

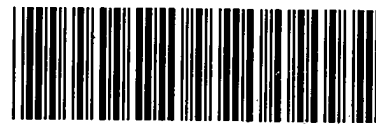
Screaming Matriarch UCJ Limited

REGISTERED NUMBER: 7723515

**Report of unaudited Financial Statements for the Year Ended 31
August 2014 for Screaming Matriarch UCJ Limited**

**Screaming
82 Maud Rd
Plaistow
London
E13 0JU**

THURSDAY



A403AE29

A11

29/01/2015

#23

COMPANIES HOUSE

Screaming Matriarch UCJ Limited

Contents of the Financial Statements for the Year Ended 31 August 2014

	Page
Company information	4
Report of company performace	6
Profit and loss account	12
Balance Sheet	13
Notes to the Financial Statements	15
About the Directors	17

Screaming Matriarch UCJ Limited

Company Information for the Year Ended 31 August 2014

Director Miss Chanel Urie

Director Miss Ufuoma Urie

REGISTERED OFFICE Screaming Matriarch
82 Maud Road
Plaistow
London
E13 0JU

Screaming Matriarch UCJ Limited

Description of Products and Services

Screaming Matriarch (SM) aims to bring “low brow” art and illustration to a wider audience. The artists SM will work to produce artwork that once was considered “niche”, now firmly finding a place in the area of art that sees a comic book, graffiti, and urban art crossover: focusing on imagery that is often dark, playful, subversive and quirky. Among the low brow artist and illustrator community there had been difficulty in getting their imagery on products and marketing it to the right audience. The gap has since opened up allowing for artists to self-publish and self-promote to much smaller audiences.

Large toy or merchandising distributors such as Underground Toys and Forbidden Planet (in the UK) and Baby Tattoo and Mezco Toys (in the US) still rarely accept submissions from lesser known artists and are unlikely to take on “unknowns” as this would be considered a high risk factor and they would prefer to go for the safer option of choosing more established brands to work with. Screaming Matriarch’s USP is that we are bridging this gap by scouting new talent (who are having difficulty getting their foot in the door) and giving them the opportunity to have their products manufactured to a high standard but on small runs/limited numbers, marketed and distributed by a company who have experience in the toy collectors/comic art industry.

Artists will retain complete creative control but SM will support them by funding the production of all items i.e. the artist may submit 4 t-shirt designs. SM take the designs, print the t-shirts and distribute them via their online shop (these designs remain exclusive to SM) A percentage of profits made from the sales are divided between the artist and SM.

Defining Print Merchandising:

Print merchandising is simply any saleable item that an artists image can adorn. These are usually screen-printed but may be digitally printed. They include: cushions, duvet sets, t-shirts, hooded sweatshirts, sweat-shirts, vests, underwear, tote bags; postcards, greeting cards, art prints, wrapping paper, stationery; stickers, embroidered patches.

About Little Apple Dolls

The Little Apple Dolls were created by Ufuoma Urie in 2002 as part of her final university art piece. The initial pieces were crafted from white clay and mudroc and moulded into 3FT versions of the dolls. Inspiration for work comes from Japanese horror, manga, anime, hammer horror as well as traditional folktales from Africa and East Asia. Appealing to fans of dark fantasy and horror, the gothic-inspired dolls stand at around 13-14 inches high (except for the large art dolls, which are 3ft, and previous manufactured mini dolls, which are 4 inches) and come dressed in elaborate handmade costumes with an accompanying storybooks (written and illustrated by the artist)

These dolls are referred to as ‘creatures of the inbetween’; children who are neither living nor dead. Their faces are not fully formed, missing noses and mouths which may render them horrific to some but beautiful to others. Others say that they find them eerie yet hauntingly beautiful.

After months of failing to get a job after graduation in 2002, Urie’s mother suggested that she start selling her art pieces at conventions and market stalls. To embrace this

Screaming Matriarch UCJ Limited

concept, Yurei started making 14inch versions of her degree show piece with the individual story books.

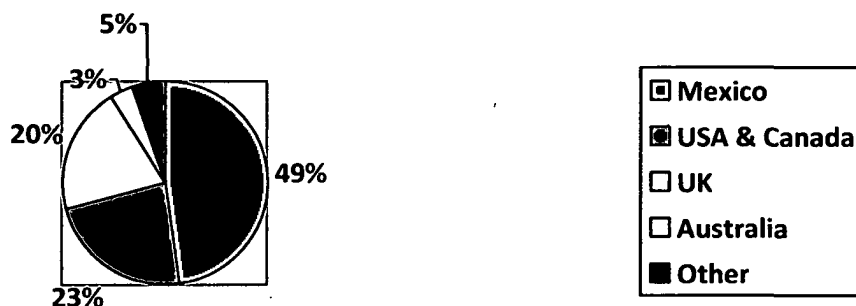
The dolls also have latin names inspired by the death of Yurei's father 2001 who studied Latin as a boy. A chance meeting with Kenny Penman from Underground Toys at the Birmingham based Memorabilia convention lead to a licensing agreement between both parties and the first series was made. The dolls reached cult status, instantly becoming collectable. They were widely available in Forbidden Planet and Hot Topic stores in the USA. A continued business partnership between both parties brought 3 more series of dolls and exclusives. The dolls were mass produced in China and retailed in stores for between £25-£35. However, in 2006 Underground Toys decided to part ways with the Little Doll brand as it no longer fit into its core strategy. Due to parties failing to come to some agreement, there was a cooling off period in which Yurei had to wait to get back all licensing rights to Little Apple Dolls. Once Urie was regained the rights, she united with her sister and formed Screaming Matriarch in 2011. Screaming Matriarch owns all rights to Little Apple Dolls and has produced 6 exclusives and one series to date. All dolls are sold exclusively through the Screaming Matriarch big cartel online shop and retail between £40-£60.

Potential Customers

Data from Facebook indicates that the majority of The Little Apple Doll fans are based in Mexico, USA, UK, Australia, Canada and Spain. (See pie chart below)

62% of fans are female and 37% are male. The age range for females are in the categories 18-24, 25-34 and 35-44. While for males, its in the age range of 13-17 and 18-24

Fan Base by Country



Projected Position for the Future

Screaming Matriarch has gradually increased its presence in the market during the period between 2012 and 2013. The company has focused all its energy on marketing the Little Apple Dolls. The company scheduled a number of online marketing campaigns using social networking sites such as Facebook, twitter, instagram and SM's very own wordpress site. As result Screaming Matriarch's likes on Facebook group increased from 900 likes to about almost 1400 likes for the period January 2014 to present.

It is hoped that Screaming Matriarch will see steady growth as it continues to build the Little Apple Doll brand. There has been interest enquiries from stores in USA,

Screaming Matriarch UCJ Limited

Germany, UK as well as international conventions. The company will be looking at strategies for how they can get their products into new markets such as Mexico and the USA where there is the biggest interest.

The company hopes to release 2 further series, more exclusives, a little apple doll storybook volume to (to bring the stories together) a customised doll service, expand the Chibi Kooma line of handmade bears as well as develop other products.

Year in Review

Screaming Matriarch has overseen the manufacture of pre-sold dolls for series 5 and six exclusive doll characters to date. However, due to supply chain issues in China, the delivery of orders to customers were late. Due to a combination of the following:

1. Procurement of the polyform apples

This task was outsourced to 3 different suppliers, the first of which was based in UK and charged a premium price for the design and manufacture of the product but failed to follow exact specifications of the design. This led to the final product not being completed and the designer failing to refund the deposit payment. In order to address the issue the team sought different suppliers within the UK to undertake and complete the manufacture of the apples. However, all attempts to take on any UK suppliers were unsuccessful. The team decided to tender the contract through Alibaba and whittled it down to two suppliers based in China, both suppliers offered competitive prices. The supplier selected confirmed that they were able to produce the apples as well as the accompanying pins for a discounted price. However, when the finished product arrived, it turned out that the apples were damaged and not finished properly. The pins which accompanied the apples were also too big. This led to Screaming Matriarch having to agree with the Chinese supplier to re-produce the pins with the right measurements at no extra cost to us. The team then approached the second Chinese supplier (contacted during the initial procurement process) to manufacture the apples. The supplier was able to produce the apples and this was successfully delivered at the end of April 2014. Although the final product was produced according to the brief, extra cost was needed as well as additional costs to obtain a mold, pay for express shipping and customs clearance. The Screaming Matriarch team is happy going forward to use this supplier to manufacture all future apples.

2. 3D Printing

One of the dolls for Series 5, Osen, required a costume accessory in the shape of a raven's beak. It was decided that 3D printing of this head dress accessory would be best suited. The company had approached a number of suppliers with the specs needed. The supplier selected was based on price per beak (highly competitive £4 each) and speed of delivery. The UK based supplier selected produced a sample and was given a date of the 25th of April 2014 to complete the project. However, two days before the batch was to be delivered, the supplier refunded payment via PayPal with a brief note explaining that they had personal issues and were unable to complete the project. The project has been tendered to another supplier and is now completed.

3. Blank Doll Bodies

The final issue of delay was the procuring of doll bodies used to create the series and exclusives. Up until the summer of 2013, blank dolls' bodies were recycled

Screaming Matriarch UCJ Limited

from previous series 1-4 (bought at low prices on Ebay and Amazon). However remaining stock of old bodies were stained and were not usable. All attempts by to procure 14 inch vinyl dolls in the UK proved unsuccessful as pricing was overbudget and companies were not able to manufacture with the material specified. The company decided to outsource this activity and advertised on Alibaba. 10 suppliers responded, however, the final 2 suppliers were Dongguan Farvision and Everest. Both companies were based in China and specified minimum quantity order of 500. Dongguan Farvision were selected based on the price per doll and sample cost. The project was completed in December 2014. However, due to the quality checking and the cost to ship during the Chinese New year, the delivery of the final product was delayed. There was a further delay of delivery of the dolls due to the fact that Screaming Matriarch had decided to also manufacture packaging in China. It was felt that a new packaging designed was needed to invigorate the brand. It was also decided that by shipping both items together the company could cut down cost on shipping fees. However, the packaging manufacturer filled in the incorrect customs form and another custom inspection had to be carried out. The dolls and wooden packaging finally arrived in the UK were delivered on 9th of May 2014. All orders were dispatched out to customers in July 2014.

Short Term Objectives:

- To continue to increase website traffic to Screaming Matriarch's website and associated site (Little Apple Dolls) through social networking sites Facebook and Twitter
- To continue to develop and produce a wide and varied range of quality products for the Screaming Matriarch online shop including greeting cards, art prints, postcards, tote bags and stickers.
- To produce 1-2 limited 14inch little apple doll limited editions
- Increase annual turnover by selling products through different avenues i.e. conventions and market stalls
- Find a suitable storage space to store stock and equipment
- Find a preferred supplier for postage

Long Term Objectives:

- Manufacture Series 6 of the Little Apple Dolls
- Rebrand and expand the Chibi Kooma brand
- Getting the dolls into stores both nationally and internationally

Screaming Matriarch UCJ Limited

- Exhibit at U.S. comic conventions; Dragon Con and New York Comic Con
- Start a Kickstarter campaign to collate all Little Apple doll stories and illustrations for publishing
- Diversify into self-publishing/ distributing art books.

S.W.O.T Analysis

Strengths:

- Original designs
- No staff costs
- Good Quality products
- Little Apple dolls already has strong cult following
- Can find economical ways to produce items
- Interest from promoters and conventions
- Cult following

Weaknesses:

- Delivery (in terms of costs incurred exporting to other countries)
- Limited blank doll bodies means products are in small runs thereby increasing costs thus increased pricing
- Currently, SM is dependent on few products
- Less than 5 staff which means that often, labour needs to be outsourced
- Doll dress material must be procured in bulk as fabric is often in season for short periods
- Not mobile
- Issues with customs clearance and VAT expenditure

Opportunities:

- Large diversification opportunity

Screaming Matriarch UCJ Limited

- International growth potential in Mexico
- Expand Little Apple Dolls into independent retail stores
- Obtain doll bodies from China

Threats:

- High postage costs means loss in revenue
- Increased pressure from customers to release dolls from previous series
- Release of limited dolls
- Scalpers from Ebay in particular

Risk Management: The associated known risks are follows:

- **Damage of goods while in transit:** Depending of the mode of transport to ship dolls/boxes from China, there is a high risk of dolls being damaged during transit to the UK.
- **Lost postage:** There is a risk of finished doll shipment from China not reaching its final destination- could get lost
- **Employee risk:** When the company decides to relase an exclusive doll, the workload could increase considerably as dolls need be dressed and packaged and invoices prepared. If orders are over 100 dolls, this will be a considerable worklaod for 2 people to complete which would lead to delays in sending out orders
- **Poor quality of doll bodies and boxes:** Due to the dolls/boxes been produced outside the UK and finished products not seen till goods are delivered, there is a risk that the goods may not meet the requirements specified or poor materials being used.
- **Shortage of fabric:** Sufficient fabric is purchased to make 100-150 dolls clothes. However, in the event that more fabric is needed, often , the company is unable to procure additional material as the fabric is seasonal and hard to obtain. This has lead to SM being unable to reproduce characters from previous series or take more orders. If SM decides to buy fabric in bulk then there is a risk of having surplus stock that might not be required.
- **Lack of storage space:** Intially the company stored about 100 dolls bodies at Urie's studio. However, due to the increased quantities from China, the company has had to store the dolls in a relative's house.

Managing Risks To reduce and manage these risks, the company will:

- Obtain shipping insurance
- Obtain contents Insurance
- Set up contract with a with courier firm with a 'signed for' service
- Seek quality checks for both doll bodies and wooden boxes from an independent contractor
- Hire additional help during the period that dolls are being assbled

Screaming Matriarch UCJ Limited

- Over-estimate (by about about 5m) fabric needed for exclusive dolls to ensure that orders are covered
- Find suitable storage space

Marketing Mix: The company will employ 6 strategies for marketing, including:

- Attending the London EXPO convention in October and Wigan convention in December 2014 as well as Kitacon in March 2015.
- A 3-month facebook advertisting campaign on facebook beginning in September 2014
- Revamping and rebuilding the Little Apple website
- A 2 minute animation of Little Apple Dolls on social Media
- Sending out brochures to doll collectors, bloggers and independent retailers
- A Little Apple Dolls competition

Screaming Matriarch UCJ Limited

Report of the for the Year Ended 31 August 2014

The members presents their report with the financial statements of the company for the year ended 31 August 2014

PRINCIPAL ACTIVITY

The principal activity of the comoany in the year under review was art and Merchandising

This report has been prepared in accordance with the special provisons of part 15 of the Companies Act 2006 relating to Small companies

For the year ended 31/08/2014 the Private limited Limited was entitled to exemption under section 477 of the companies Act 2006 (as applied by the Limited Companies (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008)

The members acknowledge their responsibility for comlying with the requirements of the Companies Act 2006 (as applied to Limited Companies) with respect to accounting records and the preparation of accounts.

ON BEHALF OF THE DIRECTORS

..C. Urie.....

Miss Chanel Urie-Director

Date: 15/9/14

..Ufuoma.....

Miss Ufuoma Urie-Director

Date: 15/9/14

Screaming Matriarch UCJ Limited

Profit and Loss Account for the Year Ended 31 August 2014

	31/08/2013		31/08/2014
Sales		8793.23	25917.30
Less discount allowed			<u>2449.50</u>
			23467.80
Opening Stock	912.00	5620.75	
Add Purchases	<u>7994.50</u>	<u>3980.00</u>	
	8906.50	9600.75	9600.75
Less Closing stock	5620.75	4830.52	<u>4830.52</u>
		<u>3285.75</u>	<u>18697.57</u>
Direct labour/ Other direct costs		<u>1405.24</u>	<u>-----</u>
Gross Profit		4102.24	18697.57
<u>Less Expenses</u>			
Travel	101.00	223.86	
Stationery	158.95	878.72	
Cotton Bags	86.03	-----	
Rent	300.00	1824.00	
Bank Charges	18.00	100.80	
Postage and Packaging	1409.80	3898.97	
Promotion and Website	157.17	306.31	
Credit Card Interest charges	103.00	1005.00	
Covention Table	400.00	444.10	
Other Sundries	396.80	1505.42	
Import duty costs		1223.21	
Investments		500.00	
Shipping		2552.82	
Outsourcing		1813.70	
Subscriptions		541.16	
Paypal Fees		1058.96	
Quality Inspection China		280.00	
		<u>3130.75</u>	<u>18157.03</u>
Total Expenses			
<u>NET PROFIT BEFORE TAX</u>		971.49	540.54
<u>Less TAX @ 24%</u>		<u>233.16</u>	<u>144.00</u>
<u>NET PROFIT AFTER TAX</u>		<u>738.33</u>	<u>396.54</u>

Screaming Matriarch UCJ Limited

Balance Sheet as at 31 August 2014

	31/08/14
CURRENT ASSETS	
Cash at Bank	404.51
Paypal Account	16.30
Petty Cash	1970.96
Short Term Investment	500.00
Stock	<u>4830.52</u>
	7721.49
CURRENT LIABILITIES	
Amounts falling due with one year	
Creditors	872.80
Taxation	<u>144.00</u>
	1016.00
TOTAL ASSETS LESS CURRENT LIABILITIES	6705.49
LESS LONG TERM LOAN	-----
	<u>6705.49</u>
CAPITAL AND RESERVES	
Called up Share Capital	6308.95
Net Profit or Loss 2014	396.54
SHAREHOLDERS' FUNDS	<u>6705.49</u>

The Directors acknowledge their responsibilities for:

For the year ending 31/08/2014 the company was entitled to exemption from audit under section 477 of the companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the companies Act 2006

The director's acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts

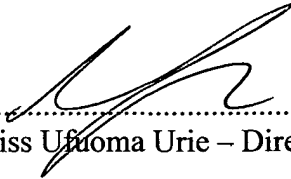
Screaming Matriarch UCJ Limited

The financial statements were approved by the Directors on

..... and were signed by:

C. URIE

.....
Miss Chanel Urie – Director



.....
Miss Ufuoma Urie – Director

Screaming Matriarch UCJ Limited

Notes on Accounts for the Year ending 31/08/14

1. We are a private limited company trading under the name Screaming Matriarch. Our main business activity is to provide a platform for semi-professional artists, illustrators and other creatives to develop their designs for "print" merchandising (i.e. t-shirts, cushions and other textile items) making these products available to the public via the company's online store.
2. A lot of expenditure was spent on procuring doll and apple accessories moulds from China. Delivery of completed dolls and wooden packaging were further delayed due to export and custom duties as well Chinese New Year holidays.
3. Market conditions improved and the pre-sale of both series 5 and the exclusive Supernae Blue doll proved to be a huge success.
4. Screaming Matriarch will now focus on producing series 6 in spring 2015 which will need a huge amount of investment. However, plans are being put into place re-order more dolls from China. This will enable mass production and allow products to be retailed in shops and stores.
5. The company screen printed special edition t-shirts for series 5 customers to compensate for the late delivery of their orders. These strategy proved popular among fans and the company plans to now exploit this by designing and screen printing Little Apple doll T-shirts as well as non Little apple Doll T-shirts

These notes form part of these financial statement

Screaming Matriarch UCJ Limited

Notes to the Balance sheet

1. The company has no fixed assets
2. Short term investment consists of investing in a printing business
3. Stock consists of numerous items such as t-shirts, raw materials, 14 inch vinyl doll bodies and greeting cards.
4. The current creditors consists of a single credit card

These notes form part of these financial statement

Screaming Matriarch UCJ Limited

ABOUT THE DIRECTORS

Director: Ufuoma Urie

Ufuoma Urie is Screaming Matriarch's creative talent and the artist behind Little Apple Dolls.

Duties include but are not limited to:

- Scouting other artists/creatives for future projects with SM
- The design of graphics for all "print merchandising" for Little Apple Dolls
- Set-up and maintenance of the Screaming Matriarch website
- Re-branding Little Apple Dolls and its associated website
- Receiving and processing orders for products
- Liaising with 2nd party contractors SM may commission over time
- Seeking out the most cost-effective options (buying materials, asking for quotes etc)
- The crafting of doll sculptures for international sale

Relevant Experience & Qualifications:

- 5 Years as a sole trader running Little Apple Dolls as an independent company
- GCSEs in Textiles, Design Technology and Art
- A-level Art & Design, Media Studies
- BTEC Foundations Studies in Art
- BA Hons in Fine Art New Media
- GNVQ in Design
- Certificate in Web Design

Director: Chanel Urie

With experience in the Finance/Accounting/Business Management sector, Chanel Urie will be responsible for strategic and financial planning for Screaming Matriarch.

Duties include but are not limited to:

- Reviewing all concepts that come through SM and checking their viability
- Financial planning on a yearly basis
- Through analysis of activities making decisions about SM's next move
- Initial set up and ongoing liaison with Company's House
- The set-up and maintenance of SMs accounts with HM Revenue and Customs
- Securing funding/business capital

Relevant Qualifications:

- BA Hons in Business Studies and Accounting
- Business consultant for Little Apple Dolls
- 2 years Project Management and budget management