

COGNIZANCE

A UNITECH NEWSLETTER | JUNE/JULY 2021 | ISSUE 06

KNOWLEDGE HUB 01

Account Receivable (A/R)

PRODUCT SPOTLIGHT 03

Phenolic Products (SFSP)

PRIORITY PRODUCTS 04

For August 2021

PERFORMANCE ANALYSIS 05

Jan to Jun 2021

INTRODUCING & WELCOMING 06

New Hires

DIGITAL TRANSFORMATION 07

Unitech Website Analytics

THE NEW NORMAL 08

COVID-19 Update



OUR SOCIAL MEDIA
PAGE 09

KNOWLEDGE HUB

ACCOUNT RECEIVABLE (A/R)

WHAT IS ACCOUNTS RECEIVABLE ?

The word receivable stands for the amount of payment not received. This means the company has extended credit facility to its customers. Accounts receivable is the money that a business has a right to receive after a certain period of time when the business has sold goods or services on credit.

A sale is realized as and when the invoice is generated but usually, a time period is provided to the customers for the payment of the amount due. This practice of conducting business on credit terms give rise to Accounts Receivable (AR) in the financial statements.

This credit facility is laid down to ensure a smooth flow of the working capital into the businesses. There are complexities involved with the accounts receivable i.e its management, the process of recording in financial statements, credit period etc.

WHY ARE ACCOUNTS RECEIVABLE IMPORTANT?

We have invested money in selling a product or delivering a service. After selling the goods, the inventories reduces and in turn our business needs an asset to balance the financial statements.

Either that assets are cash-in-hand or receivables in case of credit sales and that's why accounts receivable appear in the assets side of the balance sheet. As accounts receivables form a major part of our company's asset, it leads to the generation of cash in-flow in the books of the organization.

WHY DO WE PROVIDE WITH CREDIT FACILITY ?

The idea behind providing a credit facility to the customers is to facilitate and ease the process of the transaction and establish a strong credit relation with our customers. It may lead to better deals and increase the chances of improving the working capital management.

WHAT IS ACCOUNT RECEIVABLE MANAGEMENT ?

Accounts receivable management is the process of ensuring that customers pay their dues on time. This helps our business to prevent it from running out of working capital at any point of time. It also prevents overdue payment or non-payment of the pending amounts of the customers. It builds the businesses financial and liquidity position.

A good receivable management contributes to the profitability by reducing the risk of any bad debts. Management is not only about reminding the customers and collecting the money on time. It also involves identifying the reasons for such delays and finding a solution to those issues.

ASSESSING CUSTOMERS CREDITWORTHINESS

The methods that our company uses to assess the creditworthiness of a customer or a potential customer include:

A Bank Reference

While a bank reference can be fairly easily obtained, it must be remembered that the other company is the bank's customer and so a bank reference will stick to the facts.

A Trade Reference

This is obtained from another company who has dealings with your potential customer. However, you may be able to call contacts you have in the trade and obtain an informal oral reference

Credit Rating/Reference Agency

These agencies' professional business is to sell information about companies and individuals. Hence, they will be keen to give you the best possible information, so you are more likely to return and use their services again

Financial Statements

These statements of a company are publicly available information and can be quickly and easily obtained. While an analysis of the financial statements may indicate whether or not a company should be granted credit,

it must be remembered that the financial statements available could be out of date and may have suffered from manipulation. For larger companies, an analysis of their accounting information can generally be found through various sources on the internet

Information from the Financial Media

Information in the national and local press, and in suitable trade journals and on the internet, may give an indication of the current situation of a company.

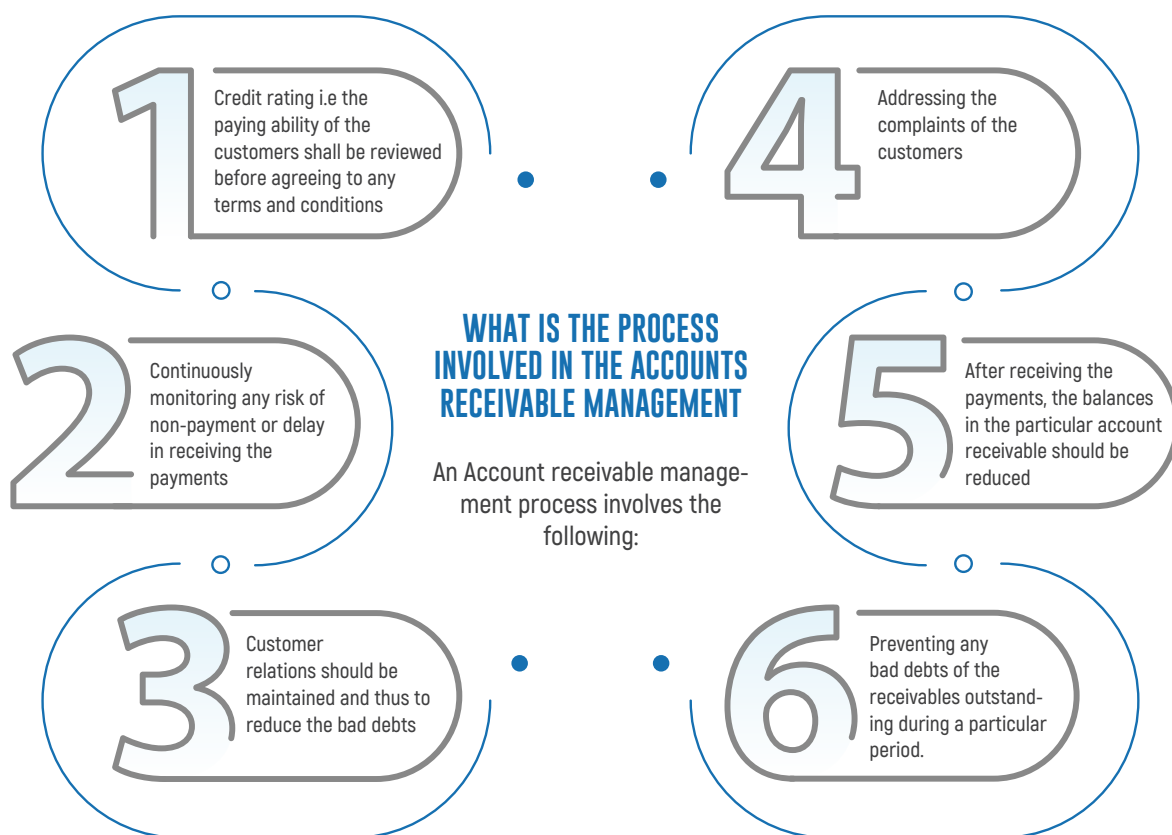
For example, if it has been reported that a large contract has been lost or that one or more directors has left recently, then this may indicate that the company has problems

Personal Visit

Visiting a potential new customer to discuss their exact needs is likely to impress the customer with regard to your desire to provide a good service.

At the same time, it gives you the opportunity to get a feel for whether or not the business is one which you are happy to give credit to. While it is not a very scientific approach, it has worked quite well, as this is a standard practice on our floors for many years where our managers know very well – what a good business looks and feels like!

KNOWLEDGE HUB ACCOUNT RECEIVABLE (A/R)



PRODUCT SPOTLIGHT

PHENOLIC PRODUCTS PRODUCED IN SFSP

PHENOLIC PRODUCTS

This is to remind all the employees that that SFSP has expanded its range of Phenolic Items. The Range includes the following Items:

- Toilet Partitions
- Office Cubicles
- Kitchen Platforms
- Benches
- Tables & Chairs
- Outdoor Furniture
- Carts
- Book Shelves
- Trolleys
- External & Internal Claddings
- Lockers
- Shoe Boxes

SFSP is sourcing the raw material "Phenolic Resin Boards" from international suppliers who are producing these boards in accordance to international standards.

WHAT IS PHENOLIC RESIN BOARD ?

Phenolic Resin Board is made of decorative papers impregnated with melamine resin and multi layer of kraft paper impregnated with phenolic resin pressed with steel plates using temperatures up to 180°C and a pressure of 1430psi.

These type of boards can be customised to a range of thickness between 3mm to 25mm with a wide variety of colour choices. These are also offered in double sided decorative patterns for better aesthetics purpose as well.

Phenolic Resin Board is a new environmental friendly material that is resistant to acid, alkali, fire, moisture and collision. These Board are long lasting and its durable material is highly suitable for many uses such as performing as high impact surface resistant for laboratory worktops, worktop panels, lockers, toilet cubicles, wall panels, kitchen tops, specialty furniture and partitions.

It is an excellent material to be made into products for application in most industries.

Product: Phenolic Lockers
Project Name: King Faisal University
Main Contractor: IKK- KAC
Location: Al Hofuf, Saudi Arabia



PRIORITY PRODUCTS FOR AUG 2021

PRIORITY PRODUCT SALES

FOR CONTRACTORS:

- NEXUS (Concentration on Complete Range)
- STI Fire Stop Solutions
- CAPAROL Paints & EIFS System
- BMG Steel Doors
- Phenolic Range (Esp. Toilet Partition)
- Uniduct

FOR TRADERS:

- AEG Power Tools
- BMG Access Panels
- Eagle Seal Silicone (UAE)
- Uniduct

The efforts of the Sales Staff is being monitored and special incentives will be given to ones that are taking the above mentioned priority products seriously. For More Information on the incentive you may contact - [Ahmad Dahhan](#).



UNITECH A - PERFORMANCE ANALYSIS JAN TO JUN 2021



TOP 10 SALES EXECUTIVE WITH HIGHEST GROSS

01	MOHAMMED WAHID ATEF DAMMAM 1,587,669	06	MOHAMAD RAMADAN CENTRAL 929,869
02	ALI KORANI AGAMI DAMMAM 1,129,915	07	RAMI TELLAWI JEDDAH 899,017
03	MAHMOUD ABU MOHAMMAD DAMMAM 1,129,357	08	AHMED SALAH HUSSAIN DAMMAM 885,962
04	HAITHAM AL SUHAT JEDDAH 1,037,476	09	MUHAMMAD ABDUL LATIF JUBAIL 854,832
05	WALID DASSAN JEDDAH 953,212	10	MOHAMED THARWAT AHMED MAKKAH 778,011

TOP 10 SALES EXECUTIVE WITH HIGHEST COLLECTION

01	MOHAMAD RAMADAN CENTRAL 9,169,301	06	MOHAMMED WAHID ATEF DAMMAM 4,147,363
02	RAMI TELLAWI JEDDAH 6,025,026	07	MOHAMMED ABDUL BAKY JEDDAH 4,136,308
03	HAITHAM AL SUHAT JEDDAH 5,522,205	08	SYED HAFIZURE REHMAN YANBU 4,061,934
04	ALI KORANI AGAMI DAMMAM 5,015,799	09	HELMY MAHMOUD NOMANI HOFUF 3,757,569
05	MUHAMMAD ABDUL LATIF JUBAIL 4,793,011	10	MOHD. THAZEEB DAMMAM 3,393,679

INTRODUCING & WELCOMING NEW HIRES

Nada Albeshier
Digital Marketing Executive
Unitech A

Reporting to:
Mamoun Kabbani
(Operations Manager)

Joan Hassanain
Specification Engineer
Unitech Technical Office

Reporting to:
Fawaz Othman
(Technical Manager)

Taghreed Almutawa
Credit Control Officer
Unitech A

Reporting to:
Yahya Adeeb
(Credit Control Manager)

Welcome to UNITECH family!

It is exciting to have young, talented, and dynamic new members in our team.
Together we will work towards achieving new benchmarks.



DIGITAL TRANSFORMATION

UNITECH WEBSITE

Google Analytics is one of the many tools that Google provides to help people understand what visitors are doing on their website. The tool allows you to track and analyze critical data on your site and site visitors.

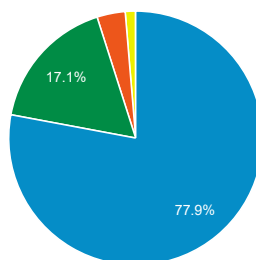
Following statistics for Unitech Website (www.unitech-ikk.com) are retrieved from Google Analytics for the period of **Jan to Aug 2021**...

ACQUISITION OVERVIEW

Total No. Of Users: 28,522	Number of Sessions per User 1.22
New Users: 27,818	Page Views 75,648
Sessions 34,925	Page/Session 2.17

TOP CHANNELS

Organic Search	22,466
Direct Search	4,939
Referral	1,037
Social	374
Other	6
Paid Search	1

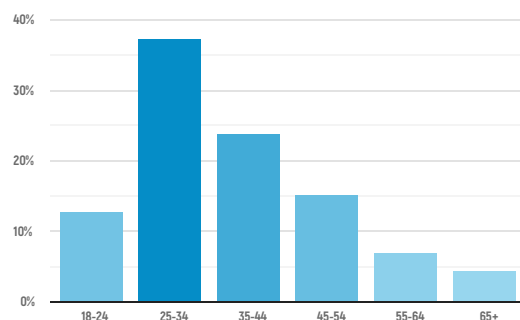


BEHAVIOUR

Bounce Rate	66.02%
Pages/Session	2.17
Avg. Session Duration	00:01:38

DEMOGRAPHICS OVERVIEW

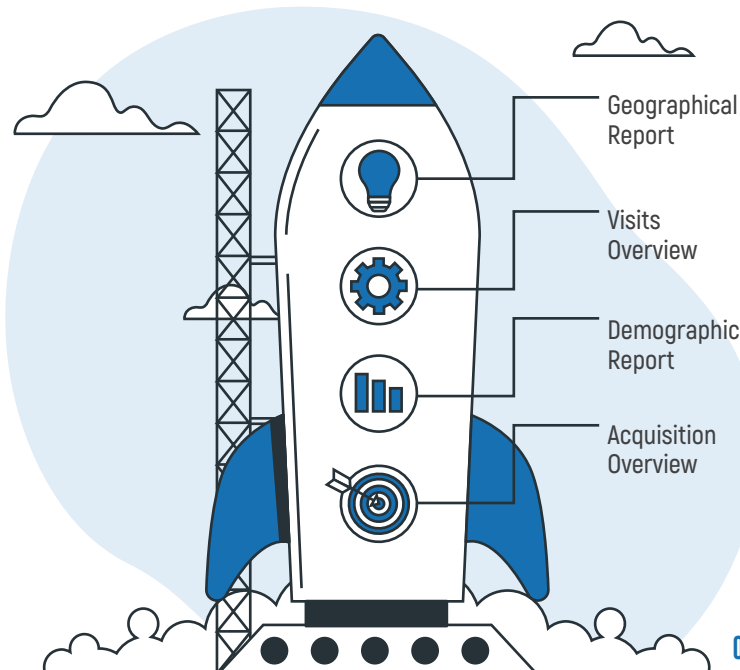
AGE

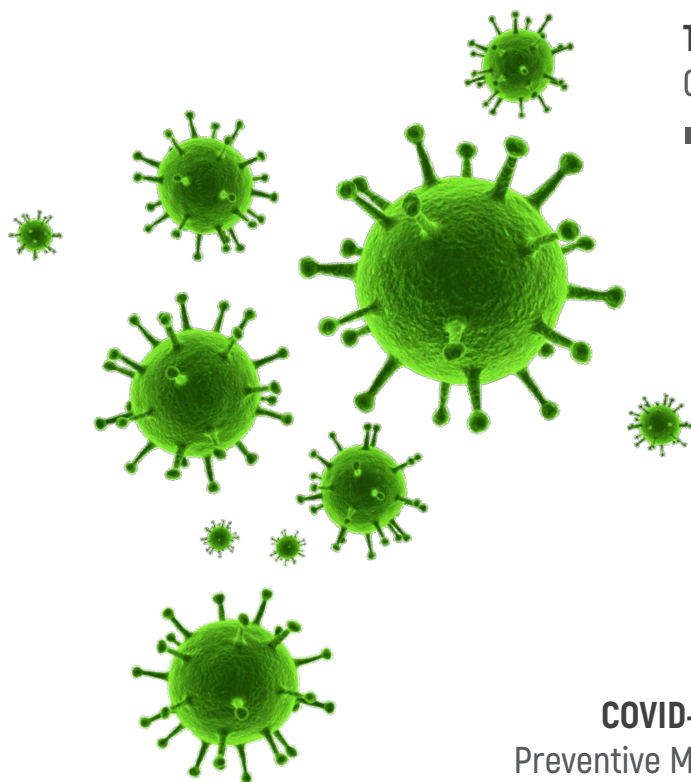


GENDER

29.2% Female / 70.8% Male

Get Access to all the reports generated through Google Analytics by clicking the below icons...





The New Normal COVID-19 Update

Globally, weekly cases have been increasing for more than a month, with over 4 million cases reported in the past week. An average of over 570 000 cases were reported each day over the past week as compared to a little over 540 000 cases reported daily the week before.

Getting vaccinated prevents severe illness, hospitalizations, and death. Unvaccinated people should get vaccinated and continue masking until they are fully vaccinated. With the Delta variant, this is more urgent than ever.

This is the worst health crisis the world has ever faced, we must help overcome this challenge by fulfilling our responsibilities towards our societies, and families through consistently abiding by the simple directions highlighted below:

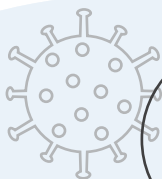
COVID-19 Preventive Measures



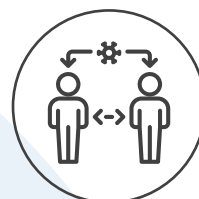
WASH THE HANDS WITH SOAP AND WATER FOR AT LEAST 40 TO 60 SEC.



USE HAND SANITIZER FOR 20 SEC. (WITH AT LEAST 60% ALCOHOL)



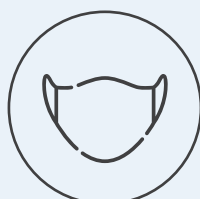
AVOID TOUCHING YOUR FACE (EYES, NOSE & MOUTH)



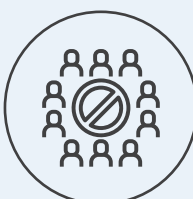
MAINTAIN A DISTANCE OF 2 METERS FROM OTHERS



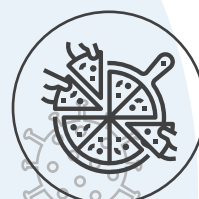
COUGH OR SNEEZE INTO YOUR SHOULDER



ALWAYS WEAR A FACE MASK IN PUBLIC



AVOID GATHERINGS



AVOID SHARING ITEMS (FOOD, PERIPHERALS, ETC...)



AVOID HANDSHAKES



ALWAYS COMPLY WITH THE DIRECTIVES OF LOCAL HEALTH AUTHORITIES



DISINFECT THE SHARED SPACE FREQUENTLY

Follow Us

Unitech Social Media Channels

Do you already follow us on our social media channels? If not, please follow us on the following social media channels, just click the icons below to land on the respective pages:



**FIND US ON
INSTAGRAM**



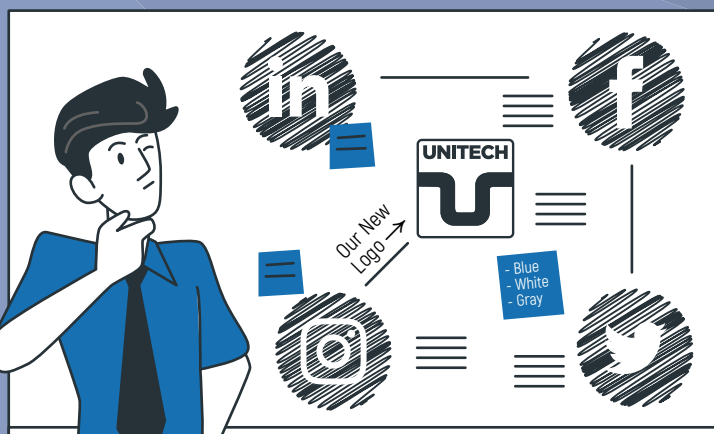
**FIND US ON
FACEBOOK**



**FIND US ON
LINKED IN**

The mission of our social media channels is to provide you with posts and short publications that will highlight the products, services, brands and teams that make up the Unitech family.

Follow Us, So you can be updated with our new developments, news and more...





COGNIZANCE

A UNITECH NEWSLETTER



www.unitech-ikk.com

COG. JUN/JUL 21. INIS06



40⁺ SINCE 1979
YEARS
OF EXPERIENCE