



TOPANGA

TRAVEL FURTHER

Annual Report 2020-2021

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Junior Achievement of North Central Ohio

Massillon, Ohio Jackson High School

EXECUTIVE SUMMARY

Topanga is a clothing company created with a mission to inspire people to travel further within nature. Due to Covid-19 lock downs many people stayed inside and relied on technology to occupy their time. In an effort to disconnect people from technology and reconnect them with nature, we created a clothing brand that embodies our lifestyle and passion for nature and exploration in each product. Our brand, Topanga, came from a music artist from Northeast Ohio, Trippie Redd, who created a song named “Topanga”. As we looked into the song more, we found that it was written about a State Park in California. Although the state park is in California, the local ties from Trippie Redd helped bring the brand to Northeast Ohio.



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Financial Performance

Overview

Break Even Point- 42 shirts

Net Profit- \$2,267.87

**Return On Investment-
122.34%**

Total Revenue- \$4,395.97

JA Performance Review

Total Units Sold- 167

Website Page Views- 2029

Net Profit- \$2,267.87

Total Revenue- \$4,395.97

Balance Sheet

Assets:	
Cash	\$1,715.14
Supplies	\$826.16
Total Assets	\$2,541.13
Owner's Equity + Liabilities:	
Capital Stock	\$1,020
Net Profit	\$2,267.87
Total Liabilities and Capital	\$3,287.87

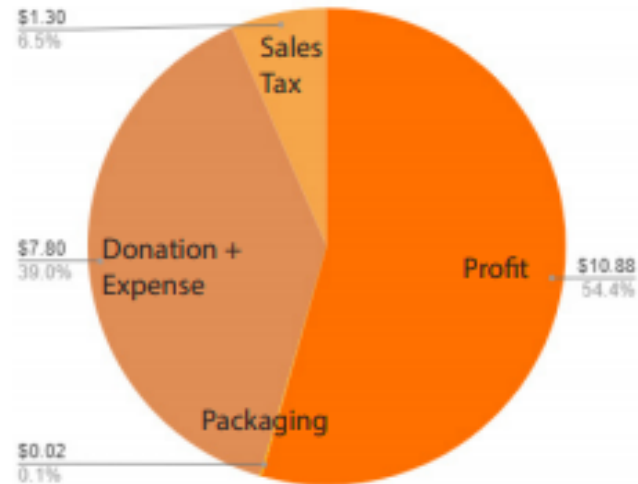
Statement of Activities (Profit or Loss)

Revenue:	
Revenue from Sales	\$4,395.97
Total Revenue	\$4,395.97
Expenses:	
Total Sales Tax	\$280.76
Cost of Goods Sold	\$2,012.65
Wages, Salaries, and Commissions	\$0
Charitable Donation: Stark Parks	\$113.39
Total Expenses	\$2,756.49
Net Profit	\$2,267.87

Book Value of Stock* (Upon Liquidation)

Net Profit	\$2,267.87
Capital Stock	\$1,020
Total Owner's Equity	\$2,267.87
Number of Shares of Stock Sold	6
Book Value/Share	\$377.98
Percent Return/Share	122.34%

T-Shirt Price Breakdown



Long Sleeve Price Breakdown



Sweatshirt Price Breakdown



COMMUNITY PARTNERSHIPS

Our very first question after coming up with Topanga was: How do we give back? So many companies nowadays find a way to give back to something they care about. Being a nature company, we chose to give back to an organization tied to nature. After careful consideration, we felt it was best to give back 5% of our proceeds to Stark Parks. Stark Parks stood out to us because we all wanted to support an organization with similar goals to us. We are all firm believers in the idea that local business should help other local businesses. Throughout the year we made sure this was incorporated. For example, we had our commercial made by a former Jackson Alumni that recently started up his own media company Capuano Media.



LEADERSHIP

Leadership was very important from the start to the end of the year. Jackson Local Schools chose to give students the option to be hybrid learners. The CEO made it mandatory for his employees to be in class from day one. Junior Achievement is a very hands on class. If employees chose to stay home, it would make it very difficult to get things done.

In addition, at the start of each week the CEO would set a list of goals and tasks to complete for the week, including multiple assignments for each department of the company. The CEO usually would be responsible for double checking the work that his team completed. He would also work on other things that needed to be done that weren't assigned to his team. Furthermore, to make everything run smoothly, the CEO would personally meet with each member of the team to evaluate their performance. These evaluations took place at the end of each month. On top of the CEO's personal evaluations, the teacher would also send out an assignment for members of the team to evaluate each other. With these leadership strategies, our company was able to learn and excel as the year went on.

COMPANY STRUCTURE

Our company structure was established with the idea that everyone would be equal partners. This kept everyone in check because we all had to work towards a common goal. At the start of the year we determined our start-up cost to be \$1,000. We decided to allow each company employee the opportunity to pay \$170, which meant everyone had an equal share in the company. In total we pulled \$1,020 out of our own pockets. This drove our mindset to be successful because we all knew our own money was at stake. During the interview process the CEO had to evaluate each employee's strengths and weaknesses to find the role that fit each employee best. Overall, we found our structure to be strong and effective for the course of the year.



SOLVING A PROBLEM

WE HAVE ALL NOTICED AN INCREASED AMOUNT OF SCREEN TIME WHETHER IT IS US OR OUR PEERS. WE DECIDED THAT 5% OF OUR PROCEEDS AT THE END OF THE YEAR WILL BE DONATED TO OUR LOCAL PARK, STARK PARKS. WE BELIEVE THAT THIS DONATION WILL LEAD TO CHANGES WITHIN THE PARK TO GIVE THE COMMUNITY A PLACE TO ESCAPE OUR PROBLEMS. WHEN OUR CUSTOMERS BUY APPAREL FROM US THEY ARE A PART OF SOMETHING BIGGER THAN THEMSELVES. PEOPLE ARE GETTING DRAWN AWAY FROM THE BEAUTY OF NATURE, IT'S OUR MISSION TO INSPIRE THEM TO TRAVEL FURTHER.

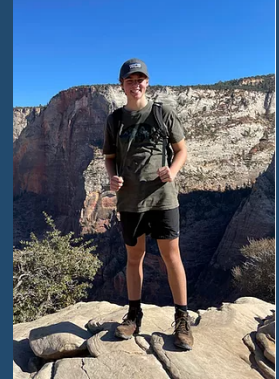
COMPANY ROLES



Troy Atkinson
CEO



Evan Wilson
CFO



Cole Bertram
CTO



Bryce Layman
CMO



Ryan Buckler
CLO



Garrett Hattery
CRO

PRODUCT DEVELOPMENT

THE QUALITY AND VARIETY OF OUR CLOTHING IS VERY IMPORTANT. WE HAND PRESS OUR SHIRTS USING A HEAT PRESS. THIS IS A COST FRIENDLY, YET TIME CONSUMING PROCESS. WE ALSO TAKE PRIDE IN THE VARIETY OF SHIRTS AND SWEATSHIRTS THAT WE OFFER. ALONG WITH THE VARIETY OF COLORS WE OFFER, WE MADE SURE OUR CLOTHES WERE DURABLE FOR OUTDOOR EXPLORATION. OUR GOAL IS TO USE THESE SHIRTS TO CONNECT WITH OUR CUSTOMERS AND ENCOURAGE THEM TO EXPERIENCE WHAT OUR PLANET HAS TO OFFER.

MARKETING

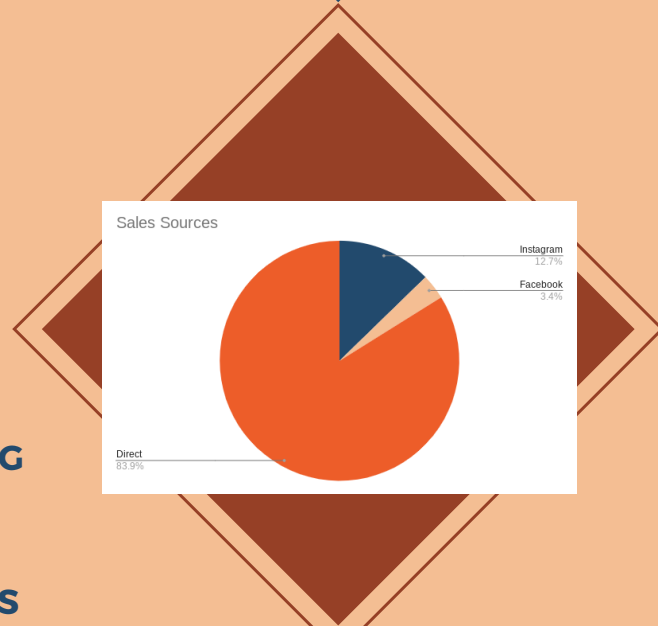
Early on we ran product surveys to finalize our design and find our target market. We found our target audience would be middle school, high school, and college students. We felt that pricing our product was very important when looking at our target market. The majority of our target markets are full-time students, so we made our product affordable. We made sure that our product maintained the same quality as our competitors too.

SOCIAL MEDIA

WE STARTED OFF OUR SOCIAL MEDIA WITH INSTAGRAM, EVENTUALLY WE CREATED A FACEBOOK AND TIKTOK. WE FOUND THAT THE MAJORITY OF OUR TARGET AUDIENCE WERE ON INSTAGRAM. WE NOW HAVE 618 FOLLOWERS ON INSTAGRAM AND HAVE FOUND A LOT OF SUCCESS ON OUR ACCOUNT. WE MADE OVER \$560 ON INSTAGRAM AND \$149 ON FACEBOOK. WE FOUND THROUGH INSTAGRAM THAT 38.8% OF OUR FOLLOWERS ARE FROM THE AGE OF 18-24. LEARNING THE DEMOGRAPHICS ON INSTAGRAM HELPED US TARGET ADS TO THIS AGE GROUP. ALL OF OUR SOCIAL MEDIA PAGES WERE ABLE TO CREATE SALES AND CREATE TRAFFIC ON OUR WEBSITE.

GIVEAWAY

WE HAVE HAD 2 GIVEAWAYS OVER THE COURSE OF THE SCHOOL YEAR. OUR FIRST WAS WHEN WE FIRST HAD OUR FIRST DROP. EVERYONE WHO POSTED ON THEIR STORY ONE OF OUR FIRST INSTAGRAM POSTS WAS ENTERED IN THE GIVEAWAY. WE HAD OVER 50 ENTRIES AND WE GAVE AWAY A SHIRT AT THE END. THIS HELPED US LAUNCH OUR INSTAGRAM PAGE, GAINING FOLLOWERS AND INCREASING ENGAGEMENT. OUR SECOND GIVEAWAY WAS WITH 9 OTHER COMPANIES, INCLUDING ANOTHER JA COMPANY EASY ON THE EARS. WE GAINED OVER 100 FOLLOWERS THROUGH THIS GIVEAWAY AND GAINED A LOT OF EXPOSURE.





SALES

WHEN IT CAME TIME TO DECIDE THE PRICING OF OUR PRODUCT, WE AGREED TO LIST THE CLOTHING FOR AN AMOUNT THAT WOULD CHALLENGE OUR COMPETITORS. THE PRICES WOULD BE MORE AFFORDABLE TO THE AVERAGE PERSON ALL WHILE MAINTAINING THE HIGH QUALITY OF PRODUCTION THAT OUR COMPANY VALUES. WE SPENT TIME RESEARCHING OUR COMPETITORS PRODUCTS TO GAUGE HOW THEY LISTED THEIR CLOTHING. IT RANGED FROM \$25-\$40 FOR T-SHIRTS AND LONG SLEEVES, ALL THE WAY UP TO \$50-\$80 FOR CREWNECKS AND SWEATSHIRTS. PRICES LIKE THESE AREN'T REALISTIC FOR THE CUSTOMERS THAT WE ARE TARGETING. SO WE DECIDED ON PRICES THAT WOULD MAKE OUR CLOTHING MORE AFFORDABLE FOR A LARGER NUMBER OF PEOPLE AND WOULD ALLOW FOR OUR BUSINESS TO GAIN A CONSIDERABLE AMOUNT OF PROFIT FROM EACH SALE. OUR WAY OF CONDUCTING SALES SHOWS WHAT TOPANGA CLOTHING IS ALL ABOUT, WE WANT TO CHANGE THE DOMINATING MONOPOLY THAT CLOTHING BRANDS HAVE ESTABLISHED ON OUTRAGEOUS PRICES FOR CLOTHES. WE WANT PEOPLE OF LOW AND HIGH INCOME TO BE ABLE TO ENJOY OUR PRODUCTS WITHOUT BREAKING THEIR BANK, AND FEELING GOOD WHILE WEARING IT.



MARKETING PROBLEMS

WE HAVE FACED A PLETHORA OF CHALLENGES MARKETING INCLUDING PROBLEMS WITH REACHING OUT TO INFLUENCERS, RUNNING ADVERTISEMENTS, AND RUNNING OUR INSTAGRAM ACCOUNT. WE REACHED OUT TO AN INSTAGRAM INFLUENCER TO TRY AND HAVE THEM POST AND PROMOTE OUR CLOTHING. WE SENT HER A SWEATSHIRT AND DIDN'T HEAR BACK FROM HER. WE LEARNED NOT TO TRUST PEOPLE THAT WE MEET ONLINE. WE RAN AN ADVERTISEMENT AND GOT VERY POOR RESULTS. THE ADVERTISEMENT WAS FOR 5 DAYS BUT WE HAD TO STOP AFTER 3 DAYS BECAUSE OF DISAPPOINTING RESULTS, IT TAUGHT US THAT WE WOULD HAVE TO FOCUS MORE ON IN PERSON MARKETING TO RUN AN EFFECTIVE INSTAGRAM CAMPAIGN, THERE HAS TO BE A THEME TO THE ACCOUNT. WE FOUND IT APPROPRIATE TO POST PICTURES OF THE OUTDOORS TO SHOW THE BEAUTY OF NATURE AND WHAT IT HOLDS FOR PEOPLE TO EXPLORE. WE CREATED A PATTERN POSTING A COMBINATION OF NATURE AND PRODUCTS, DOING THIS ALLOWED OUR POST TO IMPROVE THROUGHOUT THE YEAR.

COMPANY STYLE

One of the very first challenges we faced as a company this year was choosing our company style. We chose to press all of our shirts in house. This would also give us the opportunity to make sure all shirts were made to our standards. This also meant we could save money on production cost and guarantee quality. Producing these shirts, however, did prove to be a bit hard. We have faced a plethora of challenges marketing including problems with reaching out to influencers, running advertisements, and running our instagram account. We reached out to an instagram influencer to try and have them post and promote our clothing. We sent her a sweatshirt and didn't hear back from her. We learned not to trust people that we meet online. We ran an advertisement and got very poor results. The advertisement was for 5 days but we had to stop after 3 days because of disappointing results, it taught us that we would have to focus more on in person marketing. To run an effective instagram campaign, there has to be a theme to the account. We found it appropriate to post pictures of the outdoors to show the beauty of nature and what it holds for people to explore. We created a pattern posting a combination of nature and products, doing this allowed our post to improve throughout the year. It took some time to find an efficient system to press and package the shirts. The first time we produced t-shirts we had to make 97 in one day. This ended up taking up 13 hours with just a single 1 hour lunch break. The second time we produced 50 shirts and it only took 5 hours. Our updated system proved to be much more efficient and better overall.

Learning Experiences

FINNANCIAL ISSUES

- ORIGINAL PLATFORM WE CHOSE TO SELL ON WAS NOT SUITED FOR ECOMMERCE, SO WE FOUND A NEW SITE THAT WAS PROFESSIONAL AND FRICTIONLESS FOR OUR CUSTOMERS
- WE DID NOT HAVE ACCESS TO OUR BANK STATEMENTS AFTER WE OPENED AN ACCOUNT AT HUNTINGTON, WHICH MADE IT DIFFICULT TO KNOW HOW MUCH MONEY WE HAD
- WE WERE ABLE TO GET THROUGH THESE PROBLEMS WITH GREAT FINANCIAL TRACKING

