



# BEEBELIEVE™

A JA Company



## Annual Report

2017-2018

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Junior Achievement of  
East Central Ohio

Hoover High School  
Mr. Mike Grady  
Mr. Joe Rozsa

## Executive Summary - Beelieve Inc.

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Our mission is to progressively preserve the population of bees, prevent them from extinction, while also helping the environment and making the world a little bit greener everyday.

We “beelieve” we are the change that is needed in order to preserve our beautiful bees from going extinct.

We hand-craft our eco-friendly seed bombs through recycling, papers using water, and Non-GMO seeds to turn potential waste into a product to save the bees.

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### JA company performance review:

Individual seed bombs sold ..... **5,016**

Average website page views per month ..... **542**

### Financial Performance Overview:

Break even point: 41 units @ \$6.47 gross profit per unit.

Net profit: ..... **\$1,444.72**

Return on Investment: 321.05%

Total Revenue: ..... **\$3,743.39**

# Financials

## Overview

Beelieve Inc. had a price point of \$10 which enabled us to maximize our sales output. With our low expenses this allows us to have a high profit margin of \$6.47. We have sold a total of units 627 and have a net profit of \$1444.72. This gives us a return on investment of 321.05%.

## Break Even

Beelieve Inc. had a total of \$260 in fixed costs. On each sale of a seed bomb set Beelieve Inc. takes home \$6.47 in gross profit so to reach their break even point a total of 41 products need to be sold.

## Capitalization

To raise capital each of Beelieve's nine team members paid \$50 which brought our startup capital to \$450. This allowed us to keep all ownership of the company internal.

## Return on Investment

Beelieve Inc. received a \$450 of stocks priced at \$50 each creating a startup fund of \$450. Currently Beelieve Inc. has a net profit of \$1444.72 which makes our return on investment 321.05%

## Balance Sheet

<b>Assets</b>	
Cash	1865.61
Supplies	29.11
<b>Total Assets</b>	<b>1894.72</b>
<b>Liabilities</b>	
Capital Stock	450.00
Net Profit	1444.72
<b>Total Liabilities and Capital</b>	<b>1894.72</b>

## Statement of Activities

(Profit Or Loss)

<b>Total Income</b>	<b>3951.50</b>
<b>Expenses</b>	
Total Sales Tax	208.11
Materials and Supplies	1806.67
Wages, Salaries and Commissions	117.00
Charitable Donation: North Canton Community Garden	375.00
<b>Total Expenses</b>	<b>2506.78</b>
<b>Net Profit/Loss</b>	<b>1444.72</b>
Company Bonuses	0.00
<b>Net Profit</b>	<b>1444.72</b>

## Book Value of Stock

(Upon Liquidation)

Net Profit	1444.72
Capital Stock	450.00
<b>Total</b>	<b>1894.72</b>
Number of Shares of Stock Sold	9
<b>Book Value</b>	<b>210.52</b>
<b>Percent Return</b>	<b>421.04</b>

## Company Structure

Beelieve's organization structure symbolizes the social structure of a bee colony, where the queen bee is positioned in the center of authority. Our CEO is also the center of authority of the Beelieve colony. The flat organization structure that Beelieve operates under allows a broader span of control throughout the company.

Our team is organized by the function of each department; however each individual in the company is cross-trained and are adaptable to fill the role of other departments of the company. Our marketing department and design department are cross functional, self managed teams, that creates beautiful designs in order to further market our company.



## Continuous Improvement

Our greatest motivation for our employees is the need for achievement and success. We also include monetary motivations such as commissions and rewards for the best performing and most dedicated employee.

In order to accurately identify and successfully achieve company goals, at the beginning of every month, Beelieve holds a company meeting that details the success and failures from the previous month.

Each department is required to create a department report as well as a SWOT analysis in order to highlight in detail, our success and failures. Then, each department is required to set goals they wish to achieve for the upcoming month. Each individual's performance is analyzed and evaluated by our HR department as well as the CEO. Our CEO's performance will be analyzed and evaluated by our HR department and another department of HR's choosing. Our HR's performance is evaluated by our CEO and another department of CEO's choosing. Each individual in the company is kept in check by other company members, motivating them to work at their best performance possible, maximizing company performance.

# Innovation

## Product Variety

During the early stages of our company, we only offered two types of flower seeds, marigolds and blue wildflowers. Through customer feedback from the North Canton Lions Club craft show that we attended, we decided to boost production of blue wildflowers seed bombs and remove marigold seed bombs from our selection. Marigolds were rejected by many customers due to the foul odor that they produce. We created a research team that would research the favorite type of flowers that bees like to pollinate in order to sticking to our roots. Through continuous research, we finalized on Blue Wildflowers, Perennial Wildflowers, Black Eyed Susans as well as German Chamomiles.

## Backpack mail

A new innovative technique that we utilized in order to boost sales is through backpack mail. We designed fliers that resembles the design of a school flyer and printed 2000 copies through Vistaprint. We then partnered with local kindergarten and elementary schools in order to distribute these fliers to every single student from K to 2nd grade from 4 different schools. As a result of this business strategy, we made over \$1400.00 in sales in the first month alone.



Sales with one type of  
flower  
**\$250**



Sales with more than one  
type of flower  
**\$3,500**

## Our Four Flower Types



### Product Packaging

We wanted to stay with the environment theme with the packaging for our seed bombs. We originally used biodegradable cellophane bags, but through customer feedback from the North Canton Lions Club craft show, we decided to switch to a more visually appealing packaging, a clear mason jar. The cellophane packaging made the product seem low quality and amateur while the mason jars gave it a more professional look. We also acknowledge the problem that there are consumers that may not know how to plant seeds. Therefore, through Vistaprint, we printed business card size instructions that would be folded in half, hole-punched, and tied around the mason jar with natural jute twine, giving it a vintage look as well as stickers with our company logo that would be placed on lid of each mason jar.

### Innovative Business Strategy

For the majority of the year we assigned one team member to create and package our product. After realizing that production was incredibly time-consuming, we immediately added another team member to increase the productivity. Adding a team member to production doubled the amount of units per day along with making our delivery time much more frequent. As a company, we overcame an intense work week to meet a sudden, high demand for a customer. We implemented an innovative production process by using an assembly line technique to improve the speed of production. From this experience, we learned that with each team member's help in production, our production efficiency increased by 275%.

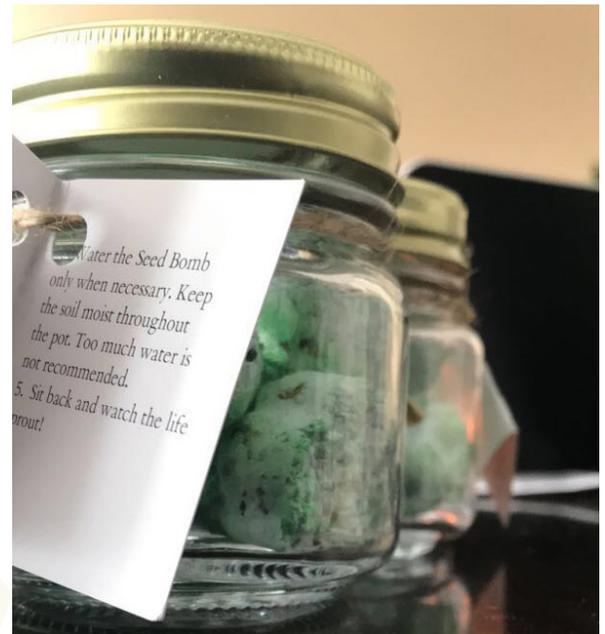
Clear cellophane bags = disadvantage



Make appealing to customer



Mason jars containing 8 Seed Bombs with logo, directions, and website.



## Marketing and Sales

### Target Audience

During the early stages of our company, we created a survey that would highlight our target audience as well as giving them a chance to provide beneficial feedback and suggestions that they have regarding our seed bombs and our company. From the 153 responses we collected, we were able to determine that females aged 45-65 had the most interest in our product as well as their favorite type of flower being the Blue Wildflowers.

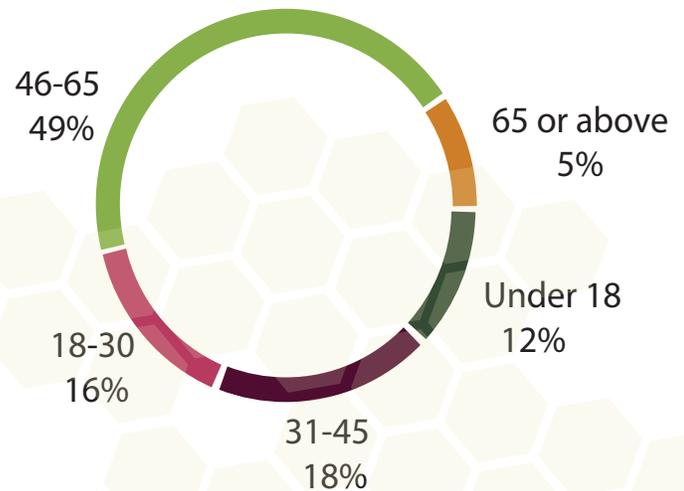
### Marketing Strategy

Following the market research, our team faced the challenging task of picking a marketing strategy. We decided that selling at craft shows, reaching out to local businesses, using personal relationships, and the creation of an online store, were the most profitable ways of selling. Our design team constructed an online store within the few first weeks of starting the company. This allowed us to spread the word about ourselves and our unique product.

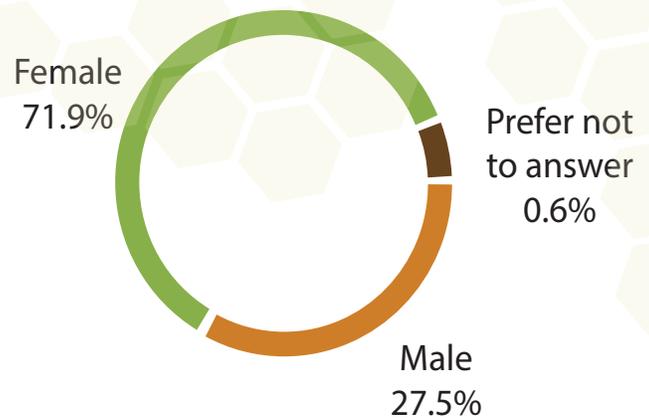
### Social Media

Our advertising team began to promote our mission by posting on Twitter, Instagram, and Facebook. During a holiday special, we decided to invest into a Facebook boost, which increased our normal post engagements, from around 50 to over 500. This led our company to more online store traffic and an increase in sales.

### Age Range



### Gender



Twitter: 7,281 followers



Instagram: 72 followers



Facebook: over 500 engagements

### Competitive Advantage

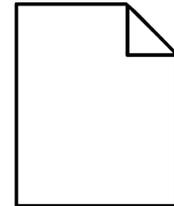
What makes our product so unique is that we make the seed bombs from scratch with using recycled paper and non-gmo seeds. We take pride in the fact we are helping to aid our struggling environment.

### Sales Activities and Strategies

Luckily, we were able to stick with the environmental movement by signing a contract with the North Canton Public Library for 750 units for their annual Earth Day festival. In an effort to boost sales, we held a individual sales competition, to see who could sell the most. This intrinsic motivation led to a plethora of orders before Christmas time, as we doubled our company's sales within a few weeks. Another sales strategy we completed throughout the school year was the "Backpack Mail" movement. Our team purchased 2000 order forms that would be distributed to our local elementary schools' students. This movement turned out to be a huge success, as it not only boosted our order numbers, but also online store traffic. As the year winds down, we are currently in negotiations with another localized garden shop who plans on placing a bulk order while fulfilling the Backpack Mail orders, along with keeping up with our online store.

### Production Process

Non-GMO  
Flower Seeds



Recycled  
Paper



Water



Blend



Place into  
shaped molds



Dry

## Learning Experiences

As a team, we learned how to manage and sell a product. Also, our group has been presented several marketing opportunities, and this has taught us how to improve on selling our product. Our first team event, where we were able to gain experience was the Lions Craft Show. Along with different craft shows, we attended special events and local sporting events. At these events, we learned how to properly work as a team while promoting our company and product. These experiences helped with our exposure and also stressed the message behind our company. As company members, we all are familiar with the basic financial equations. This information improves our financial understanding in the real world and helps us make better decisions with purchasing and pricing.

Our entire team has mastered our production process, and we all have the same understanding. Each member knows the steps from creating the product to packaging. When we first started, the production team was only able to make roughly 48 Seed Bombs a day. By January, we were able to triple the output, making over 150 Seed Bombs a day. All of the steps take precise measurements, and as the company grew, we became more aware of our efficiency and time management.

Most importantly, every team member learned how to work together and overcome obstacles. As a student-run business, we dealt with several problems and found the solutions. With the short time we had as a team, we worked to our highest capability and efficiency. Before the course started, there were not many connections between each other, but after we were selected as a company, we created a bond that cannot be broken.



