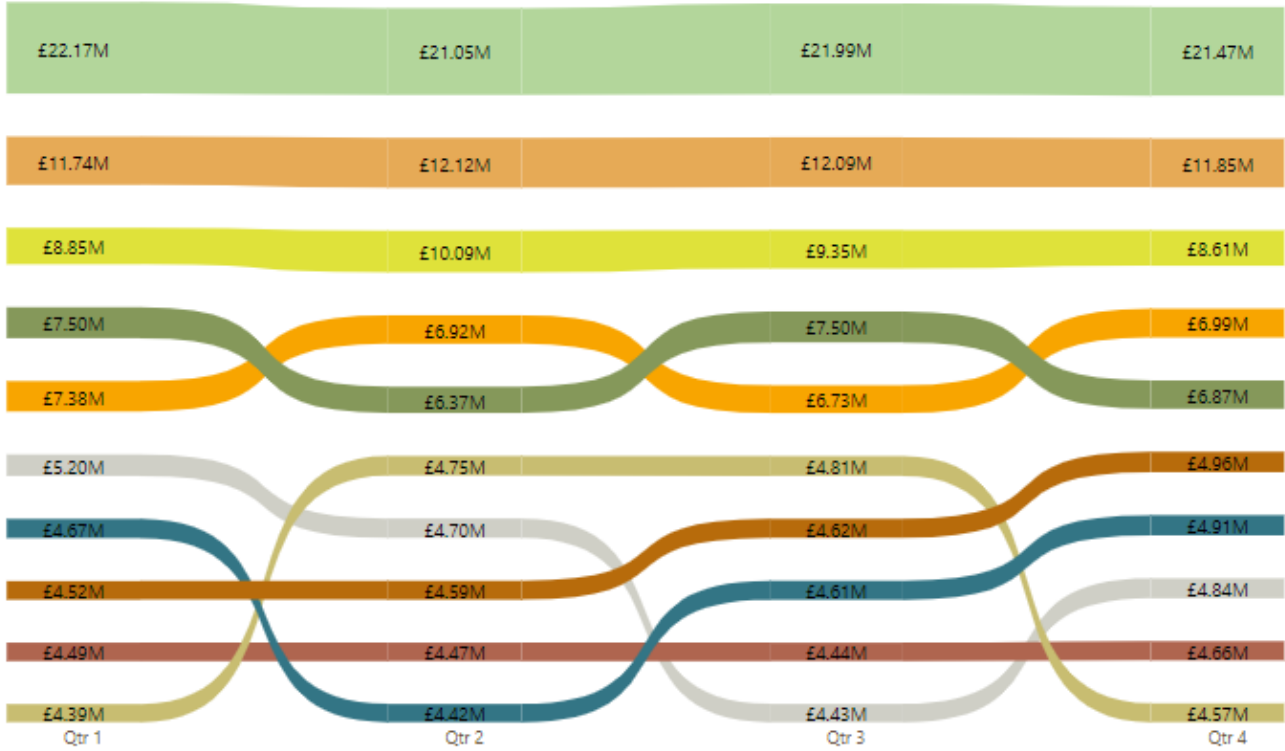


Countries with More than 1 customer



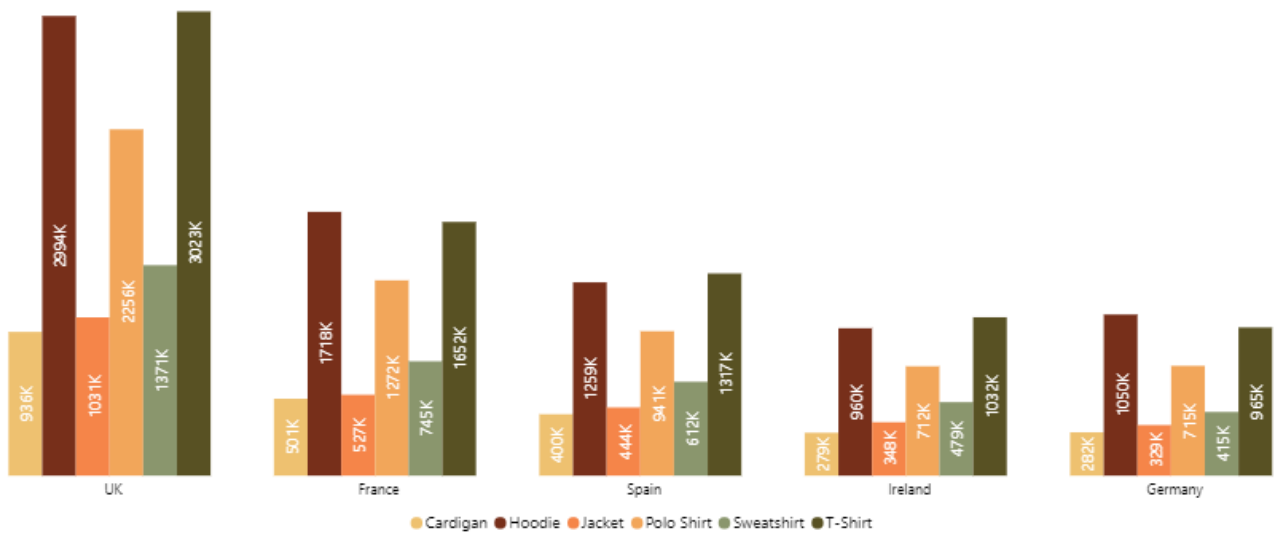
Profit Timeline by Country

UK Spain Poland Netherlands Italy Ireland Hungary Germany France Belgium



By Category

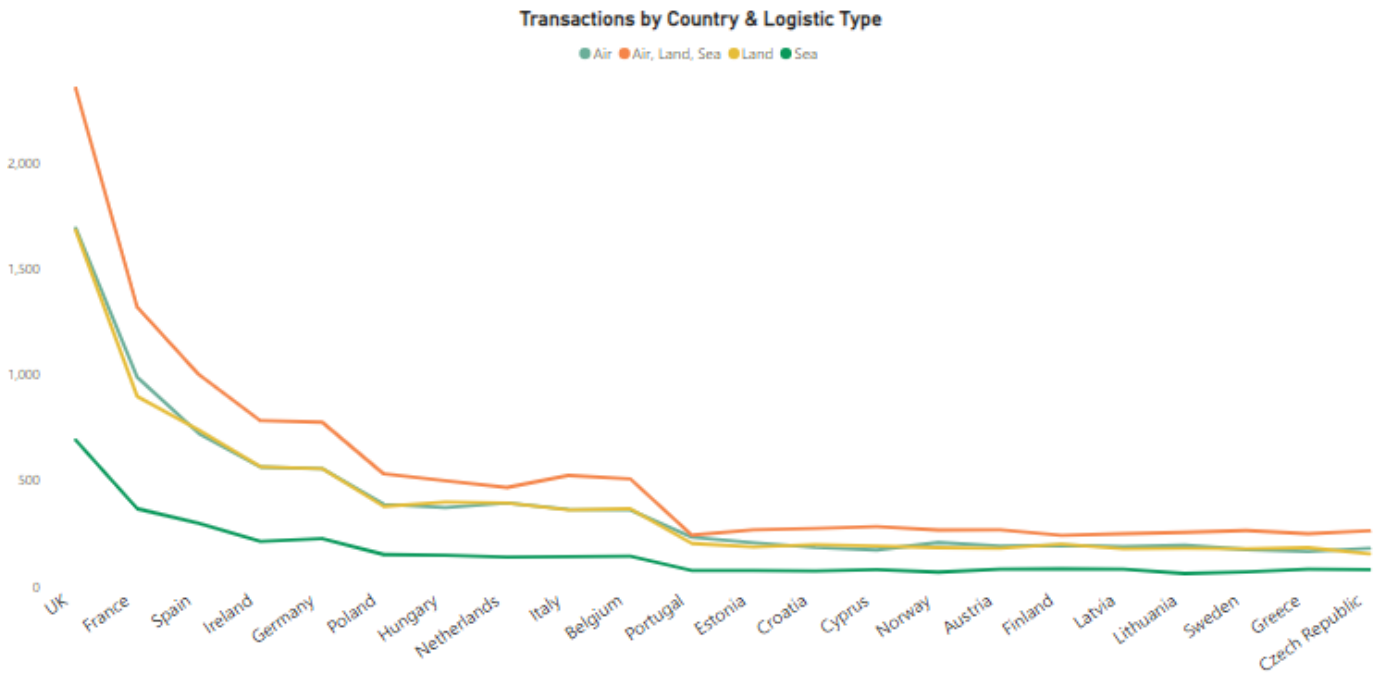
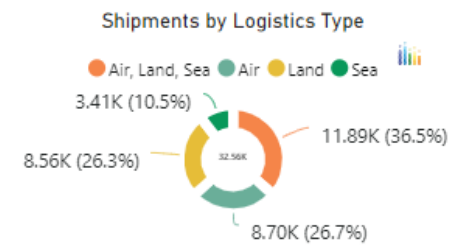
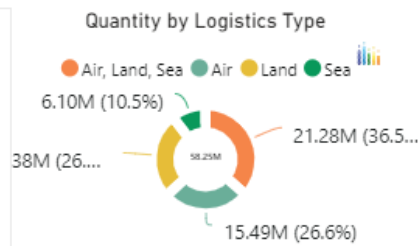
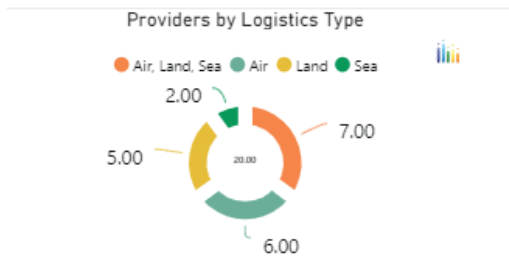
Top5 Countries by Unit Consumption



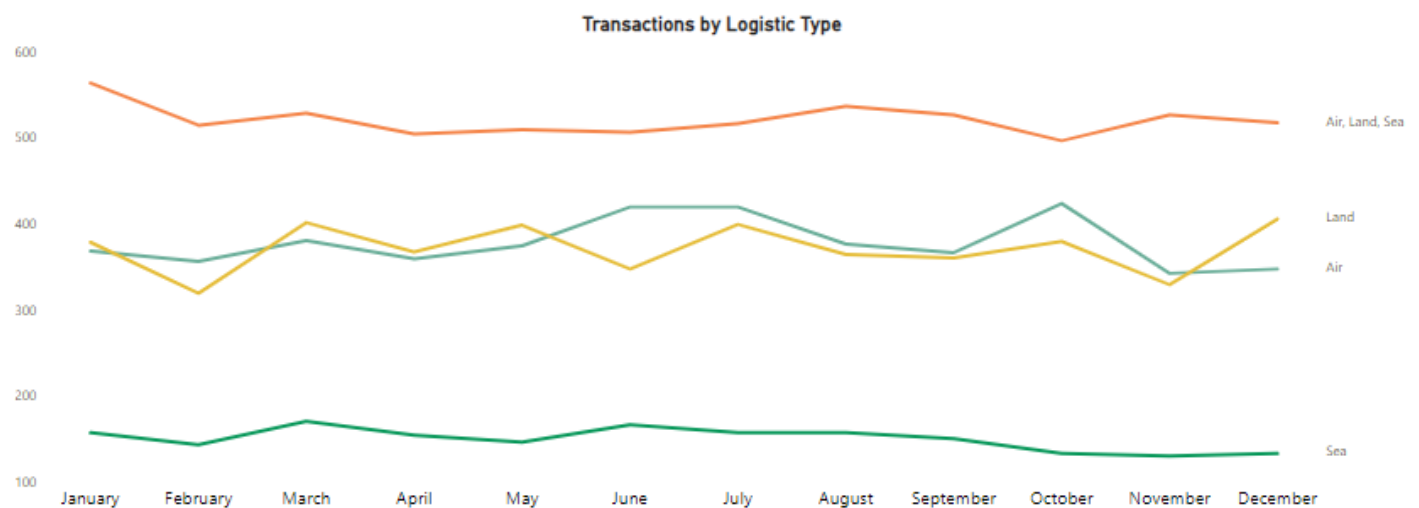


LOGISTIC ANALYSIS

By Logistic Type



We deliver products different countries using a standardized logistics approach for timely delivery. Our primary mode of logistics is mixed, which includes Air, Land, and Sea. We have observed a high level of consistency across all countries in terms of provider count, quantity, and shipments. Although there are slight fluctuations in the usage of Land and Air logistics, with one sometimes outranking the other in certain months, our mixed mode and sea type remain unaffected.



Sustainability Initiative 2022

Starting from July 1st, 2022, we launched a new sustainability initiative aimed at reducing our air logistics footprint. Despite our efforts, we saw an increase of 7 flights in total, resulting in a slight increase. While we did not hit our goal, we want to emphasize the positive impact of our initiative. Due to unexpected circumstances outside of our control we were not able to abide by the target. We are proud of our efforts to reduce our impact on the environment, and we will continue to explore new ways to improve our sustainability practices in future.

4344

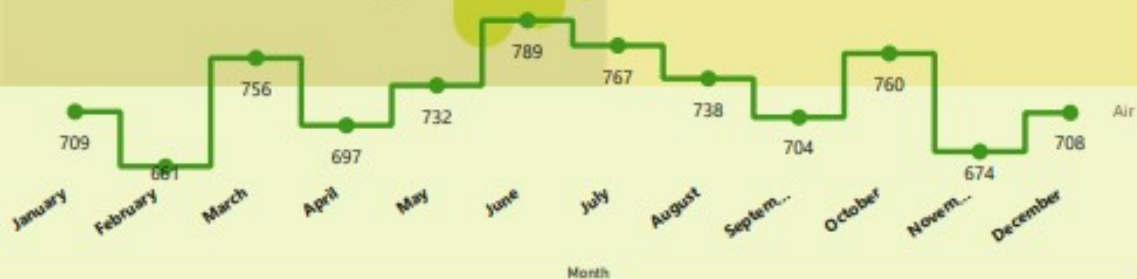
Till july

4351

After July

0.08%

Change



Part 2: Internal Report

SALES TEAM PERFORMANCE

2021-2022



Universal Export

Summary

22

Sales Team Strength

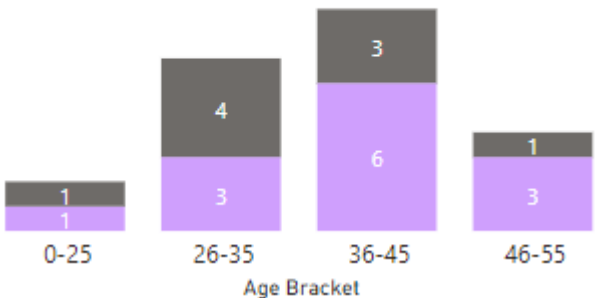
48

Total Customers

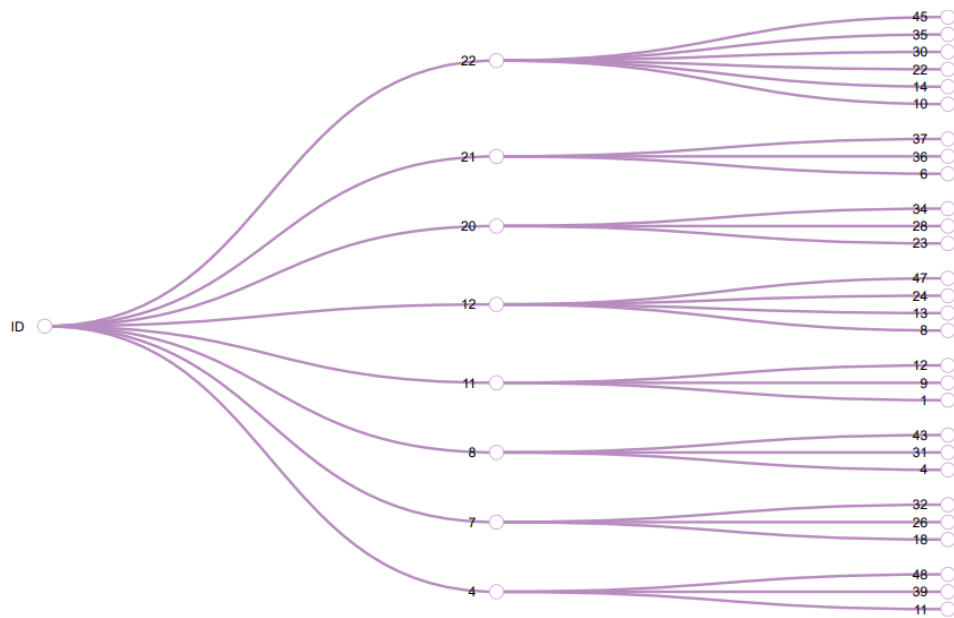


Team by Gender & Age

● Female ● Male

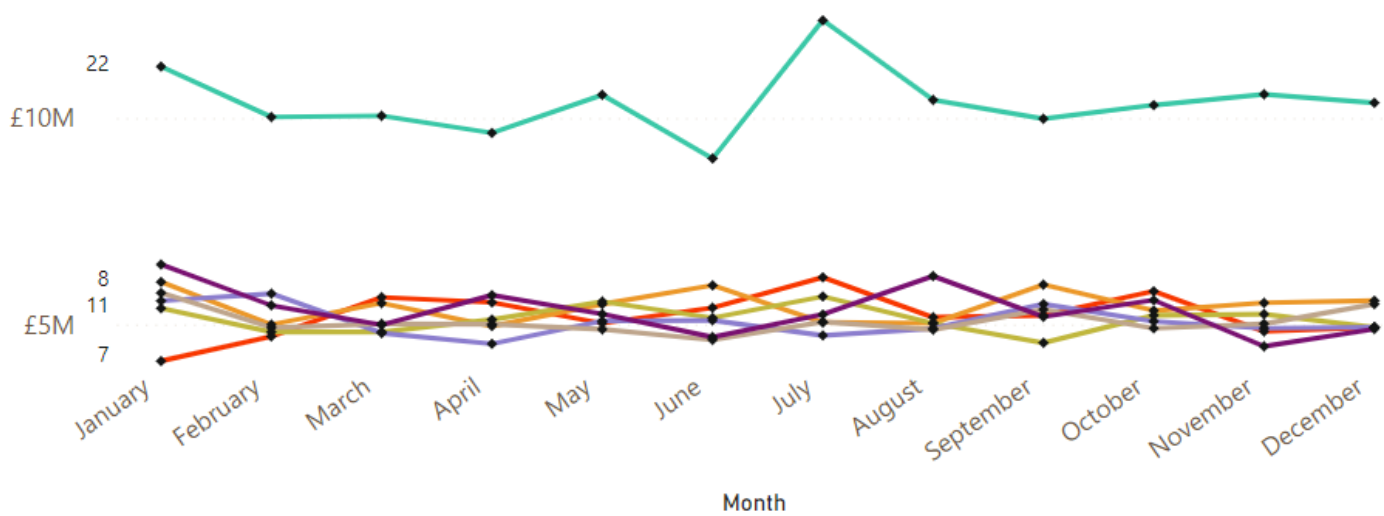


| SALES_ID | GENDER | AGE | Sum of Profit |
|----------|--------|-----|-----------------|
| 22 | Male | 40 | £5,59,63,830.00 |
| 8 | Male | 25 | £2,93,47,825.00 |
| 21 | Female | 40 | £2,89,16,250.00 |
| 7 | Female | 45 | £2,80,38,485.00 |
| 11 | Female | 48 | £2,78,27,600.00 |
| 12 | Female | 55 | £2,74,20,550.00 |
| 20 | Female | 33 | £2,74,01,145.00 |
| 4 | Male | 43 | £2,01,10,050.00 |
| 5 | Female | 22 | £1,96,14,845.00 |
| 24 | Male | 51 | £1,94,79,510.00 |
| 6 | Female | 43 | £1,92,15,500.00 |
| 18 | Female | 41 | £1,87,59,335.00 |
| 9 | Female | 36 | £1,86,70,840.00 |
| 15 | Male | 26 | £1,83,19,325.00 |
| 10 | Female | 30 | £1,00,35,025.00 |
| 14 | Male | 30 | £96,53,380.00 |
| 16 | Male | 34 | £95,06,915.00 |
| 13 | Female | 43 | £94,36,995.00 |
| 19 | Female | 52 | £92,46,050.00 |
| 17 | Male | 43 | £91,36,375.00 |
| 25 | Male | 29 | £91,08,290.00 |
| 3 | Female | 31 | £89,26,755.00 |



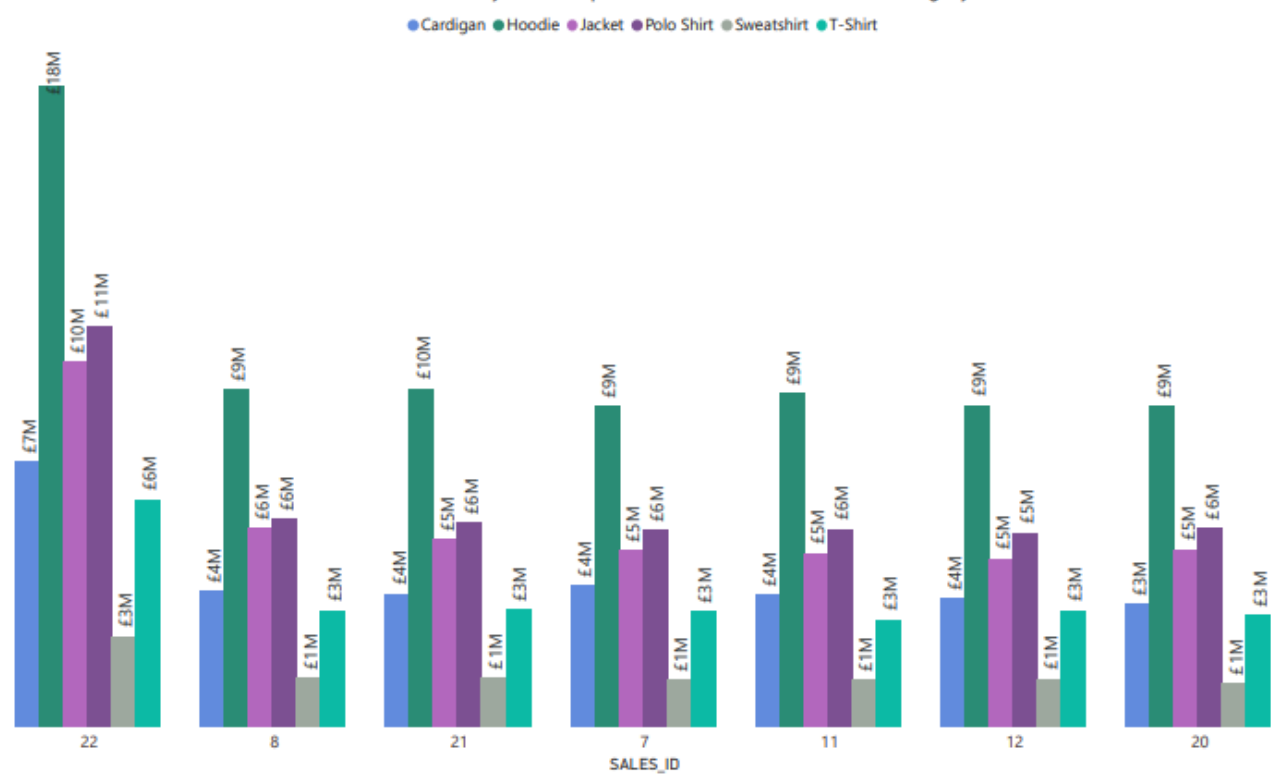
Product Revenue Monthly Trend by Top7 Sales Representative

SALES_ID 7 8 11 12 20 21 22

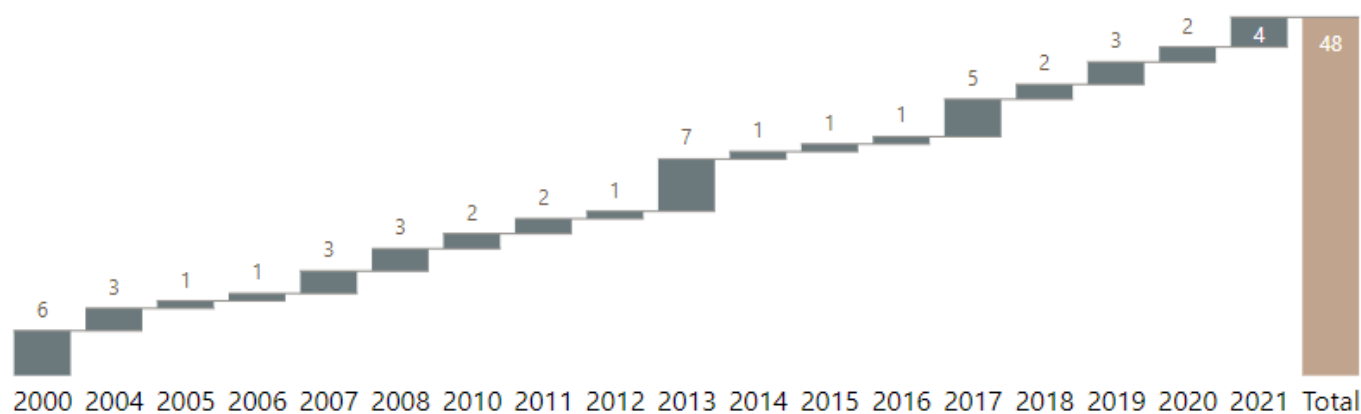


Lkjhgfhjkl;kjhgfdghjkl;lkjhgfdghjkl;'lkjhgfdghjkl;kjhgfdsfghjkl;

Profit Generated by Sales Representative based on Product Category

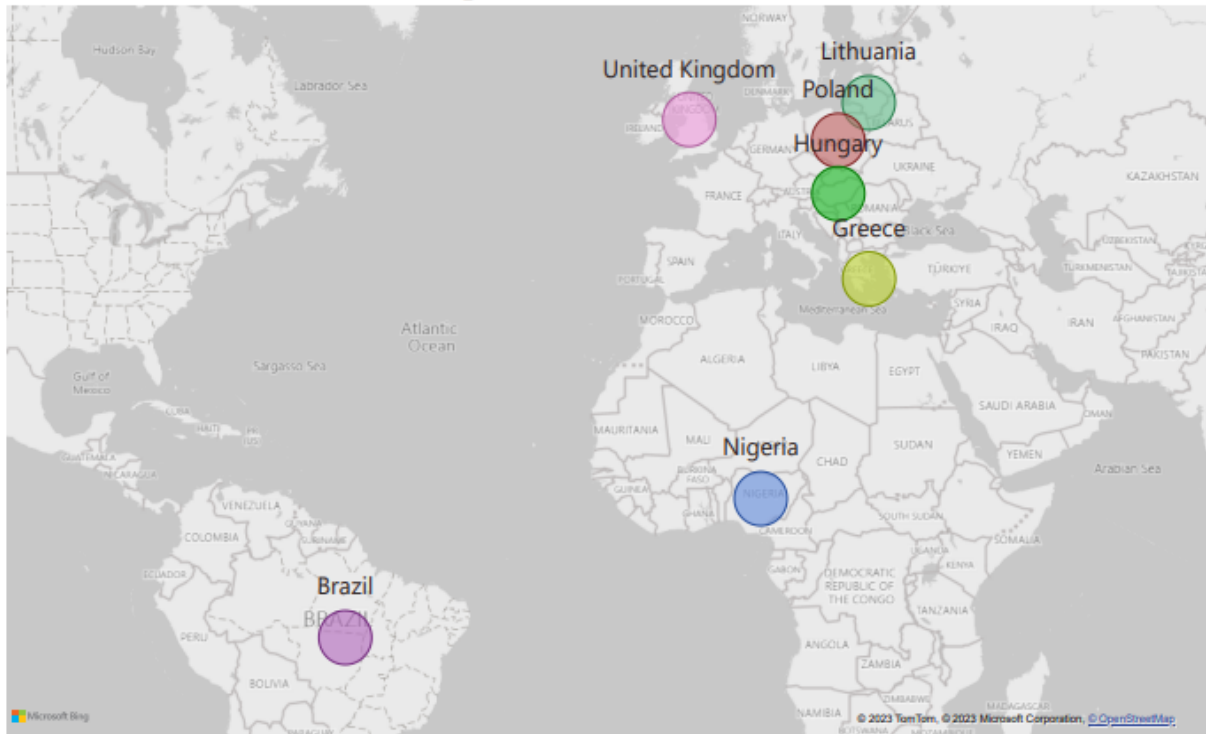


New Customer Acquisition Trends

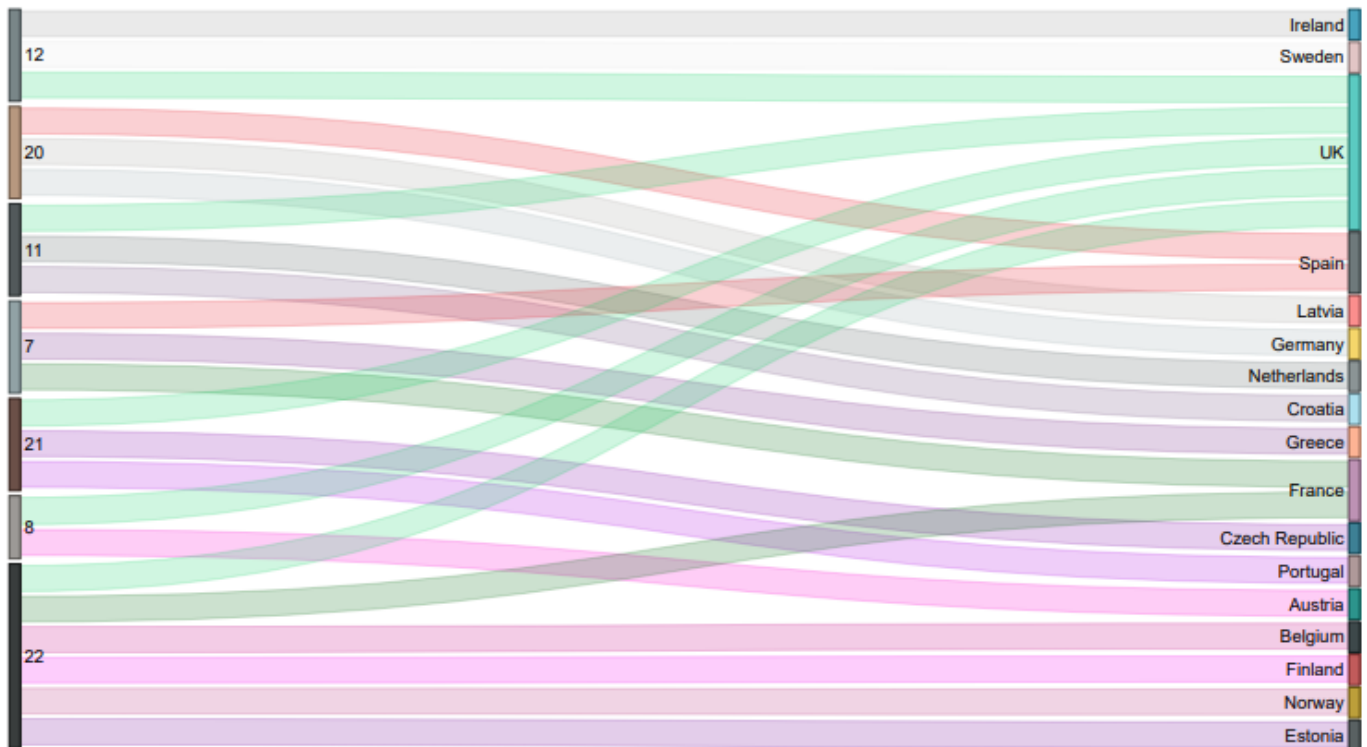


Top 7 Sales Representative's Nationality

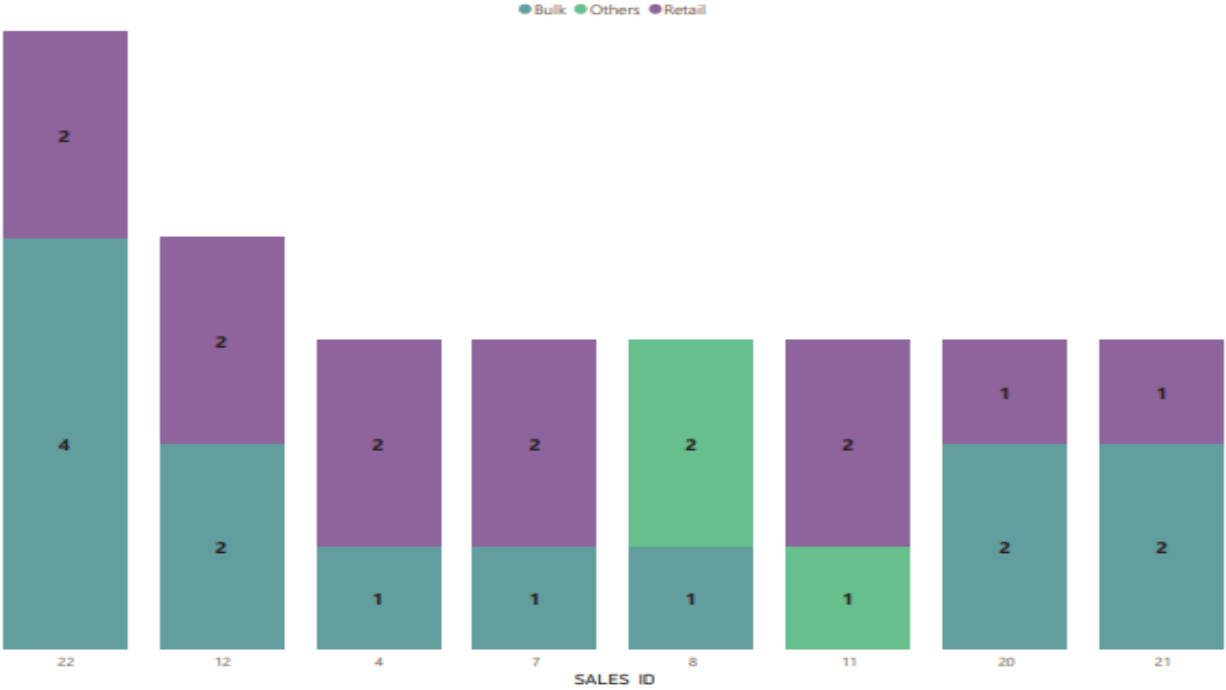
SALES_ID ● 7 ● 8 ● 11 ● 12 ● 20 ● 21 ● 22



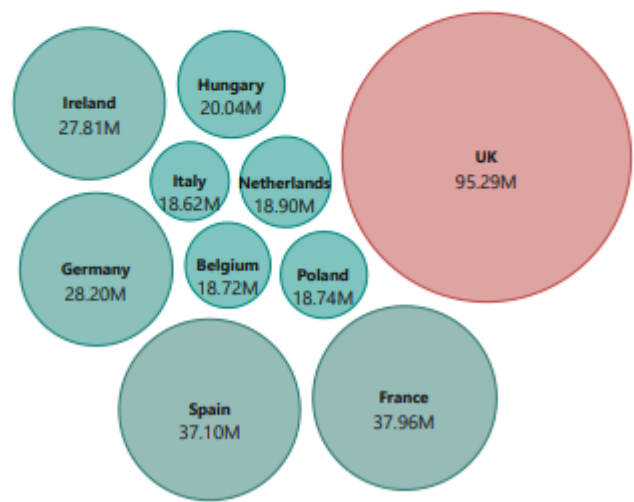
Sales Person's Client Locations



Types of Customer Base by Sales Representatives



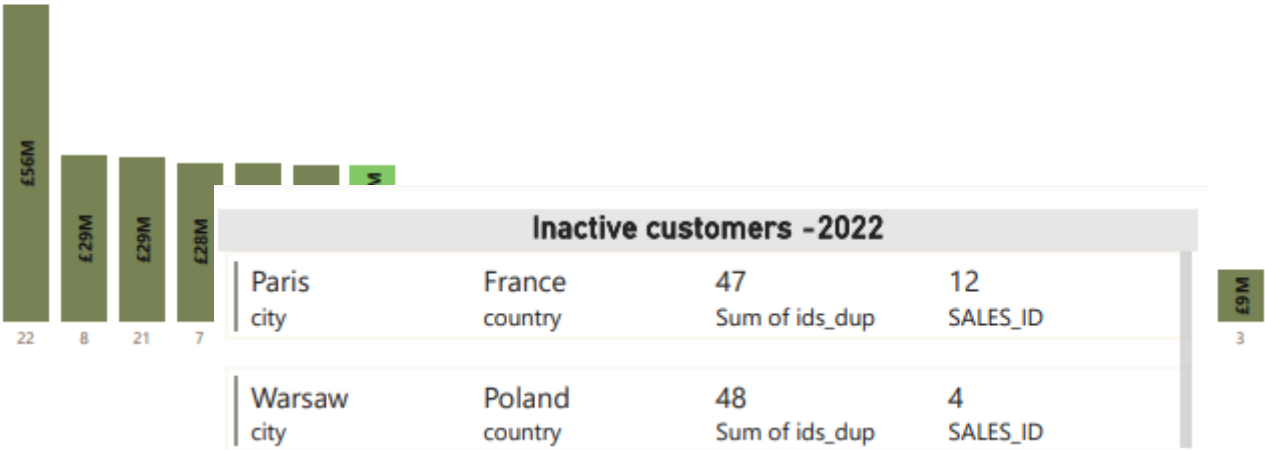
Sum of Profit by country



Customer-Sales Representative Relationship

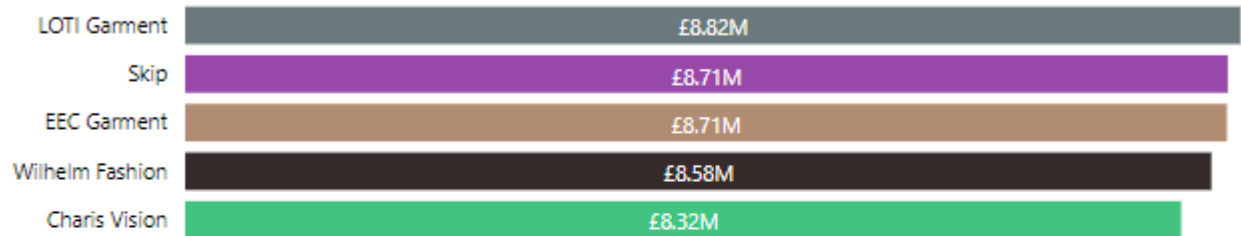
Associated Sales Representative & Profit by New Customers

False True



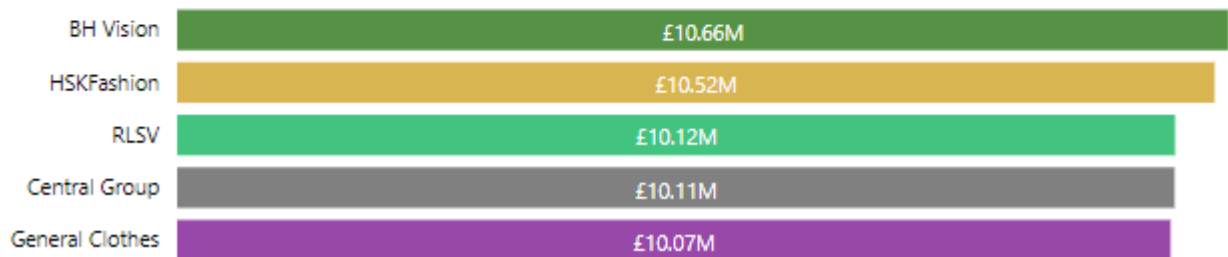
Bottom 5 Profitable Accounts with Associated Sales ID

SALES_ID ● 11 ● 12 ● 20 ● 21 ● 22



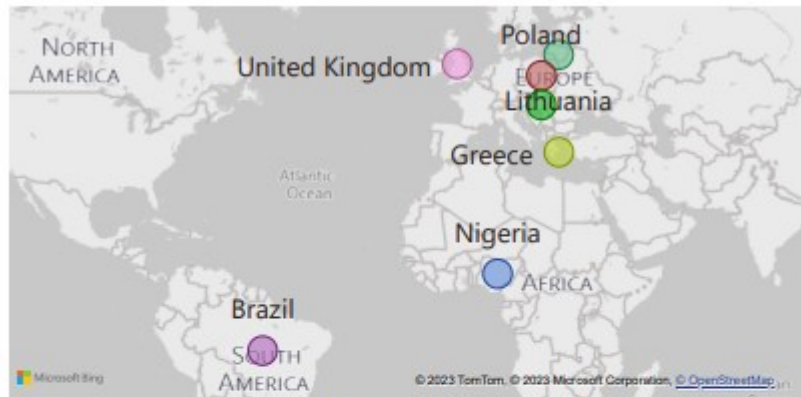
Top 5 Profitable Accounts with Associated Sales ID

SALES_ID ● 4 ● 7 ● 8 ● 21 ● 22



Top 7 Sales Representative's Nationality

SALES ID ● 7 ● 8 ● 11 ● 12 ● 20 ● 21 ● 22



Location of New Customers in 2022

Sales ID ● 4 ● 9 ● 12 ● 20

