

**T/S**

# **TRASH STASH**

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2020 - 2021

# **ANNUAL REPORT**

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School: Lake Middle High School  
Teacher: Mrs. Tompot  
Volunteer Teacher: Mr. Kenneth Brott  
Junior Achievement of North Central Ohio  
Uniontown, Ohio

# Table of Contents

01

Executive Summary . . . 1

Financial Reports . . . 2

Innovation . . . 3

Sales Strategies . . . 4

Marketing Methods . . . 5

Leadership/Organization . . . 6

Learning Experiences and Future Application . . . 7

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## About Trash Stash

### MISSION

to assist every customer  
in attaining their organizational  
goals, starting with a cleaner car.

### Company Performance

- 129 Units Sold
- Sold in Hartville Hardware

### Financial Results

- \$973.13 Net Profit
- 162% Return on Investment
- 64% Profit Margin

### We created the Trash Stash to Provide

- A healthier environment
- Better Social confidence
- Less distracted driving

### Trash Stash?

The Trash Stash is a hand sewn trash container that clips onto the backside of any headrest in any car.

## Capitalization

To receive an investment, we developed a pitch to Junior Achievement and was \$600 with 5% interest.

## Return On Investment

An investment of \$600 and a net profit of 2,659 makes our ROI 428.2%

### Income Statement

September 1st, 20210 - May 5st, 2021

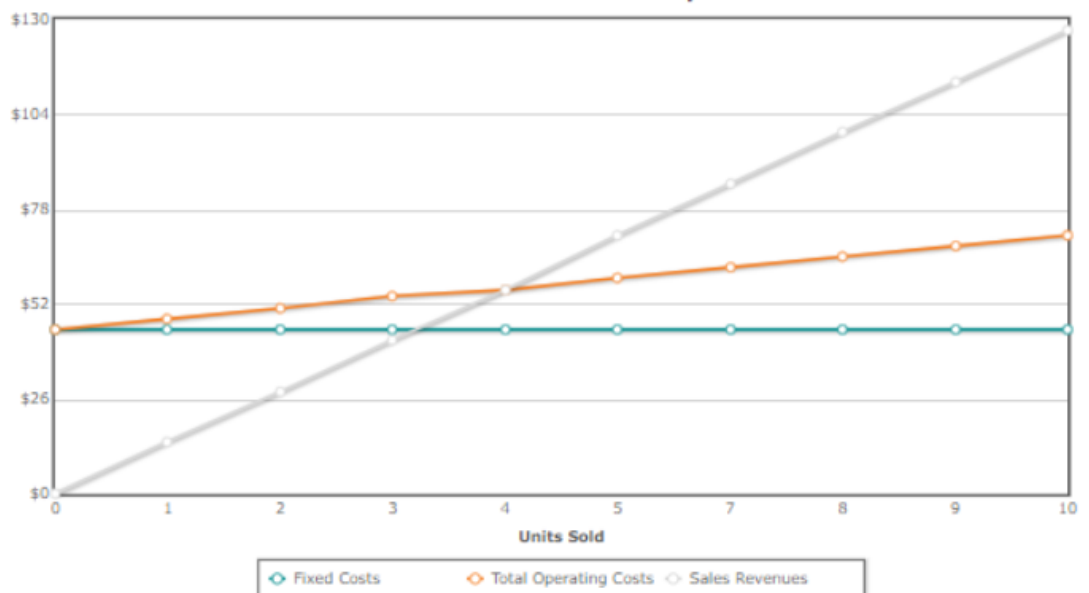
Revenue		
Revenue From Sales		\$ 1,616.00
Other Investment Income		\$ 2,000.00
<b>Total Revenue</b>		<b>\$ 3,616.00</b>
Expenses		
Cost of Goods Sold		\$ 455.12
Marketing		\$ 100.86
Website Fees		\$ 121.34
Sales Tax		\$ 95.68
Labor		\$ 54.00
Donation		\$ 100.00
Interest Expense		\$ 30.00
<b>Total Operating Expenses</b>		<b>\$ 957.00</b>
<b>Net Profit</b>		<b>\$ 2,659.00</b>

### Balance Sheet

September 1st, 20210 - May 5st, 2021

Assets		
Cash		\$ 2,659.00
Inventory		\$ 110.00
<b>Total Assets</b>		<b>\$ 2,769.00</b>
Liabilities		
Net Profit		\$ 2,659.00
Equity		\$ 110.00
<b>Total Liabilities &amp; Equity</b>		<b>\$ 2,769.00</b>

Unit Sales Breakeven Analysis



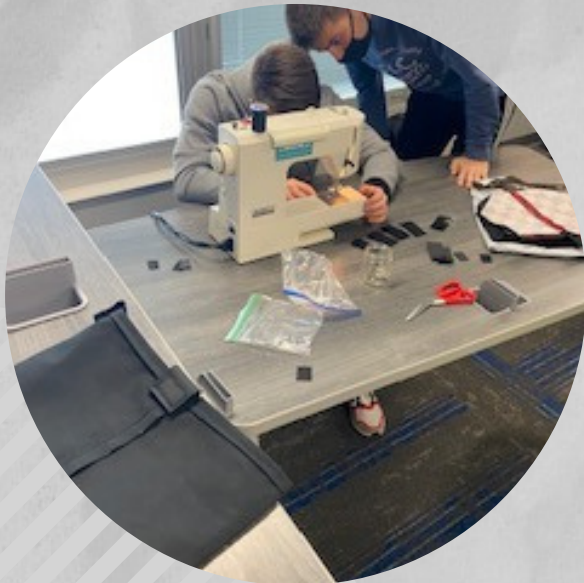
## ***Our Product:***

Our product was made with innovative thinking by itself. Our product is a completely different approach to a trash can inside of a car. We developed the design of our product to compensate for all of the flaws other car trash cans carry within the market.



## ***Partnership with LOC:***

We have partnered with a local non-profit called "Love Our Community". Love Our Community is a thrift store that is located in Hartsville, Ohio dedicated to helping the less fortunate in our Community. We're very thankful to be partnered with this wonderful organization that allows us to make a positive impact through them. We're committed to donate 10% of our company's profits so they can continue to do good.



## ***Product Development:***

The Trash Stash was developed though many trials and errors with the help of others. To design a durable product, we first had to choose the correct fabric, plastic and attach to the seat method. After materials were chosen, we received help from a local engineer and seamstress to assist in the design of our product. Applying their knowledge we perfected our design.



## ***About the Product:***

The Trash Stash is a hand-sewn fabric trash container that conveniently clips onto the backside of any headrest in any car. The Trash Stash is a 1.8 gallon trash can. Our product helps each and every customer maintain a cleaner car by providing a convenient place to store any trash while inside of their car.

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## ***Sales:***

Our target market is anyone who has dealt with or is looking for a superior way to keep their car clutter free. With our personal experiences of a cluttered car and community ties, we have been able to engage with those who fit our target market exactly. We have found consumers of our product in the Hartville Hardware, employees at Verizon Wireless, faculty members as well as family and friends.

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## ***Connections:***

Using personal and business connections, we have been able to move our business forward to new heights! Our non-profit, Love Our Community, has given many customers reason to purchase our product, instead of similar products from other suppliers ! We sincerely believe that we are helping make a difference in our community through them. Our deal with the Hartville Hardware was realized through community connections as well personal connections with our leader of supply chain's aunt working as the marketing director. Lastly, the community connection with our supervisor, Mr. Ken Brott has made a tremendous difference in our business. Mr. Brott has been a consultant through all of the problems and successes running a business has carried. Through Mr. Brott's connection, we were able to land a bulk order with a local business!

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## ***Customers:***

Getting to know our customers is crucial, especially when regarding sales. It is cardinal to maintain a positive relationship with customers of the past, present or future to develop a potential sale. When selling, we made it a priority to treat customers with respect and fairness, so that they were comfortable with product and identity. We believe that this attentiveness to the consumer led to us to have a higher probability when selling our product.

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## ***Online sales:***

Having an online option to purchase our product has granted a larger audience. The online option has made it simpler to sell to customers outside of our local community. Online sales have continued to provide a positive impact on our business. The most effective method of online sales has been through our website. Every Trash Stash includes a sheet of paper with information containing our contact information and website. Customers also find our website through social media platforms such as Instagram and Facebook. It is our goal to continue pushing our online presence to reach new audiences and broader demographics.



## Key Marketing Strategy:

Our key marketing strategies mainly flow through social media and by word of mouth. By making ourselves known throughout the local community through connections and extended community through social media, we can target a specific market.



Username: **Trashstashja**

- Operating a Facebook & Instagram page.
- Run ads on Facebook to publicize our product and attract new customers.
- Partnered with "Love Our Community" to appeal to local customers.
- Marketing our product at "Hartville Hardware".
- Marketing our uniqueness & locally made product.

## Competitive Advantage:

There are indeed other car trash cans much like ours on the market, but we are able to stand out against competitors for various reasons. The Trash Stash is 100% handmade locally and offers completely unique technology in the design that cannot be found anywhere else on the market. Every Trash Stash is reviewed by our team members upon delivery, so that quality is not an issue. Trash Stash separates itself from competitors by offering a lower costing, yet higher quality product !

## Target Audience:

We determined our target audience by running surveys and speaking to potential customers throughout the community. Our survey results showed that 60% of people found their car to be cluttered with trash often. Our survey also pointed out that the average car owner valued cleanliness, but lacked an efficient way to stay clean. Age and gender showed no correlation with interest in our product. We realized our audience as anyone who has dealt with or is looking for a superior way to keep their car clutter free.





All of our positions were determined through a series of surveys and interviews. The traits we took into account were work ethic, leadership ability and their natural talents. It was these interviews and surveys that made it very clear who was the best fit for each respective position. Our VP of Marketing was selected for his position based off of his unique photoshop and other editing skills as well as his experience in running a successful art page on Instagram. Our VP of Sales was selected for her well versed social skills and ability to connect with others. The six members of our team represent a flat organization structure. Our CEO is located in the center of the structure where all four teams report to him. The flat style organization allows our company to cohesively work while each team focuses on their own branch. When it comes to decision making, Trash Stash has put forth a decentralized method to each individual and unique decision to be made. A decentralized authority allows each team to share their ideas and visions for projects while motivating employees with a creative environment. Many successes have been achieved with this open communication between the team. For example our COO proposed the idea of advertising our product in the largest independently owned hardware store in the country, and without that vision, we would have not realized that potential.

In order to attain our company goals, Trash Stash chooses to focus our efforts on intrinsic motivation. To do this, Trash Stash provides a positive and friendly work environment in which employees are motivated to perform their best without any initial reward. Friendly sales competitions are held to observe who has perfected their selling techniques. Trash Stash motivates their employees to be bold, get out of their comfort zones and ultimately be the best version of themselves to impact not only their company, but their community around them. To ensure each team member is staying productive and active in the pursuit of company goals, we schedule a constant flow of different and engaging tasks made specifically for each individual team member. We have implemented this strategy after learning that each individual team member is more likely to hold motivation to be productive when working in an interesting and engaging environment.



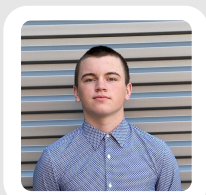
Aaron Martin - COO



Nathan Moore - CEO



Lucas Ball - Finance



Tysen Simms - Supply Chain



Leah Woods - Sales



Logan Hohlbaugh - Marketing



# Learning Experiences and Future Application:

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Using hard work, determination and an exceptional team work ethic, Trash Stash successfully navigated the lows, highs, and extreme adversity of operating a business.

The JA company program provided Trash Stash with an invaluable environment where mistakes made turned into opportunities to learn. The challenges faced and lessons learned gave us opportunity to grow as students and more importantly, as a company. An important lesson learned though running the business was that it is crucial to stay productive and focused while bearing the stress and embarrassment of failures and drawbacks. Faced with failure many times in the earlier months, we decided to learn and problem solve instead of burning out.

The logo for Trash Stash, featuring the letters 't/s' in a stylized font inside a dark circle.

## **Problem:**

### Faulty design.

Receiving a loan brought forth confidence to the company and a “perfect” vision on how the company ought to proceed. That was until multiple flaws in the functionality and actual design were brought to realization. With no working product, there was no certainty of sales and return on investment.

### Learning to sew.

When the first fabric prototype was constructed, it was made based on the beginner knowledge of one group member. We didn't fully account for all of the mistakes and hardships that would come with having little knowledge on troubleshooting and operating the machinery.

### Managing a heavy workload.

With our product being launched, we underestimated the time and dedication it would take to run a successful business. More time in the business meant less time for anything else taking place. In order to run the business correctly, our personal schedules needed to be changed.

## **Solution:**

To address the faulty design, many hours were put in designing and testing for the perfect result. We completely redesigned the 3D printed attach on piece to not only fit one size headrest, but any headrest. We did this by adding a gap in the plastic frame to allow it bend. This feature allows the Trash Stash to be used in any car.

To find a better way than string to attach the fabric to the plastic ring, we brainstormed different ways we had seen materials attached in the past. A team member was reminiscing about velcro sneakers when everything clicked. Velcro was the perfect solution for our product.

In order to reach maximum efficiency in production, it was necessary to cross train more than half of the group on the sewing of the product. The CEO taught four group members to first learn the basics of sewing, and then moved them into the actual production of the product. To combat the breaking down of the machinery, Trash Stash consulted experienced seamstresses and was given advice on how to operate the sewing machines without any issues. This proved to be huge as daily production was doubled once less problems arose. Trash Stash also took advantage of outsourcing production to siblings of the team members to keep up with demand.

To successfully manage our personal schedules, it was vital that each team member mastered efficient time management. Learning this skill was accomplished by cutting out time wasted everyday like watching TV, scrolling social media and procrastinating tasks not due immediately. Once we had all attained this new skill, we were all prepared to manage a heavy workload.