



# **2021-2022 Annual Report**

Jackson High School - Massillon, Ohio

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*Volunteers: Katie Tolin and Robert Garner*

Junior Achievement of North Central Ohio

# Executive Summary

Our vision is to revolutionize the way consumers travel by providing a unique travel pillow that is practical, multifunctional, and affordable. This comfortable 2-in-1 head-and-neck travel pillow can be used in numerous ways including around the neck and as a more traditional pillow. Some even choose to use the pillow's cover feature as a germ resistant protector against disgusting airport germs.

## Company Performance

Hard work and dedication helped Snoozin N' Cruisin exceed expectations. With a decision to sell both wholesale and retail, coupled with a presence on social media, sales increased, and the company anticipates a profit. We overcame several roadblocks and persisted with our vision to exceed expectations.

## Financial Highlights

<b>\$1,117.40</b>	<b>76</b>
Projected Profit	Units Sold
<b>\$1,543.83</b>	<b>\$487.80</b>
Net Sales	Total Expenses

### Our Mission

To provide the highest quality and most functional comfort pillow on the planet.



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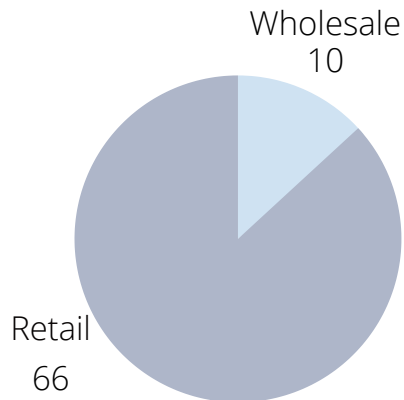
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# Financial Summary

## Total Orders

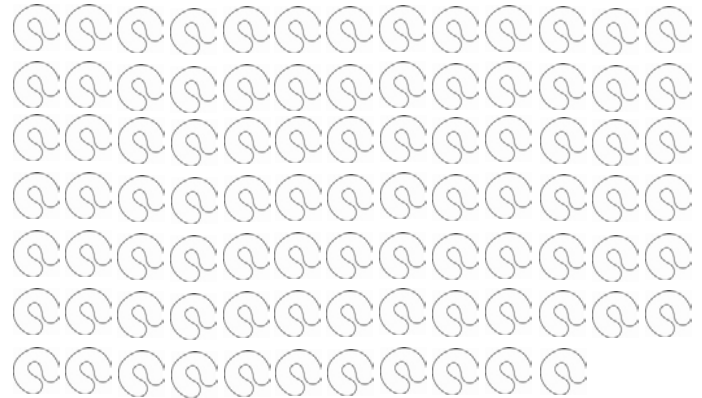
76 units sold



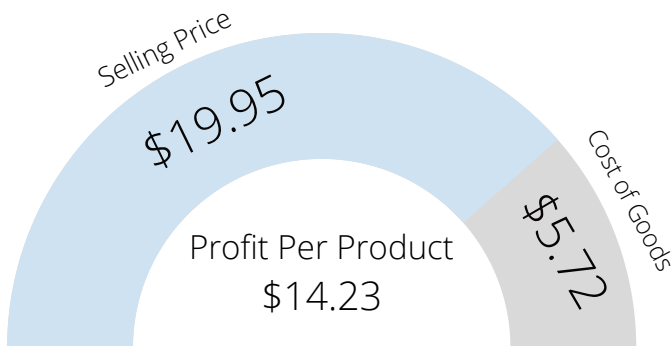
## Break Even Point

89 pillows

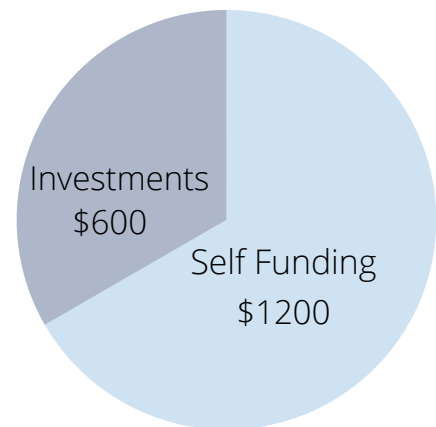
after a self-investment of \$1200



## Profit Per Unit



## Equity Investments



## Income and Expenses

Sales		Expenses	
Units Sold:	76	Total COGs:	\$426.42
Total Orders	52	Unit COGs:	\$5.72
Profit:	\$1,117.40	Sales Tax:	\$61.38
Total Sales:	\$1,543.83	Total:	\$487.80



# Leadership & Organization

A company charter outlines company policies and expectation for employees. To ensure everyone would complete their expected workload, a 3-strike policy was included. This allowed us to perform at a top level, eliminated conflict and ensured effective teamwork from all.



## The Interview Process

To form our company team, we:

1. Interviewed 18 people from class
2. Selected six great candidates to hire

Along the way we learned:

- Great communication skills
- What problem we wanted to solve

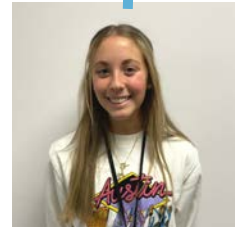
## The Team



**Greg Campbell**  
CEO



**Joe Davis**  
CFO



**Madison Altman**  
CMO



**Chris Collins**  
Co-Director of  
Supply  
Chain  
Management



**Max Lombard**  
Co-Director of  
Supply  
Chain Management



**Alvin Altman**  
Director of Sales



**Nate Hug**  
Product Manager

# Innovation

## A New Take on a Travel Pillow

Sometimes people want to put a pillow around their neck. Other times they want to lean on a pillow that's more traditional feeling. And other times they want to keep their pillow clean and germ free. Now, they don't have to buy separate travel pillows for each use.

Rethinking travel puts all uses in one product!

Step 1: How the pillow start...



Step 2: Unzip the top and pull out the sheet...



Step 3: Flip the sheet over the pillow to create a head pillow shape!



## Inspiration from Peers



Friends with busy schedules led us to the idea behind a multi-functioning product that can provide a relaxing travel experience. Research pointed us to business travelers as buyers.

## A Different Search for Manufacturing



Finding someone to help manufacture the pillow presented challenges. We finally posted on a job site for a sewing machine operator. As a result, we:

- 1) Reviewed 26 applicants
- 2) Interviewed 3 candidates
- 3) Hired a seamstress from Missouri

*\*This partnership was terminated after eventually finding a more cost-effective local supplier.*

## Selling in New Ways



After being able to reduce production costs substantially, selling retail profitably was possible. Sapp Family Chiropractic purchased 10 pillows for \$12 each. This also introduced us to buyers who weren't travel focused.

# Marketing & Sales Strategies

## Targets

**41 to 65 years old**

Target Age

**\$19.95**

Target Price

*\*We decreased our price during the year to better fit our target market and align with what customers were willing to pay*

### Competitive Advantage

Our product provides  
**2-in-1** relief and easily enhances  
the travel experience.

## Customer Demographics

Gender

Female  
48.0%

Male  
52.0%

Age

65+  
14.0%

Under 18  
30.0%

41-65  
40.0%

18-25  
8.0%  
26-40  
8.0%

## Sales Activities

A direct-to-consumer distribution channel has been the most successful. To date, 96% of orders have been sold this way. Sales strategies consist of face-to-face interaction with consumers, including selling at Hartville Marketplace, Hall of Fame Vendor Village, local retail stores, and a chiropractic practice. In addition, online sales have grown through social media posts and ad campaigns, which lead to new customers more than 1,000 miles away in Florida.

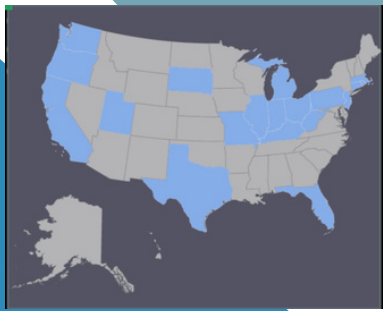
As we continue to scale, we aim to expand wholesale channels by contacting new distributors.



# Marketing Activities

## Website

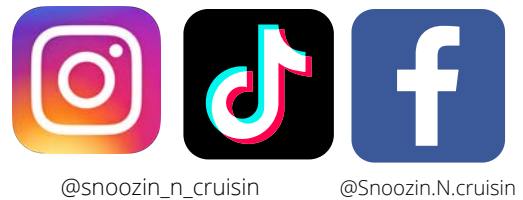
A social media presence allowed us to direct more people toward our website resulting in traffic from around the world. There was a direct correlation between increased web traffic and social ads.



## Social Strategy

Our marketing strategy includes social media posts and advertising campaigns containing:

- > Product images
- > Information about the company and product
- > State of the company
- > The work we put in on days off



## Digital Advertising

Two social media ad campaigns were run to:

- 1) Promote the company by explaining who we are and our mission.
- 2) Directly promote our product and it's benefits.

**9k**

first ad  
campaign reach

+

**1.5k**

second ad  
campaign reach

**= 10.5k**

Total people reached  
worldwide



# Future Strategy

## Product Expansion

**41-65**

age of initial  
target buyer

**5+**

age of new  
target buyer

Initial research showed business travelers struggled the most with uncomfortable travel and neck soreness. The pillows were designed using black and grey fabrics that would appeal to both genders and look professional.

Customer feedback has shown the audience for our pillow is actually much larger and people are looking for different features!

To meet customer demand, we will be exploring the addition of these new features:

- > A mechanism to attach to travel bags
- > Larger and smaller sizes to meet the needs of a wider range of consumers
- > Different colors and designs that appeal to leisurely travelers and children
- > Pockets designed to hold small toys



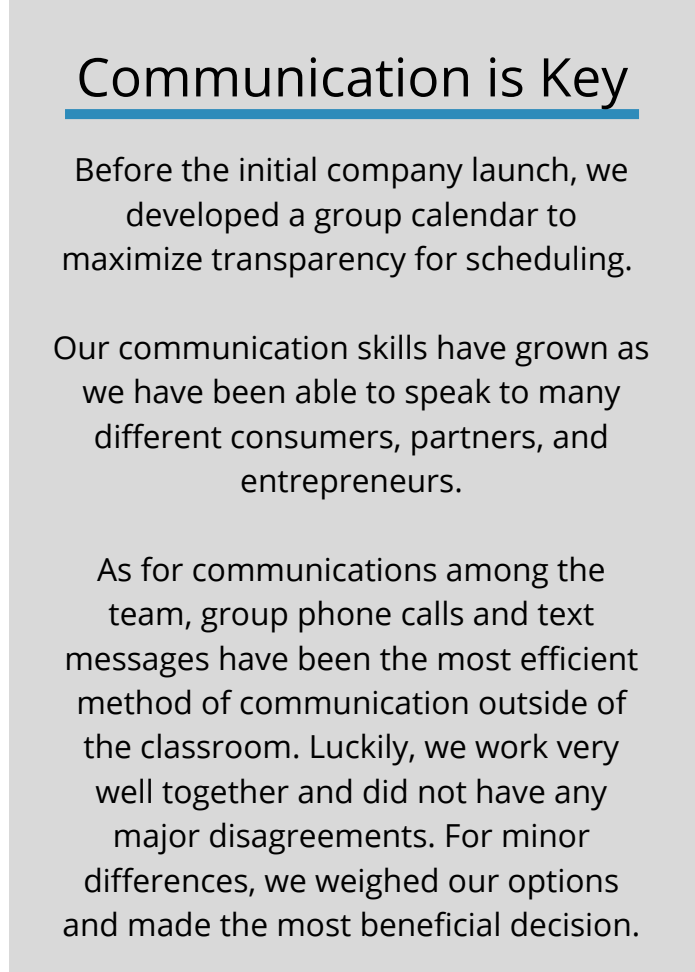
## Expanded Market

With an initial target customer of business travelers, we reached out to the Akron-Canton Airport. Feedback from the VP of Business Development helped lead to our reduction in retail price and further reductions to manufacturing costs in order to lower our wholesale price.

With lower costs and new products in development, we are talking with a number of airports about carrying our product in their stores.



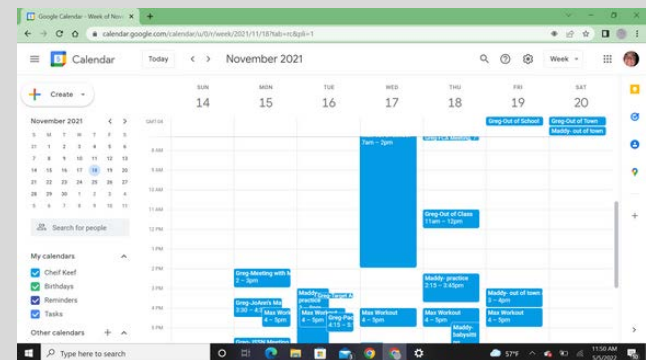




# Communication is Key

Before the initial company launch, we developed a group calendar to maximize transparency for scheduling.

As for communications among the team, group phone calls and text messages have been the most efficient method of communication outside of the classroom. Luckily, we work very well together and did not have any major disagreements. For minor differences, we weighed our options and made the most beneficial decision.



Our unique design led to research and conversations with a patent attorney who shared how expensive the process is and how unlikely it would be for someone to copy our idea. Patenting an idea takes more than just claiming it as your own. Eventually, we intend to seek a patent.



Our great idea needed the right material - a soft, comfortable, machine washable fabric that was easy to sew. After numerous production attempts, we finally found blizzard fleece. Other fabrics were tested, including for a different design that would include iron-on patches, but all were eliminated due to significant increases to COGS.