

GulfBird

Q2 2022 Earnings

June/30

Dream Water Launch

Launch Date

Soft launch was set on end of April, distribution took almost two weeks to reach all targeted stores.

Launch Channel (Phase 1)

Aldawaa Pharmacy 2 weeks exclusivity for their launch, on support they will provide free marketing push and POS shelving. Total stores will be reaching 850.

Launch Channel (Phase 2)

We managed to add more clients after aldawaa exclusivity. (whites, kunooz, noon, zahrat alrawdah, alhabib hospital, boots). Launch and distribution took approx 3 week to 1 month to reach their stores.

Earnings Highlights

Total Sales

522K SAR

1st Sales from previous quarters

Total Gross Profit

261K SAR

Total Net Profit

160K SAR

1st Profitable Quarter

Margin of Error

0.001 %

Only one pack missing from total deliveries.

Gross Margin

50 %

1st Sales from previous quarters.

Net Profit Margin

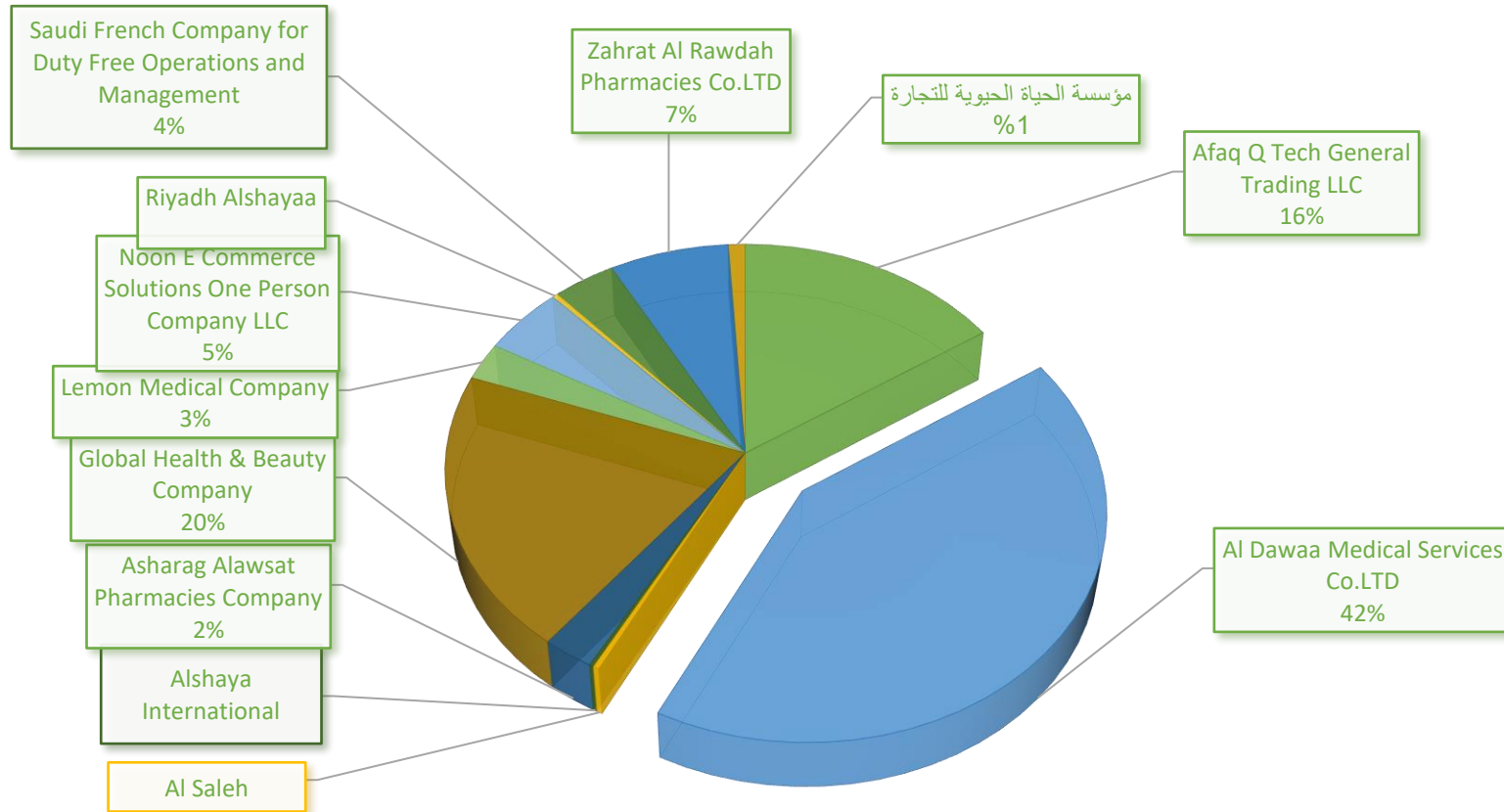
31 %

1st Sales from previous quarters

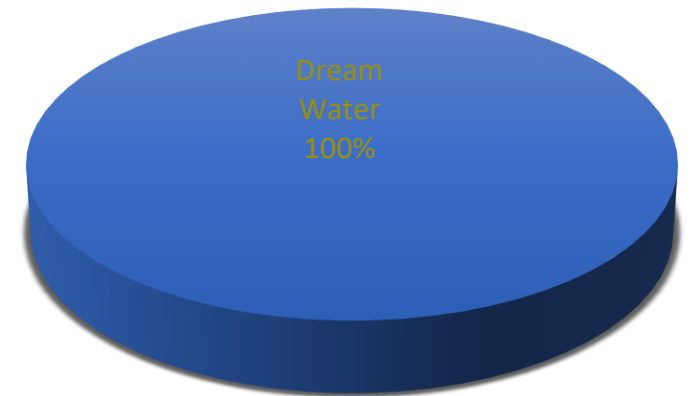
Income Statement

		Q1	Q2	Q3	Q4
Revenue		404,562	522,051		
COGS		259,377	260,700		
Gross Profit		145,185	261,351		
Expenses		81,643	100,490		
Net Income		63,542	160,861	-	-
Gross Margin		36%	50%		
Profit Margin		16%	31%		

Sales Breakdown



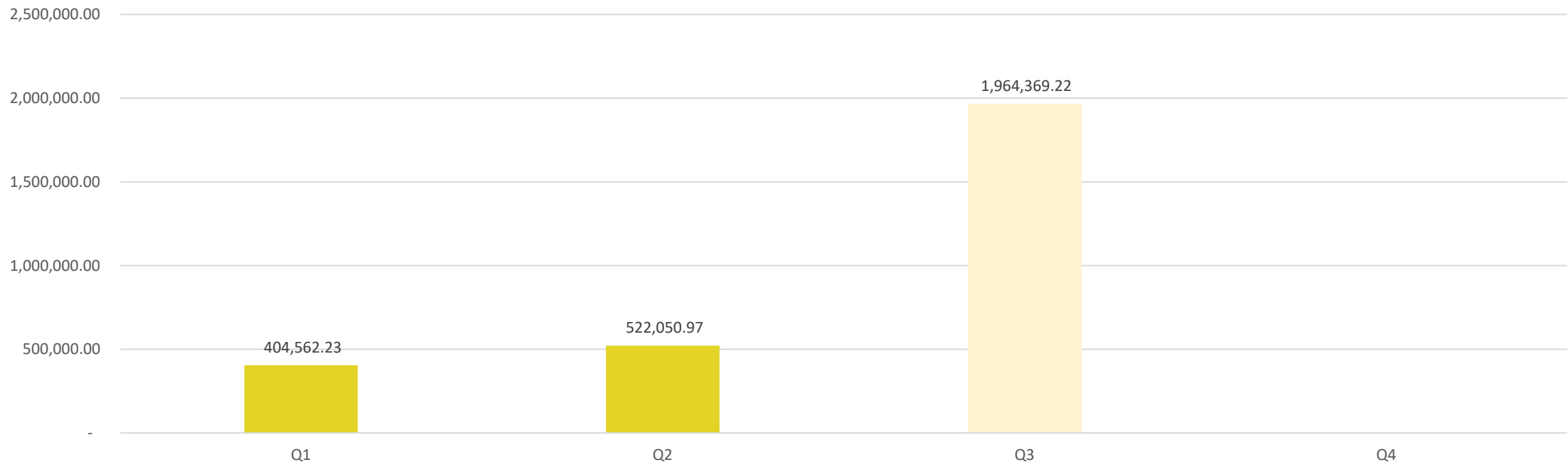
By Brands



■ Dream Water

Actual Sales

Revenue



Forecasted

Expenses Budget

Expenses	Q2		Q3
	Expected	Actual	Expected
Management Salaries		SAR 38,481	SAR 38,475
Operation Salaries		SAR 0	SAR 0
Office Rent		SAR 12,000.00	SAR 12,000
Warehouse Rent		SAR 13,000	SAR 21,000
Government Expenses		SAR 39,082	SAR 31,000
Other Expenses		SAR 17,905.92	SAR 7,000
Loan		SAR 0	SAR 0
GOSI		SAR 1,955	SAR 2,933
Postal code (wasel)		SAR 0	SAR 0
Marketing Expenses		SAR 0	SAR 5,000
Merchandising		SAR 0	SAR 12,000
Maintenance Expenses		SAR 0	SAR 0
Electric & water Expenses		SAR 0	SAR 0
Insurance		SAR 0	SAR 15,000
Traveling		SAR 1,900	SAR 0
Logistic		SAR 10,761	SAR 20,000
Audit		SAR 0	SAR 0
Consultation		SAR 0	SAR 20,000
Office Supplies		SAR 0	SAR 0
telecommunication		SAR 0	SAR 813
Subscriptions		SAR 1,098	SAR 1,200
Total Expenses	SAR 0	SAR 136,183.51	SAR 186,421

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