

EQUITY INTERNATIONAL

AMW Group: NG, Tyna & Meng.

Equity Statement

	2016	2015	2014	2013	2012
Equity					
Shareholders	1,124	1,027	924	824	724
Reserves	1,124	1,027	924	824	724
Equity	2,248	2,054	1,848	1,648	1,448

COMPANY PROFILE

- AMW Group Pty Ltd (AMW) is a company established in 2012, with a focus on the production of high-quality furniture.
- The company is currently a private limited liability company.
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AMW Financial Strategy

AMW is a private limited liability company established in 2012, with a focus on the production of high-quality furniture. The company is currently a private limited liability company. The company is currently a private limited liability company. The company is currently a private limited liability company.

Profit & Loss Statement

	2016	2015	2014	2013	2012
Revenue	1,124	1,027	924	824	724
Cost of Sales	(600)	(550)	(500)	(450)	(400)
Gross Profit	524	477	424	374	324
Operating Expenses	(200)	(180)	(160)	(140)	(120)
Operating Profit	324	297	264	234	204
Finance Costs	(10)	(10)	(10)	(10)	(10)
Profit Before Tax	314	287	254	224	194
Income Tax	(50)	(45)	(40)	(35)	(30)
Profit After Tax	264	242	214	189	164

Financial Ratios

	2016	2015	2014	2013	2012
Current Ratio	1.5	1.4	1.3	1.2	1.1
Debt to Equity Ratio	0.3	0.3	0.3	0.3	0.3
Return on Assets	12%	11%	10%	9%	8%
Return on Equity	15%	14%	13%	12%	11%
Profit Margin	23%	24%	23%	22%	21%
Asset Turnover	0.5	0.5	0.5	0.5	0.5
Equity Turnover	0.5	0.5	0.5	0.5	0.5

CASH FLOW STATEMENT

	2016	2015	2014	2013	2012
Operating Activities	1,124	1,027	924	824	724
Investing Activities	(100)	(100)	(100)	(100)	(100)
Financing Activities	(100)	(100)	(100)	(100)	(100)
Net Change in Cash	924	827	724	624	524
Free Cash Flow	924	827	724	624	524

Balance Sheet

	2016	2015	2014	2013	2012
Assets					
Current Assets	1,124	1,027	924	824	724
Non-current Assets	1,124	1,027	924	824	724
Total Assets	2,248	2,054	1,848	1,648	1,448
Liabilities					
Current Liabilities	1,124	1,027	924	824	724
Non-current Liabilities	1,124	1,027	924	824	724
Total Liabilities	2,248	2,054	1,848	1,648	1,448

Financial Strategies Cont.

- The strategy derived by AMW and its marketing advisors is to be a specialist supplier, with focused in selected locations across the USA.
- The key to success in that market is to focus on the quality of furniture manufacture, as a point of difference – and for suppliers to be responsive to demands identified by AMW.
- The initial business model is designed for regions that are ready to be developed. The business strategy has been to develop the business in three stages: 1) completion of market definition, implementation planning and initial trial; 2) completion of market entry program; brand building and establishing a supply pipeline; 3) development and implementation of a global marketing strategy.
- The success of this initial capital raising is on the first stage, although the second stage is likely to commence as the firm establishes the foundation, if need be.



More From Finance

AMW Group Pty Ltd (AMW) is a company established in 2012, with a focus on the production of high-quality furniture. The company is currently a private limited liability company. The company is currently a private limited liability company. The company is currently a private limited liability company.

Risk Management

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AMW Management Profile

John Brown, Director of AMW, has 10 years' experience in export trade and has chaired the furniture industry association for the past three years. Katherine Green is the company's administration manager and is also a Director/Shareholder. **Sam Parker** was previously the Market Development Manager of the Furniture Promotion Board. He has played a major role in obtaining market entry initiatives, particularly in the USA.

TARGET MARKET

The US is to be the first target of AMW global marketing strategy.

The US market amounts to \$100 million each year, with 30% of its furniture sourced from overseas.

AMW is currently confirming supply and marketing arrangements designed specifically for this operation.

The company has identified US advisors who can provide specialist marketing advice and contacts.

EQUITY INTERNATIONAL

AMW Group: NG, Tyna & Meng.

Share Price Valuation

Price/Earnings Ratio

Price/Book Value Ratio

Price/Cash Flow Ratio

Price/Dividend Ratio

Price/Revenue Ratio

Price/Market Capitalization Ratio

AMW Management Profile

John Brown, Director of AMW has 30 years' experience in export trade and has chaired the Furniture Industry Association for the past three years. **Katherine Green** is the company's administration manager and is also a director/shareholder. **Ron Parker** was previously the Market Development Manager of the Furniture Promotion Board. He has played a major role in offshore market entry initiatives, particularly in the USA.

Risk Management

AMW Group is a private company and is not listed on any stock exchange. The company's financial statements are not audited by an independent auditor.

Balance Sheet

	2010	2009	2008	2007	2006
Assets					
Fixed Assets	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Current Assets	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Total Assets	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Equity					
Share Capital	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Reserves	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Total Equity	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Liabilities					
Current Liabilities					
Total Liabilities					
Total Liabilities & Equity	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000

TARGET MARKET

The US is to be the first target of AMW global marketing strategy.

The US market amounts to \$100 million each year, with 30% of its furniture sourced from overseas.

AMW is currently confirming supply and marketing arrangements designed specifically for this operation.

The company has identified US advisers who can provide specialist marketing advice and contacts.

Financial Strategies Cont.

- The strategy devised by AMW and its marketing advisers is to be a specialist supplier, with a presence in selected locations across the USA.
- The key to success in this market is to focus on the quality of Australian manufacturers as a 'point of difference' - and for suppliers to be responsive to demands identified by AMW.
- The AMW business model is designed to capture this opportunity. The business strategy has been to develop the business in three stages:
 - 1) completion of market analysis, importation, planning, and initial rollout;
 - 2) initiation of market entry program, brand building and establishing a supply pipeline;
 - 3) development and implementation of a global marketing strategy.
- The focus of this initial capital raising is on the first stage, although the second stage is likely to commence as the firm establishes the foundation it needs.

AMW Financial Strategy

The aim of the financial strategy is to ensure that the company has sufficient funds to cover its operating expenses and to invest in growth opportunities. The company will use a combination of equity and debt financing to fund its operations.

COMPANY PROFILE

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Profit & Loss Statement

	2010	2009	2008	2007	2006
Revenue	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Cost of Sales	(500,000)	(500,000)	(500,000)	(500,000)	(500,000)
Gross Profit	500,000	500,000	500,000	500,000	500,000
Operating Expenses	(200,000)	(200,000)	(200,000)	(200,000)	(200,000)
Operating Profit	300,000	300,000	300,000	300,000	300,000
Finance Costs	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Profit Before Tax	250,000	250,000	250,000	250,000	250,000
Income Tax	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Profit After Tax	200,000	200,000	200,000	200,000	200,000

Financial Ratios

	2010	2009	2008	2007	2006
Current Ratio	1.5	1.5	1.5	1.5	1.5
Debt to Equity Ratio	0.2	0.2	0.2	0.2	0.2
Return on Assets	10%	10%	10%	10%	10%
Return on Equity	20%	20%	20%	20%	20%
Dividend Payout Ratio	0.5	0.5	0.5	0.5	0.5
Market-to-Book Ratio	1.0	1.0	1.0	1.0	1.0
Price-to-Earnings Ratio	15.0	15.0	15.0	15.0	15.0
Price-to-Cash Flow Ratio	10.0	10.0	10.0	10.0	10.0
Price-to-Book Value Ratio	1.0	1.0	1.0	1.0	1.0
Price-to-Revenue Ratio	0.15	0.15	0.15	0.15	0.15
Price-to-Market Capitalization Ratio	0.15	0.15	0.15	0.15	0.15



Statement

	2010	2009	2008	2007	2006
Revenue	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Cost of Sales	(500,000)	(500,000)	(500,000)	(500,000)	(500,000)
Gross Profit	500,000	500,000	500,000	500,000	500,000
Operating Expenses	(200,000)	(200,000)	(200,000)	(200,000)	(200,000)
Operating Profit	300,000	300,000	300,000	300,000	300,000
Finance Costs	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Profit Before Tax	250,000	250,000	250,000	250,000	250,000
Income Tax	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Profit After Tax	200,000	200,000	200,000	200,000	200,000

CASH FLOW STATEMENT

	2010	2009	2008	2007	2006
Operating Activities	200,000	200,000	200,000	200,000	200,000
Investing Activities	(100,000)	(100,000)	(100,000)	(100,000)	(100,000)
Financing Activities	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Net Change in Cash	50,000	50,000	50,000	50,000	50,000
Free Cash Flow	150,000	150,000	150,000	150,000	150,000
Operating Cash Flow	200,000	200,000	200,000	200,000	200,000
Capital Expenditure	(100,000)	(100,000)	(100,000)	(100,000)	(100,000)
Acquisition of Intangible Assets	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Proceeds from Disposal of Intangible Assets	0	0	0	0	0
Proceeds from Issuance of Debt	0	0	0	0	0
Proceeds from Issuance of Equity	0	0	0	0	0
Payments of Dividends	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Payments of Interest	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Payments of Taxes	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Net Change in Cash	50,000	50,000	50,000	50,000	50,000
Free Cash Flow	150,000	150,000	150,000	150,000	150,000
Operating Cash Flow	200,000	200,000	200,000	200,000	200,000
Capital Expenditure	(100,000)	(100,000)	(100,000)	(100,000)	(100,000)
Acquisition of Intangible Assets	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Proceeds from Disposal of Intangible Assets	0	0	0	0	0
Proceeds from Issuance of Debt	0	0	0	0	0
Proceeds from Issuance of Equity	0	0	0	0	0
Payments of Dividends	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Payments of Interest	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Payments of Taxes	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Net Change in Cash	50,000	50,000	50,000	50,000	50,000
Free Cash Flow	150,000	150,000	150,000	150,000	150,000
Operating Cash Flow	200,000	200,000	200,000	200,000	200,000
Capital Expenditure	(100,000)	(100,000)	(100,000)	(100,000)	(100,000)
Acquisition of Intangible Assets	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Proceeds from Disposal of Intangible Assets	0	0	0	0	0
Proceeds from Issuance of Debt	0	0	0	0	0
Proceeds from Issuance of Equity	0	0	0	0	0
Payments of Dividends	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Payments of Interest	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Payments of Taxes	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Net Change in Cash	50,000	50,000	50,000	50,000	50,000
Free Cash Flow	150,000	150,000	150,000	150,000	150,000
Operating Cash Flow	200,000	200,000	200,000	200,000	200,000
Capital Expenditure	(100,000)	(100,000)	(100,000)	(100,000)	(100,000)
Acquisition of Intangible Assets	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Proceeds from Disposal of Intangible Assets	0	0	0	0	0
Proceeds from Issuance of Debt	0	0	0	0	0
Proceeds from Issuance of Equity	0	0	0	0	0
Payments of Dividends	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Payments of Interest	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Payments of Taxes	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Net Change in Cash	50,000	50,000	50,000	50,000	50,000
Free Cash Flow	150,000	150,000	150,000	150,000	150,000

COMPANY PROFILE

- Acme Furniture Pty Ltd (AMW) is seeking to establish itself as a key supplier at the premium end of the global furniture market.
- The company intends on pursuing a market intensive capital raising program.
- The company's capital-raising program will be in two parts.
 - The first round will finalise strategic planning for US market entry and launch the venture.
 - Whilst the second round will fund an intensive market development program in the USA.

AMW Financial Strategies

- AMW plans to export furniture manufactured from Australian timber resources to the premium end of the international furniture market.
- The AMW concept is to capture the premium end of the US furniture market.
- A recent long term supply contract between AMW and the Australian branch of a major international manufacturer guarantees 10 years' worth of forward orders.
- This contract is the only one of its kind in the industry.
- The company believes that this creates the competitive advantage it needs.

Financial Strategies Cont.

- The strategy devised by AMW and its marketing advisers is to be a specialist supplier, with licensees in selected locations across the USA.
- The key to success in this market is to focus on the quality of Australian manufacture as a 'point of difference' - and for suppliers to be responsive to demands identified by AMW.
- The AMW business model is designed to capture this opportunity. The business strategy has been to develop the business in three stages:
 - 1) completion of market definition, implementation planning and initial roll-out.
 - 2) intensive US market entry program: brand-building and establishing a supply presence.
 - 3) development and implementation of a global marketing strategy.
 - The focus of this initial capital-raising is on the first stage, although the second stage is likely to commence as the firm establishes the foundation it needs

TARGET MARKET

The US is to be the first target of AMW global marketing Strategy.

The US market amounts to \$100 million each year, with 30% of its furniture Sourced from overSeas.

AMW is currently confirming supply and marketing arrangements designed specifically for this operation.

The company has identified US advisers who can provide specialist marketing advice and contacts.

AMW Management Profile

John Brown, Director of AMW, has 35 years' experience in export trade and has chaired the furniture industry association for the past three years.

Katherine Green is the company's administration manager and is also a director/Shareholder.

Ron Parker was previously the Market Development Manager of the Furniture Promotion Board. He has played a major role in offShore market entry initiatives, particularly in the USA.

Profit & Loss Statement

	This Year	Next Year	Year After	Year 4	Year 5
PROFIT & LOSS					
Sales	720,400	2,501,000	3,703,500	5,355,000	7,280,500
..COGS	27,660	149,010	227,227	332,900	455,880
Gross Profit	692,740	2,351,990	3,476,273	5,022,100	6,824,620
..Operating Expenses	649,498	683,600	888,680	1,155,284	1,501,869
Operating Profit	43,242	1,668,390	2,587,593	3,866,816	5,322,751
..Interest Expense	10,000	8,362	6,560	4,578	2,398
..Depreciation Expense	9,578	7,183	5,387	4,041	3,030
..Tax Expense	7,099	495,853	772,694	1,157,459	1,595,197
NET PROFIT	16,565	1,156,991	1,802,952	2,700,738	3,722,126