

CREDIT RATING REPORT  
MOON FURNITURE MART  
Ref. no.: FR/2023/30816



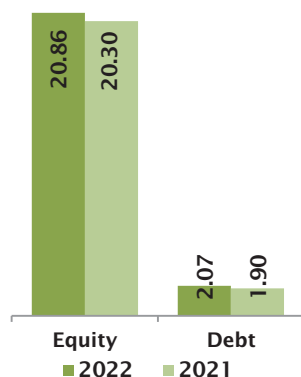
**Report Contents:**

Particulars	Page
Rating Rationale	1
Entity Profile	2
Business Management	2
Market Review	2
Business Analysis	3
Financial Position Analysis	3
Banking Relationship	4
Risk Factor Analysis	5
Rating Observation	5

**Key Snapshot:**

BDT. in million		
Particulars	2022	2021
Revenue	11.26	9.79
EBIT	0.99	0.82
Net Profit	0.81	0.66
Total Assets	22.93	22.20
Total Equity	20.86	20.30
Total debt	2.07	1.90
Net Profit Margin (%)	7.2%	6.8%
CCC (Days)	394	431
ICR (X)	5.90	5.38

**Capital Structure  
(BDT. in million)**



**Analysts:**

**Ummay Fatema**  
fatema@wasocreditrating.com

**Md. Al Amin Jewel**  
jewel@wasocreditrating.com

SME Rating	WCRSE/WCRME	Outlook	Date of Declaration	Date of Expiration
	WCRSE 3	Stable	07 May 2023	06 May 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

**Methodology:** SME rating methodology published on the WCRCL website at [www.wasocreditrating.com](http://www.wasocreditrating.com)

**RATING RATIONALE**

WCRCL has assigned 'WCRSE 3' (pronounced as WASO Credit Rating Small Enterprise Three) rating under the SME Rating to Moon Furniture Mart (hereinafter referred as "MFM" or "The Enterprise") based on its financial and other relevant qualitative and quantitative information up to the date of the rating issuance.

The above rating has been assigned based on the fundamentals of the enterprise which includes:

- Experienced and skilled management
- Good business network
- Good interest coverage position
- Low levered capital structure

However, the above rating has been moderated to some extent due to some factors like:

- Tight liquidity position with long cash conversion cycle
- Low disclosure of financial statements
- Low management information system (MIS) and Manual accounting system

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 MFM will be able to maintain its good fundamentals in the foreseeable future.