
ANNUAL REPORT

2020 - 2021

fulfilled
A JA Company



**JUNIOR ACHIEVEMENT OF NORTH CENTRAL OHIO
SCHOOL: LAKE MIDDLE HIGH SCHOOL
TEACHER: MRS. TOMPOT
VOLUNTEER: KENNETH BROTT
UNIONTOWN, OHIO**

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COMPANY PERFORMANCE

\$3,756.47

in revenue

\$2,029.82

net profit

\$800

valuation of materials donated

338.30%

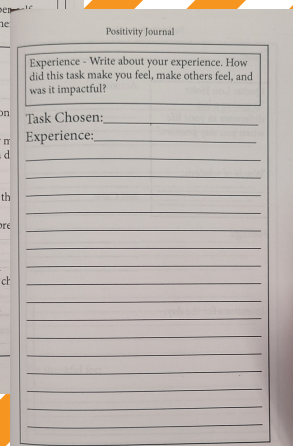
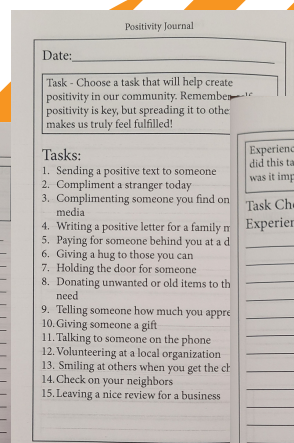
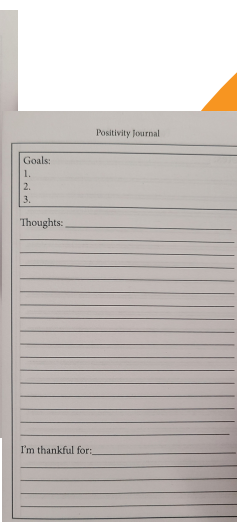
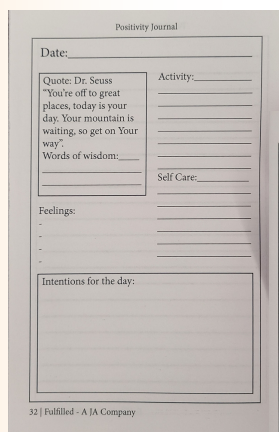
return on investment

EXECUTIVE SUMMARY

Here at Fulfilled, we believe everyone has a unique set of values that sets them apart from others. Our mission is to spread positivity through self expression to create a connected community. Through our journaling experience, customers are able to appreciate their attributes and express more positivity to themselves while interactively spreading it to others. Our product fulfills this mission and created a team full of individuals who fully are inspired to form a more connected community. Each person that has joined the mission has learned the importance of appreciating oneself and the value of positivity.

PRODUCT DESCRIPTION

We offer one of a kind handcrafted leather bound journals made alongside Gentlebrook's developmentally disabled clients. Our book maps out a 30-day journaling experience with selective prompts that help the user write, think, and act in a more positive manner towards themselves and others. Our product creates self confidence and assists developmentally disabled clients in doing the same through our books purpose and relationships.



LEADERSHIP AND ORGANIZATION

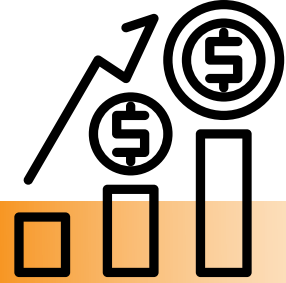


Fulfilled is a company based off of a cross functional structure. At the beginning of the year, each student was evaluated through experience, knowledge, and teacher recommendations. In choosing roles, the group discussed each member's strengths and weaknesses and sculpted a hierarchy of advisors based on where their skills best fit while enabling them room to grow. Once the roles were decided, the members trained to familiarize themselves with their new position. After the first week, any changes that were deemed necessary were made based on the outcome of the trials. This method placed members where they best fit while creating a positive, togetherness attitude about the system itself.

Throughout the school year, the students made the most out of their 45-minute class period and worked bell to bell to ensure work was getting done outside of the two other business classes taken in conjunction with the JA program. The CEO provided an in-depth agenda prior to class that outlined the tasks to be done each day. The first 5-10 minutes of class was spent discussing overarching ideas that involved whole group collaboration. The group was then split up into designated groups to work on tasks in order to achieve company goals for the day. All work was done through Google Cloud allowing for team members to collaborate and build trust throughout the process. The end of class consisted of a 5-minute overview session to coordinate what was done and to help plan for the next day.

**"It always seems impossible until it is done."- A.A. Milne
(Pg. 14)**

Teamwork we found was the lone factor in achieving our goals. There was not one task that could have been done individually and the drive of each and every employee to be successful was used as a springboard to accomplish many amazing feats. It was this characteristic alone that kept our company running smoothly.



FINANCIAL PERFORMANCE

OVERVIEW

Fulfilled had a price point of \$15 and have sold 201 units sold. We had sales revenue of \$3,006.47 and total revenue of \$3,756.47 giving us a return on investment of 338.30%.

BREAK EVEN

Fulfilled had a total of \$40 fixed expenses each month for our website and marketing with a profit margin of 42.5% and a gross profit of \$6.50 per unit sold. In order to reach our break even point, at least 7 books needed to be sold.

CAPITALIZATION

We utilized our team work to develop a pitch where we used our public speaking skills to present to Junior Achievement. Through our successes we were awarded \$600 with 5% interest.

RETURN ON INVESTMENT

Using this investment as our start up cost of \$600 and currently holding a net profit of \$2,029.82 makes our return on investment 338.30%

LIQUIDATION

Gentlebrook has expressed interest in buying out the business at the end of the school year and continuing our product line through their stores. In the case this does not work out the remaining inventory will be sold at a discount before the company is liquidated at the end of the school year.

INCOME STATEMENT

September 1st, 2020 - April 30th, 2021

Revenue	
Revenue From Sales	\$3,006.47
Other Investment Income	\$750.00
Total Revenue	\$3,756.47
Cost of Goods Sold	
Material Cost	\$1,454.65
Gross Profit	\$2,301.82
Operating Expenses	
Sales Tax	\$135.24
Bank Service Charge	\$70.01
Credit Card Processing Fees	\$7.54
Loan Interest	\$30.00
Marketing Expense	\$29.21
Total Expenses	\$272.00
Net Profit	\$2,029.82

BALANCE SHEET

As of April 30th, 2021

Assets	
Cash	\$2,165.06
Inventory	\$510.00
Supplies	\$273.21
Total Assets	\$2,948.27
Liabilities & Owner's Equity	
Net Profit	\$2,029.82
Sales Tax Payable	\$135.24
Equity	\$783.21
Total Liabilities & Owner's Equity	\$2,948.27

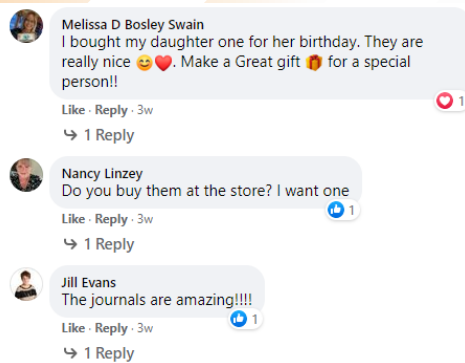
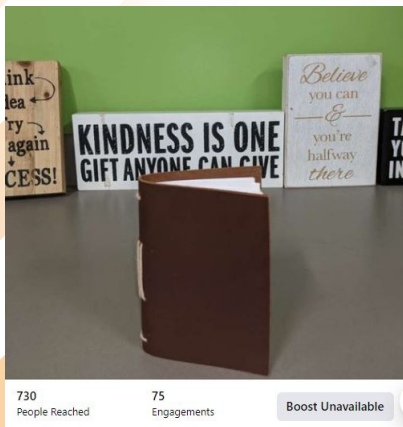
VALUE OF INVESTMENT

Net Profit	\$2,029.82
Investment	\$600
Total	\$2,629.82
Percent Return	338.30%

MARKETING

TARGET MARKET

An initial survey sent to over 100 participants in the community determined our target audience to be adult females 20-40 years old. This concurred with our market research on people who are most likely to journal in their free time. Additionally people that want to be connected with the community, along with people who want to help support non-profit organizations like Gentlebrook have also been very vital in terms of our customer base



CUSTOMER SERVICE

We strived to maintain satisfied customers. Each product sold came with a card to help the customer realize the difference they had made in their community through their purchase of a journal. We maintained excellent customer service by sending emails through Mailchimp and making follow up conversations to ensure they felt fulfilled.



102 FOLLOWERS

@FULFILLED.JA



1,184 REACHED

@FULFILLED.JA

MARKETING STRATEGY

To market our product, we have been using the social media platforms of Instagram and Facebook. We have been trying to keep a consistent social media presence on these platforms in order to stay engaged with our customer base. Along with social media, we have tried to do some other things, with a focus on engaging our audience and spreading positivity. During our school's Positivity Week, we set up a table displaying our product, which fit well with the theme of the week. Our team got multiple sales from this, and to create more engagement, we allowed people to enter a raffle if they followed us on social media. Trying to create more attention to our product, we have also created fliers and have emailed our customers encouraging them to spread the word if they were satisfied with our product.

"Keep your face to the sunshine and you can not see a shadow." - Nelson Mandela (Pg. 18)

SALES

THE PROBLEM

We have noticed that in today's day and age there is an underwhelming negative connotation to most life experiences. We read that 80% of an average person's thoughts are negative. Furthermore, our research showed that writing is the number one way to improve mental health and self confidence. The only issue is sometimes a blank page can be intimidating. Here at Fulfilled we can be confident that our book is lifting the hearts and minds of those who need it most in an attempt to connect our community through the realization of positive effects associated with self confidence.

FEATURES

Our product is handmade and leather-bound, and with the setup of our journals, it allows the user to have a positive experience every time they use it. With the tasks that are given to the user, we essentially practice what we preach, prompting the user to be a catalyst for positivity in their daily life. Some of these tasks include writing a letter to someone you don't talk to very often, or even simple ones like holding the door open for someone. While the tasks we created are not necessarily changing the world, they are creating that small bit more of positivity in their daily lives. The book is in a 4x6 inch format allowing for it to be carried in a pocket to ensure it is with the customer at all times.

COMPETITIVE ADVANTAGE

Our biggest competitive advantage that we have is that our product is handmade and unique. Our team, along with the clients of Gentlebrook, have worked in tandem to create a product that has the character and charm that only a handmade product can offer. In terms of a real leather bound journal, it is hard to beat the price we have set for the product in which every customer receives a new journal when they buy.

SALES METHODS

We believe the key advantage we have in sales is the uniqueness of our product. With our partnership with Gentlebrook, our books clearly show the extra love that was put into them by their clients with the original artwork in the front of the books. We have deployed our one-for-one sales strategy throughout the year in which we will donate one journal for every journal we sell. The way we have been making sales is through general word of mouth. We have released flyers, and have gotten a lot of sales through satisfied customers telling others about our product, almost similar to referrals. We have also sold to The Shops at Hartville Kitchen, and Gentlebrook's store. Our team has also done well getting sales on our website. A lot of our success has come from face to face sales, but we have also done some promotion within our school, setting up a table, and sending out flyers. We provide positivity to customers through the books and online with social media as we try to connect in any way possible.



Front Porch Store

Shops of Hartville

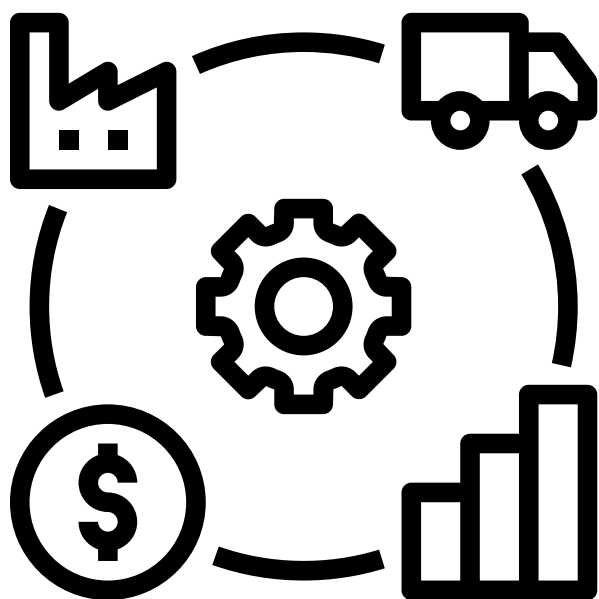


SUPPLY CHAIN

We realized the production, management and distribution of our product would be a major responsibility when it came to our business. We overcame this challenge by developing a systematic way of going from the raw materials to the finished product in customers hands. This was especially challenging considering we made everything in-house and collaborated with Gentlebrook's clients in the production process making for unforeseen time constraints that were met to achieve our goal.

PRODUCTION

Our journals are made on a wave system. Each week there is a set amount of books to be made to fulfill all orders as well as to create extra for stock. Journals were made throughout the week with the cutting, folding, and stitching of the book done in-house during our class period. The books would then be delivered to Gentlebrook and our team members volunteered throughout the week working alongside the clients to include their unique artwork in the front of the journals. The journals were then transported back to the school where one day of each week was dedicated to packaging all the orders for the week. The books were then accounted for in the stock spreadsheet and marked as ready to be sold.



DISTRIBUTION

The distribution process ran smooth as well in tandem with the production process. When a sale was made, the sale would be tracked on our sales tracking sheet and marked as undelivered by our sales executive. Documentation of the customer as well as their information was also taken down. The money was collected and put in an envelope by the financial manager and awaited a trip to the bank. The financials were then updated and our stock manager was then notified about the sale. He would check the stock to see if it was in and would update accordingly. We had a turn around time of 2-5 days with some sales being fulfilled immediately and when done the delivery portion of the sales sheet was updated. Delivery was done by personal drop off by our team. If the address was too far to drop off, an extra fee was charged to ship.

“You’re braver than you believe, stronger than you seem, and smarter than you think.”- Bonnie Blair (Pg. 24)



INNOVATION



PARTNERSHIPS

We formed a special connection with Gentlebrook, a local nonprofit organization that houses developmentally disabled clients and serves as an adult day care center. For every journal purchased, we donated one of the same journals to someone in their program. The director, Taelor, utilized these journals to build the clients morale and self confidence to realize that even through their tough situation they are unique and special in their own way. In addition with our one for one sales strategy, a select group of clients in the fine arts program aided in the assembly of the journals. Our team attends several volunteering activities with the clients when doing art for the journals to become even more involved and create long lasting relationships with the people we were affecting.

SALES INITIATIVE

Throughout the year especially when sales got slow we had competitions to see who could attempt and complete the most sales. If everyone got their goal there was some sort of incentive such as donuts or a selected percent of profit reward that persuaded the group to continue selling. This helped us in the future to develop and determine where to go next when selling to the consumer.

UNIQUE

The prompts inside make it different from other journals on the market and makes the journaling process easier because it can be hard to get started with a blank page. Our journal gives direction to ensure customers have an easy to use, interactive way of becoming more positive. The prompts include places to list feelings, thoughts, activity, plans, motivation, and thankfulness. On top of everyday prompts, there is a task list that allows the user to complete tasks such as writing a letter to a loved one to spread positivity. This interactive aspect has not been found in any other journal on the market setting us apart. Each book is handmade and includes art from Gentlebrook clients giving every purchase a sense of uniqueness. This tactic improves self confidence and mental health in all parties. No book is the same and allows each book to be one of one.

**“No one is perfect-
that’s why pencils have
erasers.” - Mickey
Rooney (Pg. 28)**

LEARNING EXPERIENCES

The year as a whole gave us many opportunities and experiences that will help us in the real world of business. We faced issues, specifically in production and finding cost efficient suppliers. Originally we expected Gentlebrook to be able to aid more in the production process. With the difficulty that was involved with the assembly of the journals, Gentlebrook's disabled clients were limited in what they could do so we proceeded to do the backdrop work and leave the easier tasks for them. This tactic still made them a key part in putting the books together. We also ran into trouble finding supplies that we could use while maintaining a good profit margin when going one-for-one. The partnership with Gentlebrook allowed us to print pages for a discounted cost and knocked off a significant amount from our cost of goods.

THE BEGINNINGS

In the beginning, we struggled to come up with an idea that was both innovative and beneficial to society. Due to Covid, we figured an idea that had to do with mental health would best suit our beliefs and desires when it came to a product. We started with the journal in a care package but realized it should be our main focus confirming it was our ticket to improving positivity, self confidence, and mental health throughout our community.



FUTURE APPLICATION

Throughout our time in the JA program our group has gained countless lessons that will help us later in life.

Each and every team member grew in their interpersonal skills and social skills. Overall the greatest thing we took away from our project is the effects of helping those around you and the impact it can make on a community. These are life lessons that will always be valuable in any asset of our lives.

GENTLEBROOK'S THOUGHTS

Taelor Gates (Director) - "Love to have you back as volunteers."

Chris Davis (Teacher) - "Your crew coming in was the best part of class."

Gentlebrook - "We formed relationships that will last a lifetime."