

2015



SHOPPING WITH PURPOSE
VIŠE OD OBIČNE KUPOVINE

BHcrafts
annual report

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20th Anniversary

As we announced in the last report, 2015 was the year of 20th anniversary for BHcrafts. Twenty years in the textile industry is a good proof that BHcrafts is stable and reliable partner in all aspects of work.



Analytics & Trends in 2015

Regret to say but anniversary year was not that good and prosperous as it should be. As the result of the global recession in the last few years the sales volume got decreased, compared to 2014. Our Swiss and German buyers seriously cut their orders, but in the other hand we found the new buyers in Netherlands, Denmark, the UK and Kuwait.



Online Activities

The new web site has had great success, and the re-opened on-line shop produced great results in a very short time. That is why BHcrafts made the decision to put all their efforts into strengthening the “virtual shop” and to increase that potentially high market.



Beneficiaries

We managed to keep the number of engaged women steady, and got the average income for our producers even higher than in 2014.

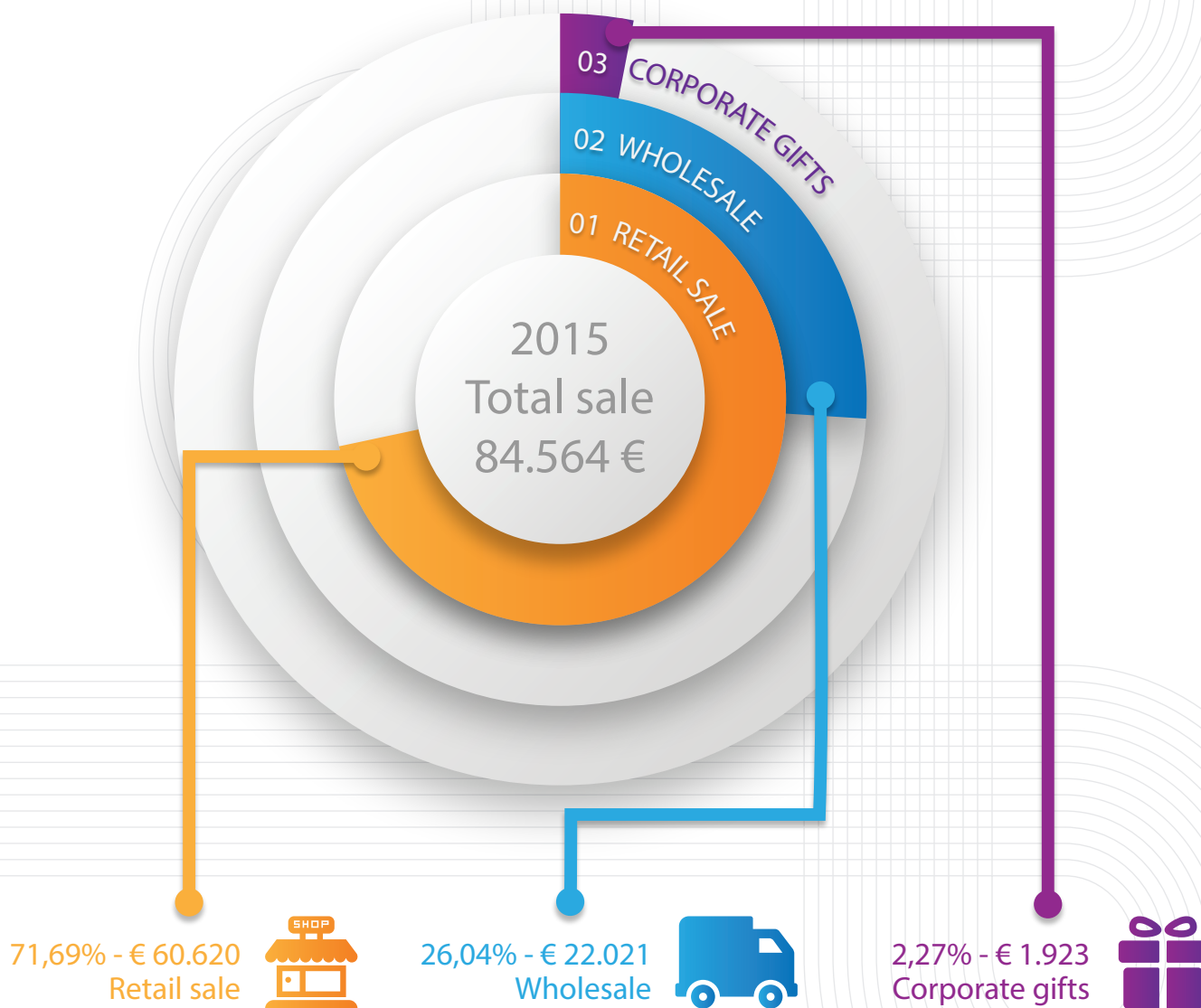


Budget in 2015

The total budget in 2015 was approximately € 167.520, which is 9,15% less than the budget for 2014. The majority of the activities were financed through in-house sources; ie, sales of handicrafts, in the country and abroad. Income from sale was € 155.138 (92,61% of the overall income).

Local sale

The biggest part of local sales comes from the retail outlet (71,69% BHcrafts shop, 2,27% corporate gifts program and 26,04% wholesale program).

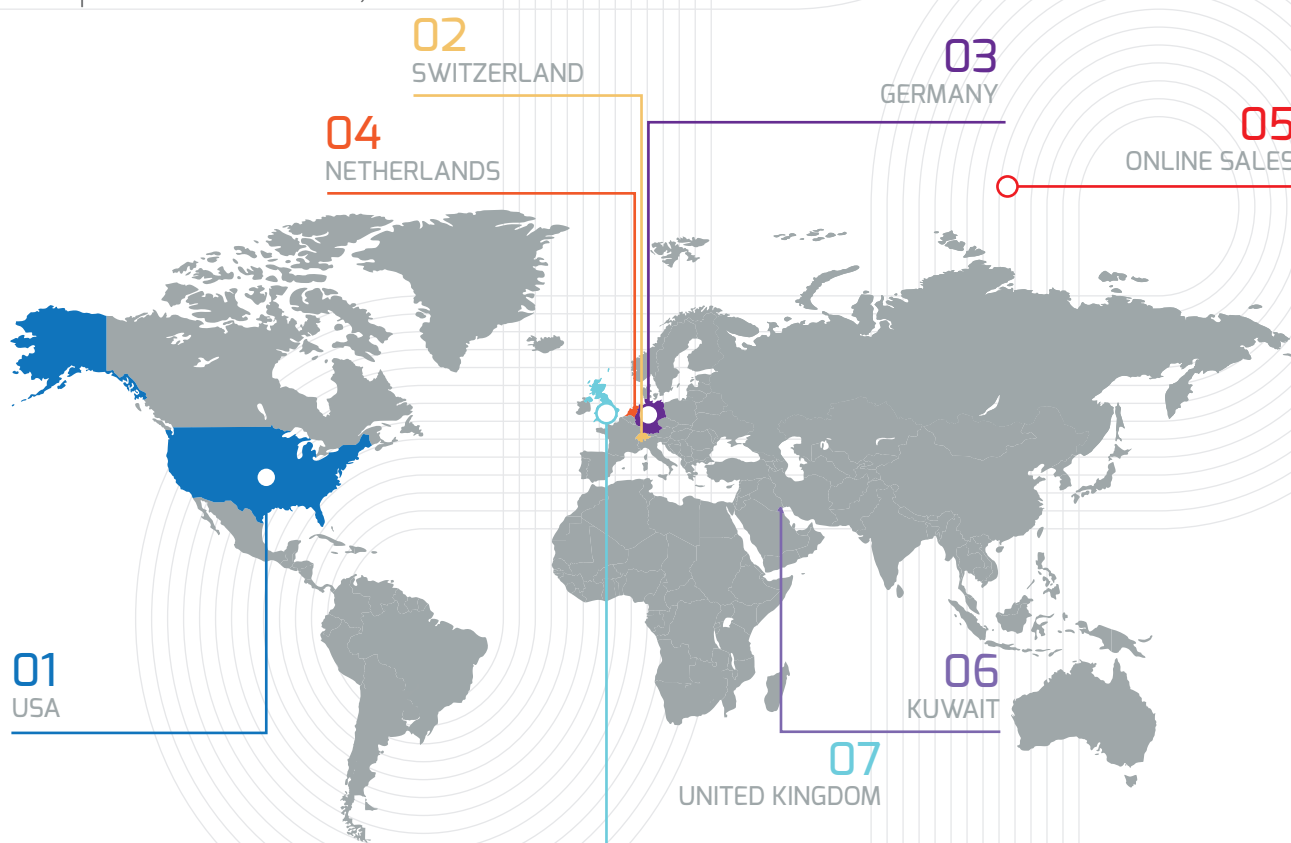


Export in 2015

Of the total export sales (€ 70.570), the US market tops the list with 65,17%, followed by Switzerland with 15,56%, Germany 11,68%, Netherlands 4,10% and others.

BHcrafts intensified their marketing activities for on-line sales in October 2015, most significantly, Etsy. This resulted in an unexpected rise in sales, and that invest-

ment resulted in 2.6% of the total sales – an excellent return on a modest investment of both, time and money. That's why we decided to focus on that market in 2016. Another argument for enhance of this kind sale of our products is the great feedback we got from all on-line customers.



01 UNITED STATES OF AMERICA
Sales volume: € 45.995 - 65,17%

05 ONLINE SALES
Sales volume: € 1.841 - 2,61%

02 SWITZERLAND
Sales volume: € 10.980 - 15,56%

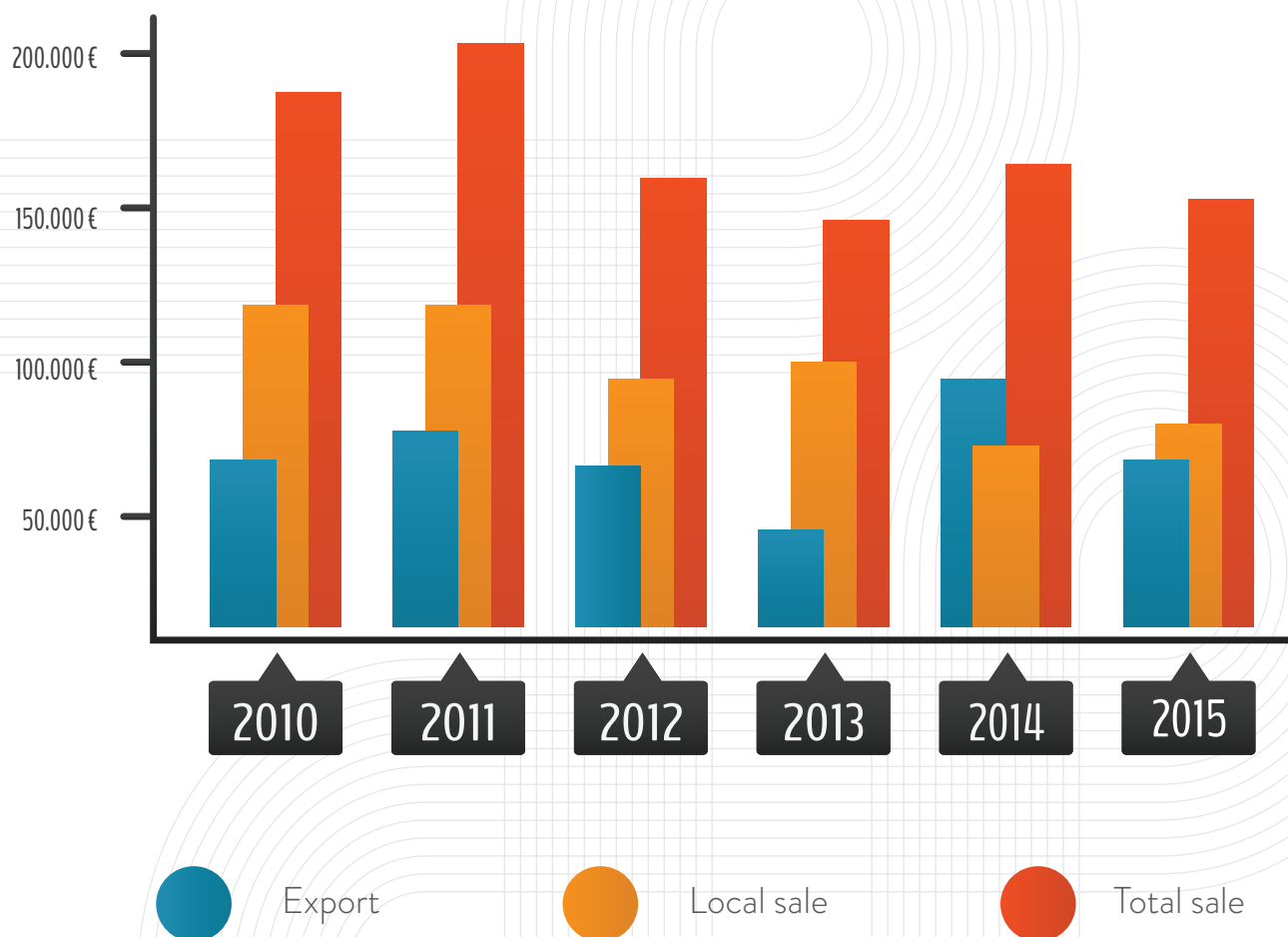
06 KUWAIT
Sales volume: € 340 - 0,48%

03 GERMANY
Sales volume: € 8.244 - 11,68%

07 UNITED KINGDOM
Sales volume: € 280 - 0,40%

04 NETHERLANDS
Sales volume: € 2.894 - 4,10%

Historical Data Analysis



Beneficiaries

117 Bosnian women got engaged in the production process and they earned the total amount of € 54.670,94, which is 35,24% of the total sale. The amount of € 10.622,69 was paid for pension and health insurance and income tax (73,30% for full time employees, for the “work at home” contracts tax percentages are 18%

in Federation of BiH, and 11% in Republic of Srpska,).

Total VAT in 2015 was € 12.160,26. The amount paid for the pension, health and unemployment insurance and income tax for 7 employees (2 sales persons, Designer/Production Manager, CEO and admin staff) was € 19.832,01

Thanks to socially responsible buyers and all BHcrafts customers our beneficiaries were able to buy firewood for this winter, books and bus tickets for their school children, and last, but not least – feel more confident and useful society member



Projects implemented in 2015

BHcrafts got supported by BHcrafts Inc. with the total amount of € 9.578,87.

The result of that financial support is purchase of the new vehicle for the office in Tuzla

The other projects in 2015, all successfully implemented and reported to the donors, are as follows:

- Opcina Centar Sarajevo – € 1.278,23
- Grad Tuzla – € 1.227,10

As the result of these two projects 23 women participated in the skills trainings and 18 of them got engaged in the production process.

Who benefits the most?

It's not a big job to calculate that BHcrafts, a small scale social entrepreneurship, contribute to the state budget with the amount of € 42.614,96€, or cca 25,5% from the total turnover.

The total amount for the projects in 2015,

financed by the different state levels (Municipal, Kantonal and State) was € 2.505,33 which brings us to the difference of € 40.109,63 as the benefit for the state.

