



Easy On The Ears

A JA Company

Annual Report

2020-2021

Jackson High School
Mr. Donaldson
Massillon, OH



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Executive Summary

Ever since COVID-19, mask mandates have been enforced and many people have commented that masks hurt the back of the ears. We noticed this problem ourselves, as we had to wear one every day to school. Nobody wants to wear an uncomfortable mask, so we decided to create a product to solve this problem. Our Easy On The Ears product is simply an elastic band with small clips that go on each side of the material. The clips are then used to attach to the loops of a face mask. Both the elastic band and plastic clips are black, giving the product a subtle and clean look.

The main purpose of this elastic band is to relieve the ear pain caused by wearing masks, whether it be for five minutes or six hours. It goes on the back of your head and slightly stretches the face mask loop off of your ear. It can also be worn on the back of your neck if you prefer your ears to be completely untouched. This versatility allows for people of all preferences to be comfortable while wearing a mask.



***INSPIRED RELIEF FOR
EVERY EAR***

FINANCE

Financial Highlights

Statement Of Activities				
Total Revenue	\$1242.05			
Sales	\$920.15			
Liquidation	\$0.00			
JA Capital Investment	\$100.00			
Other Capital Investment(s)	\$0.00			
Other	\$221.90			
Total Expenses	\$865.89			
Operation / Product costs	\$554.73			
Taxes	\$56.16			
Settle Capitalization	\$105.00			
Salaries/Wages/Commissions	\$0.00			
Pay Outstanding Bills (anything not accounted for above)	\$0.00			
Net Profit	\$376.16			

COMPANY ROLES AND LEADERSHIP

Our company consists of four members:

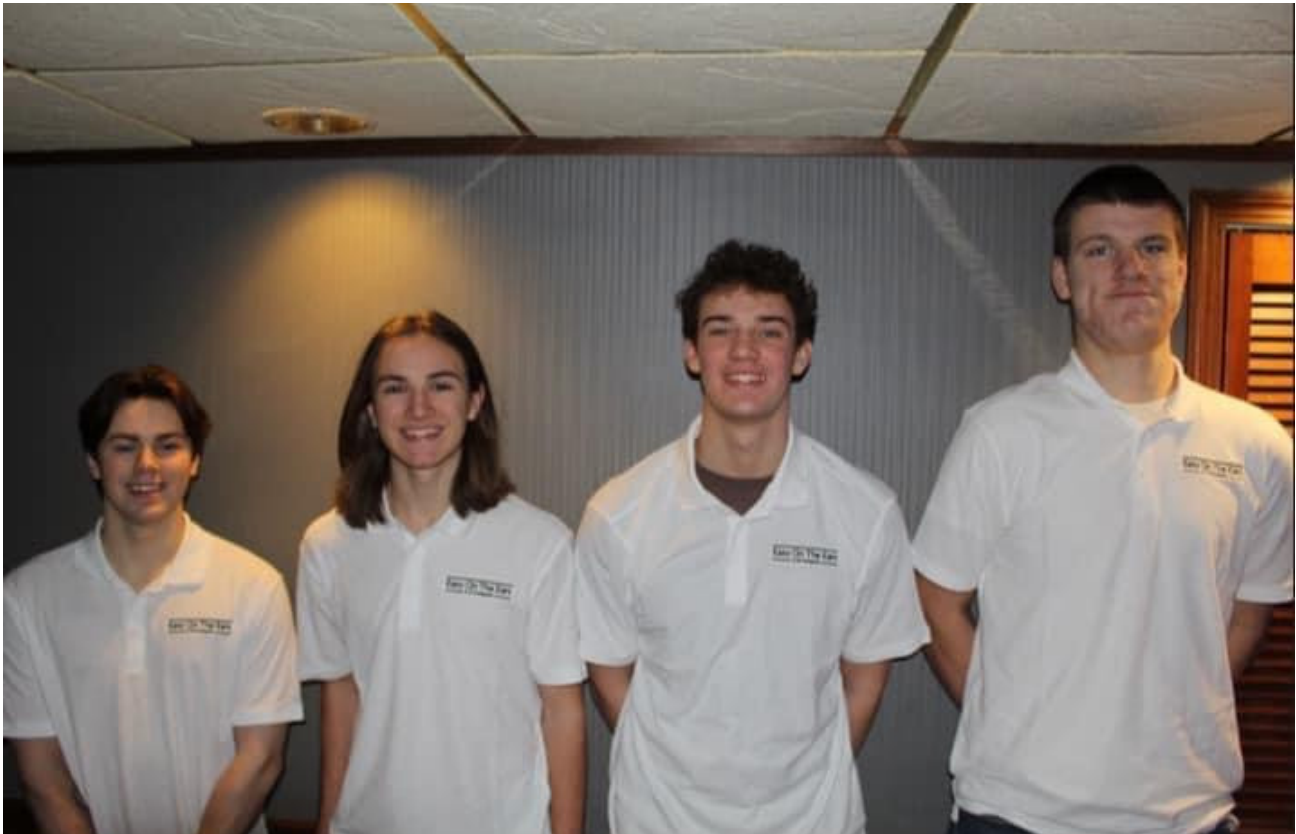
Zach Schering (CEO)

Aiden Neuman (CFO)

Lucas Immel (Head of sales)

Ian Hensley (Head of production)

Together we manage and create an amazing product. There have been bumps along the road, but we've managed to overcome these challenges together. Everyone gets along well and we're proud to say that we work for Easy On The Ears! A company we created together.



COMPETITIVE ADVANTAGE

A combination of low-cost, high-quality materials provided maximum comfort and strong profit margins. These materials include a soft elastic band and soft plastic clips. We've also managed to manufacture our product ourselves. This gives us a competitive advantage as we don't need to charge a lot for our product. We have lower prices because we don't need to spend extra money on production and manufacturing costs. Overall, it creates a very comfortable product that is very inexpensive for consumers.



"My child Lilly LOVES easy on the ears. Lilly is so, so happy at school now. Thank you so very much!"

"I never thought I'd enjoy wearing a mask so much. Its like you can't even feel that you are wearing it. THIS IS GREAT!!"



"Working long shifts at the hospital has never been easier. I can now work through my whole day without any pain. Thank You!"

MARKETING AND SALES

Our marketing and sales strategies consist of using social media and word of mouth to spread our product to as many people as possible. This way, people learn about our product and choose whether or not they would like to buy one. In specifics, the social media platforms we use are Facebook, Instagram, and TikTok. We have placed advertisements through Facebook and Instagram, along with pictures and videos on all platforms to keep our audience updated and entertained.

Another marketing and sales strategy we used involved going door-to-door with our product. We thought it would greatly benefit us if different neighborhoods would potentially talk about our product. This method has worked for years and we thought why not give it a try. After many successful sales, we noticed that people loved the idea and we're willing to buy it. They also loved how cheap it was and didn't hesitate to buy one.

The last marketing and sales strategy we used involved talking to stores around us. Through this, many places allowed us to set up flyers with business cards all around their store. Some stores have added our product to their checkout area for sale. These stores include BP gas station, Ohio Tea and Coffee, and Varsity Gear. We thought this would be beneficial because shoppers are already willing to spend money, so why wouldn't they spend a few more dollars on something that might help solve their problems while shopping.



Followers

330



Followers

49



Followers

61



LEARNING EXPERIENCES

Throughout this journey, our company has experienced many challenges. We started the year by losing a team member and things only got worse from there. As the year progressed, another team member moved away and we eventually lost our CEO. These obstacles made everything very difficult. Major setbacks were placed upon the company and we really needed to come together. Nowadays, after overcoming these challenges, we are a much stronger company than before. Our company was able to increase our sales by over 24% with less people. We also restarted from scratch by creating a whole new website. With giving people in our company new positions our CFO Aiden Neuman had to restart our financial records. This created a challenge for us and really showed us how to deal with ups and downs within a company.

