

A JA Company



ANNUAL REPORT 2023/2024

UNIONTOWN, OHIO - LAKE HIGH SCHOOL
TEACHER: AJA TOMPOT
VOLUNTEER: ZACH COBLENTZ

**JUNIOR ACHIEVEMENT OF
NORTH CENTRAL OHIO**

EXECUTIVE SUMMARY

MISSION STATEMENT

“Transform every home into a flourishing sanctuary, one plant at a time, while cultivating a greener and more sustainable future for all.”

PROBLEM



“The escalating issue of deforestation in Northeast Ohio poses a serious threat, placing numerous native tree and flower species that are in jeopardy of extinction. There has been an alarming significant net loss of 67,000 forested acres in the year 2017, underscoring the gravity and urgency of the situation.”

SOLUTION



Our Blossom plant boxes combat deforestation by encouraging home gardening, reducing timber demand, and supporting reforestation with native species. Promoting them also raises awareness about tree importance, fostering greater conservation efforts. Overall, they promote sustainability and environmental stewardship, helping to mitigate deforestation.

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COMPANY

PERFORMANCE

Units Sold - 87
Total Revenue - 1,2013.60
Total Profit - \$345
Average Profit Margin - 70%
ROI - 86%



INNOVATION

VALUE PROPOSITION

Blossom's unique approach to redesigning plant kits allows the user to participate in the eco-friendly process of growing their very own flower or tree to help strengthen the population of that certain native plant species. When we sell one of our kits we will then go out and plant one of the native plant species to help match the effects of rejuvenating native plants in Ohio.

GIVING BACK

Upon purchase of a box or product, the customer is helping to give back to the plant community through a one-for-one process. We take it upon ourselves to go out and plant the purchased seed in an attempt to help repopulate and restore the environment. This is documented and uploaded to our YouTube channel!



INNOVATIVE BUSINESS STRATEGIES

Positioning our company as a provider of plant boxes offers a strategic advantage in actively combatting deforestation through multifaceted channels. By advocating for and facilitating home gardening initiatives, our plant boxes serve as a proactive solution to reduce the demand for timber products, thereby alleviating significant pressure on global forests. Moreover, our commitment extends to supporting reforestation endeavors by fostering the cultivation of indigenous species within our plant boxes, facilitating their subsequent transplantation into deforested regions. Through educational campaigns and outreach efforts, we strive to engender a deeper understanding of environmental stewardship, thereby fostering a culture of conservation. Ultimately, our company's unwavering dedication to the sale of plant boxes underscores our commitment to sustainability, making a substantive contribution towards the mitigation of deforestation and the preservation of our planet's precious ecosystems.



PRODUCT DEVELOPMENT

1. Brainstorming/ Idea Generation
2. Market Potential/ Research
3. Company Agreement
4. Design Prototype
5. Order Product/(s)
6. Product Testing/ Concept Development
7. Testing/Iteration
8. Commercialization/Ads
9. Launch
10. Post-launch Evaluation



BUSINESS STRATEGIES

Toward the start of our business, we had trouble with identifying a target market along with manufacturing errors such as wrong size or not having up-to-date quality products. However, after reevaluating our target market and getting all the right materials, we began to succeed at great lengths. We decided to try and sell at garden-selling events. This was a huge success. The customers at these events connected with our product more which caused us to sell out of all of our boxes.

PLANTS THAT WE OFFER



Butterfly Milkweed

BUTTERFLY MILKWEED



STEPS TO GROW YOUR FLOWER

THE YELLOW-ORANGE TO BRIGHT ORANGE FLOWER CLUSTERS, 2-5 INCHES ACROSS, ARE AT THE TOP OF THE FLOWERING STEM. THE ABUNDANCE OF STIFF, LANCE-SHAPED FOLIAGE PROVIDES A DARK GREEN BACKDROP FOR THE SHOWY FLOWER HEADS.

THIS SHOWY PLANT IS FREQUENTLY GROWN FROM SEED IN HOME GARDENS. ITS BRILLIANT FLOWERS ATTRACT BUTTERFLIES. BECAUSE THE INDIANS CHEWED ITS TOUGH ROOT TO CURE PLEURISY AND OTHER PULMONARY ILLMENTS, BUTTERFLY WEED WAS GIVEN ITS OTHER COMMON NAME, PLEURISY ROOT. ALTHOUGH IT IS SOMETIMES CALLED ORANGE MILKWEED, THIS SPECIES HAS NO MILKY SAP.

STEP ONE: TAKE YOUR SOIL AND FILL UP YOUR POT 3/4THS OF THE WAY. PLACE 2-3 SEEDS SPREAD APART INTO THE POT AND FILL IT WITH THE REST OF YOUR SOIL. (WHILE STILL INSIDE)

STEP TWO: IT IS BEST TO PLANT THE SEEDS AS EARLY AS POSSIBLE, BUT MAKE SURE THAT YOU PLANT AFTER THE LAST FROST. SOW MILKWEED SEEDS BY SCATTERING THEM ON THE SOIL SURFACE 1/4-1/2 INCH APART

STEP THREE: THEN COVER WITH ABOUT 1/4 INCH OF ADDITIONAL SOIL. WATER FREQUENTLY AFTER PLANTING UNTIL PLANTS BECOME ESTABLISHED.



New England Aster

NEW ENGLAND ASTER



STEPS TO GROW YOUR FLOWER

Magnificent in bloom, New England Aster (*Aster novae-angliae*) lights up the late season landscape with bunches of purple flowers. The bloom color can be violet, purple, lavender, or shades of pink. Large and showy, this aster can grow up to six feet high. The flowers are an important source of nectar for late season pollinators

STEP ONE: TAKE YOUR SOIL AND FILL UP YOUR POT 3/4THS OF THE WAY. PLACE 2-3 SEEDS SPREAD APART INTO THE POT AND FILL IT WITH THE REST OF YOUR SOIL

STEP TWO: SOAK SEEDS IN WATER FOR 24 HOURS BEFORE PLANTING. SOW SEEDS 1/4" DEEP IN A VERY WELL-DRAINED SEED MIX OF 3 PARTS PERLITE TO 1 PART PEAT.

STEP THREE: JUST DIVIDE IN FALL, FERTILIZE, AND CUT BACK IN SPRING. THESE DAISY-LIKE FLOWERING PLANTS SHOULD BE DIVIDED EVERY TWO TO THREE YEARS IN LATE FALL TO PROMOTE VIGOROUS SPECIMENS.

Beech Tree



BEECH TREE



STEPS TO GROW YOUR FLOWER

BEECH TREES ARE TALL DECIDUOUS SHADE TREES WITH LIME GREEN OVATE LEAVES, CREATING A DENSE, ROUNDED CROWN. ALL VARIETIES OF BEECH TREES PRODUCE SMALL CLUSTERS OF YELLOW-GREEN FLOWERS, FOLLOWED BY BEECH TREE FRUIT OR BEECHNUTS. IN THE FALL, BEECH TREE FOLIAGE TURNS FROM GREEN TO BEAUTIFUL AUTUMN SHADES OF ORANGE, YELLOW, AND GOLDEN BROWN.

STEP ONE: TAKE YOUR SOIL AND FILL UP YOUR POT 3/4THS OF THE WAY. PLACE 2-3 SEEDS SPREAD APART INTO THE POT AND FILL IT WITH THE REST OF YOUR SOIL

STEP TWO: TAKE SOME WATER AND POUR IT ONTO THE SOIL MAKING SURE NOT TO OVERWATER YOUR SEEDS

STEP THREE: PLACE YOUR POT IN A SUNNY SPOT AND MAKE SURE TO WATER YOUR SEEDS 2-3 TIMES A WEEK. LET THE SEED SOAK 8-24 HOURS AFTER WATERING



LEADERSHIP & ORGANIZATION



Motivation & Improvement

At Blossom, the CEO provides the team with scheduled evaluations where we can compare and contrast the work being done by each department. The group will rate each team member on their quality of work, responsibility to get their tasks done, teamwork within the business, contribution of work, and the attitude they show up to work with. As motivation for the team, we have set a 7% commission return on every unit sold which would encourage them to sell more boxes. On top of getting a % return on sales, we also bring in treats like food and drinks which seem to improve employee morale within the organization.

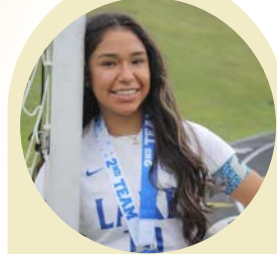
Structure & Organization

At Blossom, we have a flat organizational structure that encourages all of the departments to have a say in what we all want to accomplish. Our CEO, Nathan, always keeps everyone informed and makes sure everyone feels comfortable sharing ideas. Lines of communication are always open and free to share what's on one's mind. Blossom conducts monthly peer evaluations. This is a very useful way of making sure we are all on the same page along with identifying whether we are staying accountable within our group. Blossom has a shared company drive that is used for ideas, daily tasks, and communicate.



CEO

Nathan Baker



COO

Stephanie Tovar



CFO

Grant Oser



CSO

Josh Sedmock



CMO

Michael Hudach



CSCO

Ryan Anderson



FINANCIAL PERFORMANCE

Overview

Blossom has a price point between \$7.00-\$10.00. With 87 units sold, we have a net profit of 345.22. On pitch day we received \$400.00 investment from JA of North Central Ohio (5% interest), This gives us an ROI of 86%

Break Even Point

We sell each unit for \$10.00 and make each for about \$2.60. Our break-even point is calculated to be 43 units

Capital

We utilized our team skills and used public speaking to pitch to Junior Achievement. Through our success, we were awarded \$400.00 with 5% interest.

Liquidation

We plan on selling the rest of our product by the end of the year, and if that does not happen we will donate the rest of our plant boxes to the Ohio Forest Administration.

Balance Sheet

Assets	
Cash	\$839.67
Supplies	\$175.09
Inventory	\$339.80
Total Assets	\$1,354.56
Liabilities & Owner's Equity	
Net Profit	\$345.22
Accounts Payable - JA Loan	\$420.00
Equity	\$589.34
Total Liabilities & Owners Equity	\$1,354.56

Income Statement

Revenue	
Sales	\$873.60
Investment Income	\$340.00
Total Revenue	\$1,213.60
Operating Expenses	
Sales Tax	\$42.99
Shipping Expense	\$21.46
Cost of Goods	\$803.93
Total Expenses	\$868.38
Net Profit	\$345.22

Profit Margin

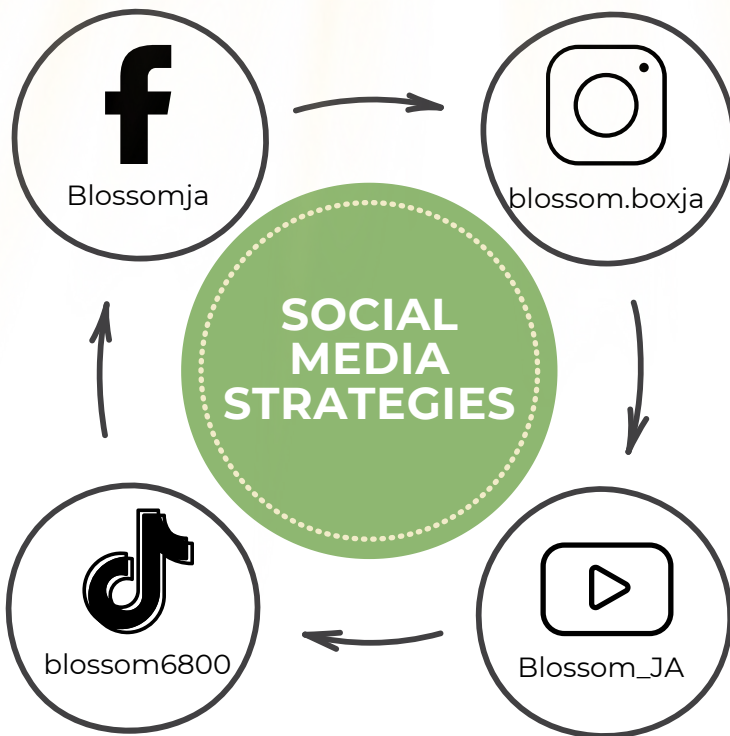
With an average selling price of \$10.00 and a cost of \$2.60 this produces an average profit margin on our products of 74%.



MARKETING & SALES



respondents were
35-50 year old
women



MARKETING STRATEGIES

Our primary marketing channels include Instagram and Facebook, strategically chosen to reach our target demographic effectively. Facebook, in particular, resonates well with our audience. Additionally, we've implemented influencer marketing by engaging a parent to share our posts, further expanding our reach. While we're exploring TikTok, we've yet to execute our strategy on this platform.

TARGET MARKET

Our primary target demographic is comprised of individuals aged 35-50 with a keen interest in gardening, as evidenced by our sales data from recent events.

We will intensify our focus on reaching this demographic by strategically participating in garden shows and home and supply exhibitions where we anticipate their presence. While considering expansion into educational initiatives targeting younger audiences to instill values of responsibility through plant care, this remains an area for future exploration.

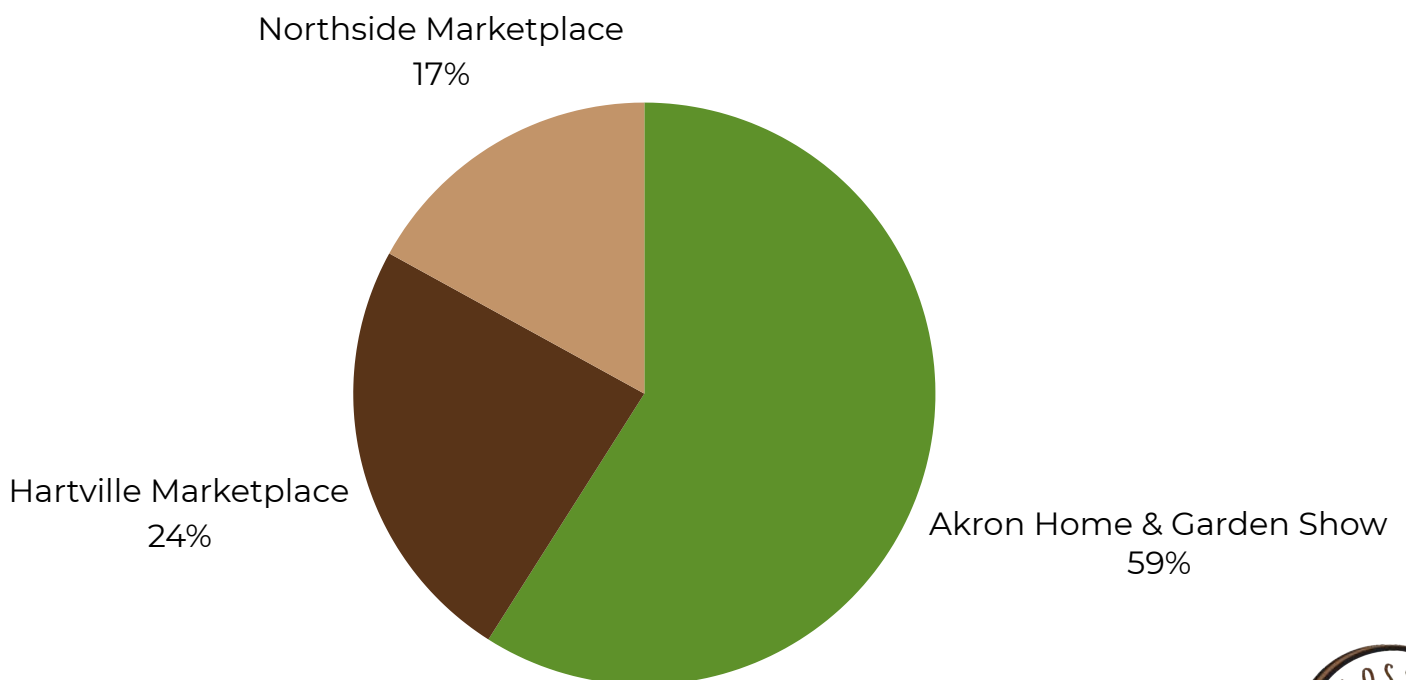


MARKETING & SALES

SELLING STRATEGIES

Participating in three different selling events has been a real eye-opener for us. It's helped us see what we're good at and where we need to improve, shaping our selling strategies to boost our product sales. A takeaway from our selling events is we were able to gradually get better at talking to people and perfecting our pitch, which helped us improve our sales. One big lesson we learned early on was how much our location in the venue matters. We started at the back of a building, squeezed up against a pole, and needless to say, sales were slow. When we set up shop at Hartville Marketplace, things started looking up. We made some decent sales there, which got us thinking about our approach. We decided to attend The Akron Home and Garden Show, and that's when things took off. We saw a huge increase in sales as we were able to sell directly to our ideal target market. These experiences have taught us a lot about which locations work best for us, and we're excited to use this knowledge to keep improving our selling strategies.

Percentages of Units Sold



SELLING OPPORTUNITIES



LEARNING EXPERIENCES



CEO Nathan Baker

“Over the past few months, there have been plenty of learning opportunities for me and my team members.

We received the chance to work directly with JA members to learn all types of information regarding our departments. The main thing that I got to learn is how to structure a business. I have learned that different roles work better with others and learning how to guide these people. I have also received the chance to learn how to deal with different problems such as a distracted worker, faulty products, or a miscommunication between the group. This will be very beneficial in the future as I work toward possibly starting my own business.”



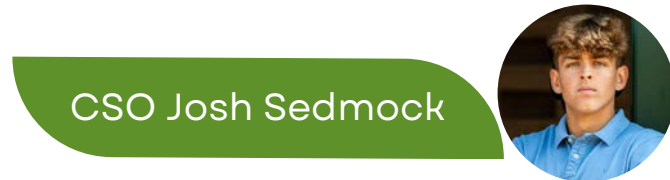
COO Stephanie Tovar

“During this whole experience, I have learned that running a business can be a difficult task. Especially being a COO, I have to help my CEO with many tasks that are put in front of them. It’s a lot of work but managing and looking over our team members and making sure that they are doing their tasks is something that can be difficult if they are not motivated. Motivation can be key to making sure the members of a team complete their tasks. I know that what I learned will be beneficial to me in the future.”



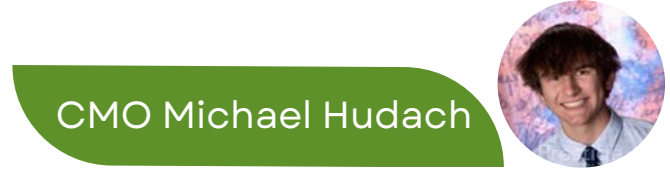
CFO Grant Oser

“So far through this year, I have learned a lot of the aspects of being a CFO. I have a better understanding of what they do on a day-to-day basis, and how they operate. Being the CFO of a business is more stressful than it seems, and I have learned that. Handling our group’s money and taking the responsibility of keeping track of how much we spend and what we have to work with are big parts of keeping everything organized. This has also taught me how important communication is in the group and how it can make or break a small business.”



CSO Josh Sedmock

“Along the way so far, I have taken in a lot of information and strategy in the sales field. I have gone through the highs and lows of being in charge of sales and am getting a real feel for this job field. I have had the opportunity to talk with many people who have been able to give me tips about where to sell and tips on how to present our product better.”



CMO Michael Hudach

“So far in this experience, I have learned a lot about marketing strategies and the best ways to market and advertise products. Working with Instagram and seeing which posts do better because of what different strategies I am using is really helpful in the learning process. Working on the website has been a valuable learning experience as well.”



CSCO Ryan Anderson

“I have learned an immense amount from serving in this role. I have learned how to pick up the phone and talk with suppliers and work to negotiate lower prices. I have had a lot of fun in this role and I love doing it. Being our supply chain manager has been an invaluable experience.”

