

SURVEILLANCE CREDIT RATING REPORT

ASHA SHIFA HARDWARE

Ref. no.: FR/2023/031376



Report Contents:

Particulars	Page
Rating Rationale	1
Partners Profile	2
Business Management	2
Market Review	2
Business Analysis	2
Financial Position Analysis	3
Banking Relationship	3
Risk Factor Analysis	4
Rating Observation	4

SME Rating	WCRSE/WCRME	Outlook	Date of Declaration	Date of Expiration
	WCRSE 3	Stable	31 May 2023	30 June 2024

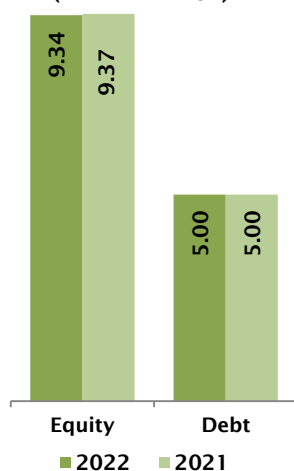
WCRSE 3 rating is equivalent to Bangladesh Bank SME rating scale of SME 3 under BRPD circular number BRPD(BIC)661/14B(P)/2014/2093

Name of the Bank	Mode of Investment	Sanctioned Amount	Outstanding Amount	Outstanding Date
Uttara Bank Limited	CC (Hypo)	4.00	--	May 2023

Key Snapshot:

Particulars	2022	2021
Revenue	24.00	23.50
EBIT	1.46	1.73
Net Profit	1.21	1.17
Total Assets	14.34	14.37
Total Equity	9.34	9.37
Debt	5.00	5.00
Net Profit Margin (%)	5.0%	5.0%
CCC (Days)	196	173
ICR (X)	6.62	3.25

Capital Structure (BDT. in million)



Financial Based on- Management prepared financial statements up to 2022.

Methodology: SME Rating Methodology published on the WCRCL website at www.wasocreditrating.com

RATING RATIONALE

WCRCL has reaffirmed 'WCRSE 3' (pronounced as WASO Credit Rating Small Enterprise Three) rating under the SME Rating to **Asha Shifa Hardware** (hereinafter referred to as '**ASH**' or '**The enterprise**') based on its financial and other relevant qualitative and quantitative information up-to the date of the rating assessment.

The above ratings have been assigned based on the fundamentals of the enterprise which include long business experiences of the proprietor, good business network, and low leverage position in the capital structure, good liquidity position, comfortable security arrangement, and good interest coverage position.

However, the above factors are constrained to some extent by no disclosure in the financial statement, market saturation or high competition, price volatility of the products, Proprietorship concern has no legal entity.

The SME rating implies that the enterprise is adjudged to **above average level** of credit worthiness in relation to other small enterprises.

WCRCL also viewed the enterprise with "Stable" outlook and believes that **ASH** will be able to maintain its good fundamentals in the foreseeable future.

Analysts:

Ummay Fatema
fatema@wasocreditrating.com

Monira Islam
monira@wasocreditrating.com