

KY345 MERCH LIMITED

Vancouver, BC, Canada

Ky345merch.online



**KY345 MERCH**

**&**

**JM876 MERCH**

**ANNUAL REPORT**

**FY 2023**

*"Bringing the Islands to you through authentic Caribbean Clothing"*

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# TO OUR STAKEHOLDERS

## To Our Stakeholders

### STRATEGIC HIGHLIGHTS

KY345 Merch and JM876 Merch has grown in the last year. 2022 was the year for many firsts with shirts being sold at the Cayman Islands, and Jamaica Booth in Surrey Fusion Festival. Additionally, Jamaica Day Holland Park saw much success for JM876 Merch with locals, visitors, and tourists wanting to embrace the JM 876 Merch brand.

### FINANCIAL HIGHLIGHTS

KY345 Merch and JM876 Merch maintained its financial position by staying in the black. Under the leadership of the Managing Director KY345 Merch ensures that value for money in events, clothing, and travel is consistent with KY 345 Merch mission statement.

### OPERATING HIGHLIGHTS

It should be noted that KY345 Merch partnered with a local store in Surrey British Columbia to sell JM876 Merch black and white shirts. KY345 Merch has partnered with a local store in the Cayman Islands to increase brand awareness of KY 345 Merch to tourists and locals. Another partnership is being contemplated on the eastern side of Grand Cayman. KY345 Merch participated in a summer youth program providing photography support.

The Managing Director attended the Cayman Islands Small Business Development Convention at the Marriott in October 2023, Grand Cayman. While KY345 Merch was not able to attend Surrey Fusion Festival, Caribbean Days Coquitlam, Caribbean Days Chilliwack, Jamaica Day – Holland Park and the Black Business Association Convention. There was significant interest from KY345 Merch to attend these pivotal events. However, ensuring that the partnership with the local store in the Cayman Islands was a priority and is producing positive results.

Coming down to the third quarter of the year KY345 Merch provided video support to a local Church and Christian organization. Additionally, KY345 Merch directed a small production for a local church that raised the brand awareness level for KY 345 Merch. While KY345 Merch does not get paid for charitable activities it is essential for the organization to maintain its corporate social responsibility.

# TO OUR STAKEHOLDERS

## LOOKING AHEAD

As always KY345 Merch seeks to be innovative in providing its merchandise and services to its customers and partners around the globe. KY345 Merch will be looking at three keywords trendy, innovative, and adaptable for the year 2024 to deal with demands and trends that each year presents. KY345 Merch and JM876 Merch maintained affordable prices for its clothing and will continue to do this. Moreover, shipping costs remained relatively high for shipments to the Caribbean. KY345 Merch and JM876 Merch is always looking at simplifying the process for customers in purchasing clothing. It is a priority for KY345 Merch to explore all options to pass on savings to customers.

In summer 2023 KY345 Merch released three new colours apart from the traditional black and white used with hoodies and t-shirts. The three new colours were charcoal gray, light gray and navy blue. However, the colors for JM876 Merch remained the same but marketing will increase for JM876 Merch in 2024. Additionally, in November 2023 a gold hoodie was released for JM876 Merch with new designs to be created and showcased in 2024.

# KY345 MERCH TRANSACTIONS

## KY345 Merch Transactions

### STATEMENT OF FINANCIAL POSITION

- Statement of Financial Position

#### KY345 MERCH TRANSACTIONS FOR YEAR 2023

Description	Revenue	Expenses	Earnings
<b>2022 Year End Cash</b>	2873.49 CAD		
<b>Grant</b>	2500.00 CAD		
<b>Website</b>		522.00 CAD	
<b>Linktree Sub</b>		130.00 CAD	
<b>JM 876 Merch</b>			
Black			
White			
Green			
Yellow			
<b>Hoodies</b>			
Black*1			5.00 CAD
White			
Green			
Gold			
<b>Polo</b>			
Black			
White			
Water Bottle			
Fleece Pants			
Fanny Pack			

# KY345 MERCH TRANSACTIONS

<b>Crew Neck</b>			
Black			
White			
<b>Long Sleeve</b>			
Black			
White			
<b>KY345 Merch</b>			
<b>T-Shirts</b>			
Black*3			37.05 CAD
White*1			12.35 CAD
Red*2			12.35 CAD
Royal Blue			
Navy Blue			
Dark Charcoal*1			12.35 CAD
Light Gray			
<b>Hoodies</b>			
Black			
White * 1			20.00 CAD
Forest Green			
Irish Green* 1			20.00 CAD
Pink			
Light Blue			
Royal Blue*1			20.00 CAD
Navy Blue			
Burgundy			
Gray			
<b>White</b>			

# KY345 MERCH TRANSACTIONS

<b>Polo</b>			
Black			
White			
Green			
Water Bottle			
Fleece Pants*1			10.00 CAD
Fleece Short			
Fanny Pack			
<b>Crew Neck</b>			
Black			
White			
<b>Long Sleeve</b>			
Black			
White			
<b>Wind breaker</b>			
Black			10.00 CAD
<b>Total</b>	2873.49 CAD	652.00 CAD	159.10 CAD
<b>Total Expenses</b>	652.00 CAD		
<b>Less</b>	2221.49 CAD		
<b>Total Earnings</b>	159.10 CAD		
<b>Grand Total</b>	2380.59 CAD		

# NOTES TO FINANCIAL STATEMENTS

## Notes to Financial Statements

### ACCOUNTS

KY345 Merch has maintained its financials for year 2023 in the black through a tactful approach of ensuring that value for money is consistent with the mission statement of KY345 Merch.

### DEBT

KY345 Merch and JM876 Merch have not engaged in taking on any debt and will not accumulate debt without approval from the Board.

### IMPROVEMENTS

KY345 Merch and JM876 Merch continues to maintain its financial position and will continue this for the FY 2024,

### TAKEAWAYS

KY345 Merch was offered a grant later in the year of 2022 and will be exploring that initiative in due time and is optimistic that this can be actioned in 2024. Additionally, KY345 Merch received another grant and will be carrying this initiative from December 2023 to March 2024 and will analyse the results accordingly to implement best practices.



# CONTACT INFORMATION

## Contact Information

**JARED MCGILL, CCAM  
MANAGING DIRECTOR**



**Email**

ky345merch@gmail.com

Approved by the Board on  
December 27, 2023

Sincerely,

*J. McGill*

Jared McGill, CCAM  
**Managing Director**  
December 27, 2023

# CONTACT INFORMATION

