



SIGNS4SIGN  
LAKE HIGH SCHOOL

TEACHER: MRS. TOMPOT  
VOLUNTEER: ZACH COBLENTZ

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ANNUAL  
REPORT

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2022-2023

JUNIOR ACHIEVEMENT OF  
NORTH CENTRAL,  
OHIO





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## EXECUTIVE SUMMARY

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While giving recognition and support to our community, our mission is to give everyone the opportunity to purchase affordable, customizable signs to show more hometown pride.

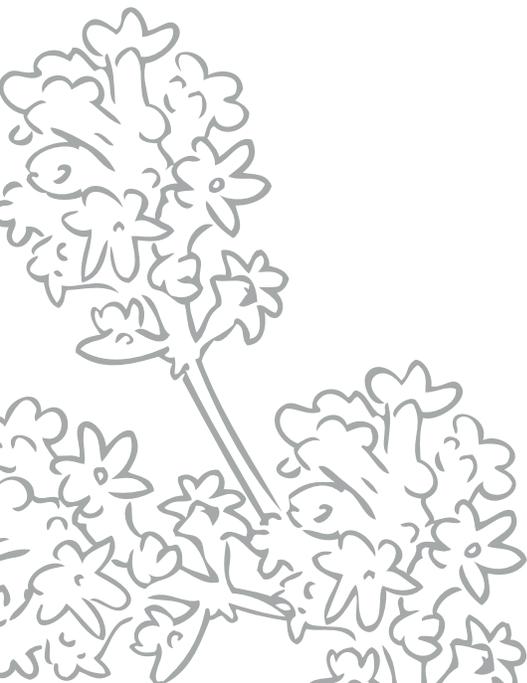
#### JA COMPANY PERFORMANCE REVIEW:

*Individual signs sold: .....53*

#### FINANCIAL PERFORMANCE OVERVIEW:

*Total Revenue: ..... \$1,322.75*

*Average Profit Margin: .....60%*



## Overview

Our production cost ranged between \$2.50 and \$18.00, depending on the size, material, and color. The profit margin for our best selling item was 60%. Throughout the year we sold 53 signs and generated \$1,104.00 in revenue. Our manufacturing costs were slightly high so we saved all we could by limiting spending and creating our own website for free with a google form link to collect orders. We had no marketing expenses as we just used our social media platforms.

## Break Even

After selling 31 signs we became profitable and our loan from JA was paid off. This means after our first batch of Christmas designs we became profitable the rest of the year.

## Capitalization

In order to raise capital for Signs4Sign, 5 team members paid \$20 which brought our startup capital to \$100. The startup capital allowed for manufacturing the first set of signs and website creation. We also received a JA loan for \$300.

## Return on Investment

Signs4Sign received a \$300 loan at 5% interest. Currently, Signs4Sign has a net profit of \$39.99. This makes our return on investment 13%.

## Statement of Activities (Profit or Loss)

<b>Total Income</b>	\$1,322.75
<b>Expenses</b>	
Interest Expense	\$25.00
Total Sales Tax	\$68.62
Materials and Supplies	\$97.61
Cost of Goods sold	\$1,107.00
<b>Total Expenses</b>	\$1,298.23
<b>Net Profit/Loss</b>	\$39.99

## Balance Sheet

<b>Assets</b>	
Cash	\$1,008.14
Inventory	\$376.00
<b>Total Assets</b>	\$1,384.14
<b>Liabilities</b>	
American Countertops	\$690.00
Capital Stock	\$100.00
JA Loan	\$300.00
Net Profit	\$39.99
<b>Equity</b>	\$269.62
<b>Total Liabilities and Equity</b>	\$1,399.61

Average Profit  
Margin: 60%

Units Sold: 53

## Liquidation

At the conclusion of the school year, company members will be paid back and the company will donate any remaining inventory to Love Our Community in which our product will then be given to community members less fortunate.

CFO

*Lance Woods*



COO

*Avery Sanders*



CEO



*Lilly Yoder*



Supply Chain

*Jack Zink*

Sales

*Owen Dorsey*



Marketing

*Michelle Mitchell*

## Company Structure

Our company structure resembles the set up of a sports team, each member has their own role but we all work together towards our main goal. CEO representing the head coach, COO representing the assistant coach and the rest of our group being the players. Most everyone is trained in all positions but placed in the one that best suits them. We have tried various different leadership and structure strategies but the one we are currently using has worked best. A lot of motivation has come from the idea of failure and not being able to pay back loans. As well as personal motivation from the CEO and COO reminding other team members of their current tasks and possible rewards. Overall it took us a while to figure out the best way to run our business but once we did, things started going a lot smoother and everyone began to feel comfortable in their own role. Each person in their role has been very important to us as a business and we could not have been as successful without the structure we built throughout this process.

# INNOVATION

## Product Options

When we first created the business that is Signs4sign, we started by mainly advertising the custom made signs. Meaning that you could design every aspect of your product, size, color, material, and wording/ symbol. We quickly discovered that it was difficult to sell because there was not much customers could refer to in order to see what their sign would look like. After that realization we started promoting our own designs which sold a lot better. People were able to see exactly what they were receiving which also made it a lot easier to advertise.



NAME \_\_\_\_\_ PHONE \_\_\_\_\_

SHIPPING ADDRESS \_\_\_\_\_

PICK UP AT LAKE HIGH SCHOOL

E-MAIL ADDRESS \_\_\_\_\_

MATERIAL	YOUR TEXT	SIZE	COLOR	FONT

CASH, CARD, or CHECK  
Checks payable to  
Junior Achievement of North Central Ohio

PAYMENT METHOD: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

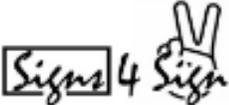
**DON'T FILL OUT**

SUBTOTAL \_\_\_\_\_

TAX \_\_\_\_\_

TOTAL \_\_\_\_\_

NAME \_\_\_\_\_



## CHRISTMAS ORDER FORM

PRODUCT	PRICE	QTY
Ginger Bread Man	\$16	
Snowflake	\$20	
Let It Snow	\$25	
Christmas Tree	\$25	
Reindeer Joy	\$32	
Snowman	\$12	
ornament	\$23	
Santa Claus	\$20	

EMAIL \_\_\_\_\_

NUMBER \_\_\_\_\_

Total

ADDRESS \_\_\_\_\_

SHIPPING TAX  
Total price

EMAIL: @SIGNS4SIGN\_JA • INSTAGRAM: SIGNS4SIGN\_JA •  
FACEBOOK: SIGNS4SIGN • TWITTER: SIGNS4SIGNJA

PICK UP AT LAKE HIGH SCHOOL

# MARKETING AND SALES

## Target Audience

At the beginning of the process we created a survey to figure out what the target market should be and what age and gender would select our product more. We found that mostly moms between 35-55 would be our best target audience. As we have gone door-to-door it is mostly those age of moms that have made purchases.

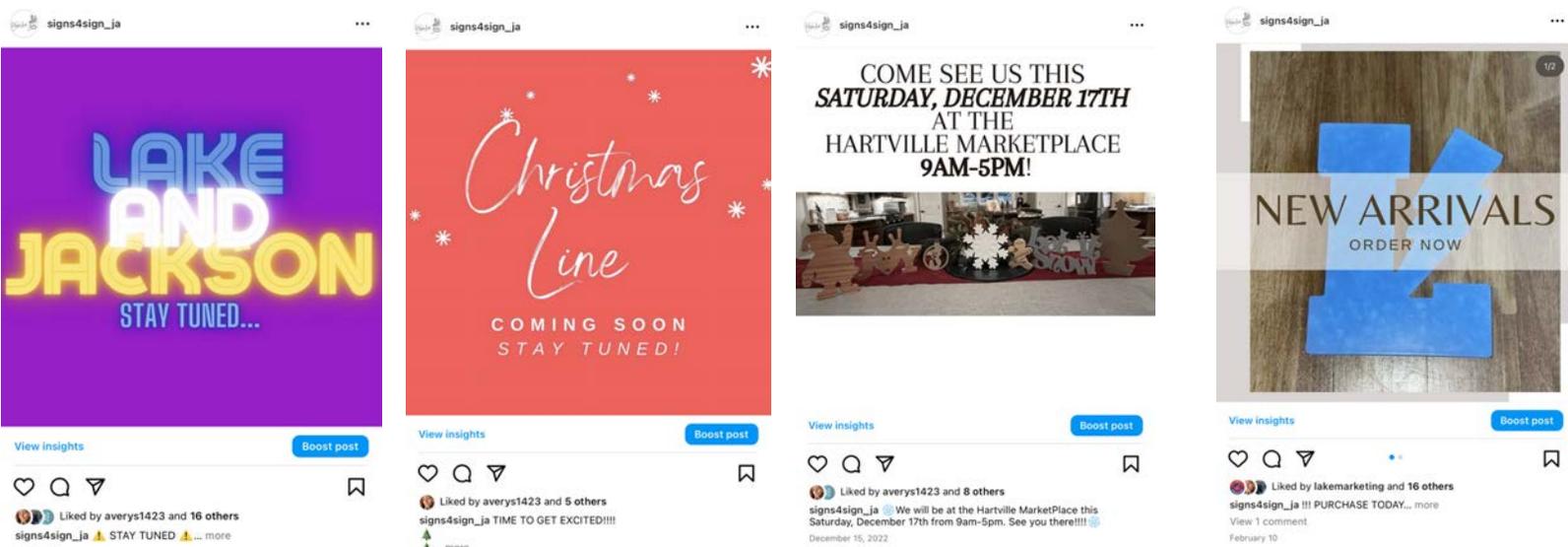
## Marketing Strategy

At first, it took our company a minute to really figure out what the best marketing strategy would be for a company like ours and because our product, we feel, is something that people really need to be able to see and even feel to understand the quality of the product they would be buying. So we came to the conclusion that in-person events such as, the Tool Sale, Bee Crafty, and the Christmas Sale. We found that door-to-door sales would be great opportunities to sell and then we also have an online website that has worked well for us as well.



## Social Media

We are most active on Instagram, we try to keep our followers as updated as possible with everything we have going on so it is like they are a part of this process with us. Also by doing this it helps to get some of those early sales.





## **Competitive Advantage**

**Within our business we believe our competitive advantage was the wide variety of signs and materials we offered. There were many different designs we came up with as well as multiple different types of signs. We also offered signs specific to our local hometown and school which you cannot find everywhere, and brought our business a community feel.**

## **Sales Activities and Strategies**

**We found that attending local events at The Hartville Marketplace was a great way to generate sales and was actually how we sold most of our first line of signs. Some events were a little more complicated to get sales than others. When it comes to choosing events, you really have to be sure that the opportunity is the right one because even though there may be events going on, the audience that will attend these events may not be suited for your business which creates a bad selling opportunity. Although not every opportunity was our exact target customer, it allowed us to work on our sale skills and spread awareness of our business.**

Our team came up with the idea to give back to our community. We are doing that through our outreach to local events and organizations. We didn't know each other before we started the group task of finding our purpose. This has brought us closer together throughout this real world experience, we have learned a lot as a team how to work collaboratively with other people. Along with what it takes to own a successful running business.



As we went through the year we have taken many experiences with us. These lessons will prepare our team with great communication skills, knowledge and experience. We have had some difficult conversations and had some setbacks. But overcame all and worked hard to make our current business profitable. As a team, we sold at 6 events along with countless hours spent at our partnerships office with American Countertops. These will be the things that make the difference in our future and that we will continue to stay working on.