

# STOCK & STORE

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A JA Company

# 2021-2022 ANNUAL REPORT

**Junior Achievement of North Central Ohio**

**School: Lake Middle High School of Uniontown, OH**

**Teacher: Mrs. Aja Tompot**

**Volunteer: Mr. Zachary Coblentz**



# EXECUTIVE SUMMARY

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We provide BPA free bottles and containers, along with additional accessories, for you to fully stock your fridge. Stock and Store's mission is to help you achieve efficient organization and reduce waste in your refrigerator. With customized labels for you to separate the different food groups, this not only makes organizing aesthetic, but most importantly, rewarding. As a business, we believe in giving back to the community; this is why we have chosen to serve the Stark County Hunger Task Force. In addition to volunteering, we also are giving back 10% of our net profits.



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## PERFORMANCE OVERVIEW

NET PROFIT

**\$1,830.25**

RETURN ON  
INVESTMENT

**305%**

TOTAL UNITS  
SOLD

**19**



# FINANCIAL PERFORMANCE

## OVERVIEW

Stock and Store offers three packages sold with an average profit margin of 63% to date we have sold 19 packages. We have a gross revenue of \$2,703.35 and a net profit of \$1,830.25 giving us a return on investment of 305%

## BREAK EVEN

Our full package has a profit margin of 60% and a gross profit of \$69.04. Our fixed expenses include our website as well as bank expenses and totaled \$40 per month. In order to reach our breakeven point, one full package would need to be sold.

## CAPITALIZATION

Our team created a pitch wherein we used our presentation skills to earn a \$600 loan with no interest from Junior Achievement. This helped cover our start up costs.

## RETURN ON INVESTMENT

Stock and Store received a \$600 investment from JA prior to any of our sales. With a net profit of \$1,830.25 our company's ROI was 305%

## LIQUIDATION

At the end of the year Stock and Store plans to sell the last of our stock, dissolve the business, and split the profits between the four of us.

## INCOME STATEMENT

<b>Revenue</b>	
Sales	\$1,703.35
Other Investments Income	\$1,000.00
<b>Total Revenue</b>	<b>\$2,703.35</b>
<b>Expenses</b>	
Cost Of Goods Sold	\$529.78
Shopify	\$199.36
Sales Tax	\$103.96
Bank Expenses	\$40.00
<b>Total Expenses</b>	<b>\$873.10</b>
<b>Net Profit</b>	<b>\$1,830.25</b>

## BALANCE SHEET

<b>Assets</b>	
Cash	\$1,655.54
Inventory	\$430.00
<b>Total Assets</b>	<b>\$2,085.54</b>
<b>Liabilities and Owners Equity</b>	
Net Profit	\$837.27
Equity	\$1,248.27
<b>Total Liabilities an Owners Equity</b>	<b>\$2,085.54</b>

## PROFIT MARGIN

<b>Full Pack</b>	
Cost to Produce	\$45.95
Retail	\$114.99
<b>Profit Margin</b>	<b>60%</b>
<b>Half Pack</b>	
Cost to Produce	\$18.27
Retail	\$54.99
<b>Profit Margin</b>	<b>67%</b>
<b>Bottle Bundle</b>	
Cost to Produce	\$17.48
Retail	\$44.99
<b>Profit Margin</b>	<b>61%</b>

# LEADERSHIP AND ORGANIZATION

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## STOCK AND STORE TEAM



## STRUCTURE AND ORGANIZATION

Stock and Store has a system that ensures we meet our goals and responsibilities as a company. There are four roles in our company: CEO, Finances, Marketing, and Sales. Because there are only four of us, we help where help is needed, and report to the CEO at the end of each week.

Stock and Store meets daily to discuss tasks, work together, and plan future tasks to ensure our business continues to grow. Communication throughout the week ensures each group member knows what is expected of them for the week/day. We communicate daily through class periods, text messages, phone call, and verbal communication outside of the classroom.

As a company we thrive on giving back to our community, we make it a point to go visit our cause at least once a month. We give our time back to the Stark Count Hunger Task force. We spend time with people in need, pack up groceries, build relationships and much more.

## MOTIVATION AND IMPROVEMENT

In order to keep all team members motivated, and to ensure improvement, we do monthly evaluations, giving two positives and a negative. The negative is always something we strive to work on the following month. The CEO meets with these teammates individually to discuss their performance. The evaluation's score team members on work ethic, flexibility, attendance, dedication, and productivity. We believe this keeps all team members accountable for their tasks assigned. Additionally, we feel as though personal bonding is highly important for motivation. We enjoy donut time on work days, coffee runs, and learning about each other personally. As a group, we separate our work duties evenly according to our specific roles. Everyone stays busy because there is always something that can be tweaked or fixed.



## PARTNERSHIPS

Having the opportunity to partner with HRM enterprises has benefited our business greatly. Our selling opportunities have been at the Hartville Marketplace and the Hartville Hardware. We have also had the opportunity to sell at the Pro Football Hall of Fame. We have also partnered with Wear it Well Clothing, and have received merchandise for apparel for our group members.

## SALES INCENTIVE

Throughout the year, we have provided holiday sales, in store sales, and discount opportunities on our social media. We have noticed customer's willingness to purchase items when they see that they are buying products on sale.

## UNIQUE

Stock and Stores uniqueness comes from our wide array of products that you can buy all in one package instead of having to buy multiple products from multiple websites to gain the same satisfaction. We also include custom labels, bottle brushes, and a funnel to make organization easier for our customers.



# MARKETING:

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## TARGET MARKET

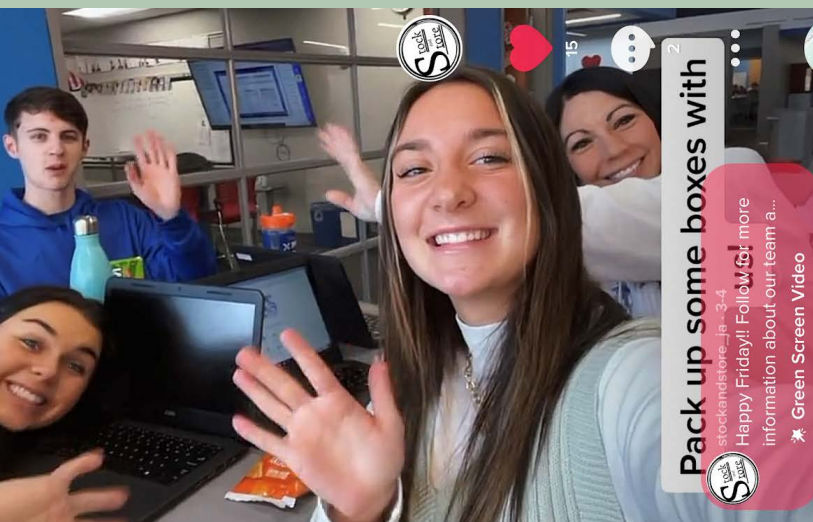
To begin this journey of starting up a small business, and trying to find a problem that needed a solution, we provided our friends, families, and more with a variety of surveys. This showed us that our target market consists mostly of middle-aged women, in their late 20's-early 50's. Women tend to have a passion for organization, aesthetics, and cleanliness.

## SOCIAL MEDIA

Stock and Store advertises itself on three different forms of social media. TikTok, Instagram, and Facebook. Our goal has been to post as frequently as possible to continue engaging with our followers and clients. By doing so we learn more about our clients and followers, by conducting polls, allowing them to engage with us in our comments. Creativity can never be limited, which is what we enjoyed. We have free roam to expressing how much this business means to us on these platforms.

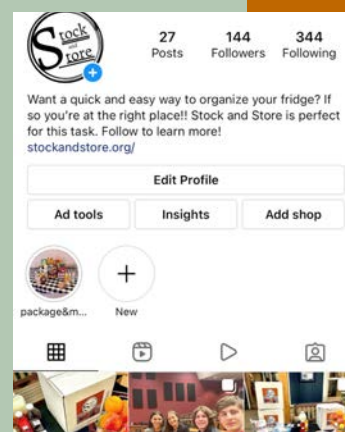
## WEBSITE

Our website features all three of our packages, as well as a few of our accessories. These include funnels, scrub brushes, and labels. We are constantly updating our website to keep up with the new packages created during the year. We have made it a point to innovate new packages frequently to encourage repeat customers.



Instagram followers:  
**144**

Facebook Interactions:  
**2,178**



@stockandstore\_JA



## STARTING OFF

The holidays were a great kick start for us to start selling. We performed well at the Hall of Fame Event at the end of December, networking with a number of potential customers and selling over \$400 worth of product. After this initial rush of customers, our sales slowly decreased. We decided to provide a survey to figure out our next step. It was clear that we needed to develop less expensive packages to sell.

## VARIETY OF PRODUCT



We offer a variety of products lines including the full package, half package, and the bottle bundle. We also provide accessories such as funnels, bottle brushes, expiration date labels, and food labels. This innovation immediately energized our sales again. Working through this adversity as a team, was something we were able to overcome.

## SALES METHODS

Stock and Store has sold in brick and mortar and ecommerce, As a company we thrived off of our selling opportunities. We sold five total packages on our website. Additionally, we have broadcasted our product out through multiple social media platforms. We email customers after products have been delivered to ensure customer satisfaction. Followers, customers, and people in the community are aware of our product through outreach, and personal communication.

## CUSTOMER REVIEWS:



Leah Pursley  recommends Stock an store. 13 hours ago · 

We absolutely love our containers! Not only do they help keep the fridge organized, it's now easy to know at a glance what we're running low on. And the price point is amazing. If I had purchased them separately through a storefront it would've been at least twice the cost. I can't recommend these enough!



Like



Comment



Share



Angela Smart Windham  recommends Stock an store. 21 hrs · 

Stock and store has really helped me turn my refrigerator mess into an organizational dream! Thank you so much for these products. My whole family is loving the new fresh look and we have really cut down on waste. I highly recommend this product!



Like



Comment



Share

## BOTTLE BUNDLE



## FULL PACKAGE



## HALF PACKAGE







## ORDERING PRODUCT

We purchase our inventory from Good Start Packaging. This is an environmentally friendly manufacturing company that produces BPA free products only.

When Stock and Store orders inventory, we can expect to receive the product within 3-6 days. This allows us to fill complete orders within one week. Our product is shipped with the greatest care, and we have bought in bulk through this company. As we progress in this business we would consider purchasing in bulk off shore to take our prices down. If we were to do so, we would be able to buy more product with an investment.

## DISTRIBUTION

Stock and Store has had the opportunity to package and ship our products out of the Hartville Tool. We successfully trained every team member to assemble packages for shipping and delivery. We have a certain packing technique for each type of package in order to achieve product safety through distribution.

With this partnership, it has been efficient to keep all of our product in one space. With this opportunity we had the chance to make new connections. This also opened up doors for us to sell in the HRM Enterprises. Our customers were satisfied with the quality of their package after shipment or delivery.





# LEARNING EXPERIENCES



## THE START

We started this business with the hope to sell all glass material. Our goal was for environmental safety, and re usable product. Unfortunately, we found that the costs to ship glass wouldn't be profitable for us and potentially high breakage. Because of this, we shifted our focus to plastic product. During our JA pitch day we talked about our switch from glass to plastic. The judges agreed that it was a better idea overall because of costs, and safety concerns. We decided if we were going to use plastic, it would need to be BPA free.

## THE PROCESS

During the process of creating this exceptional organization pack, we tried out many different bottle types including, plastic, glass, BPA free, as well as different shapes and sizes for each bottle. We also experimented with over five different companies and to determine delivery time for these containers and bottles. Eventually we came to the conclusion, Good Start Packaging had everything we needed, was local, and shipped in less than a week.

## SUCCESS

We have successfully sold 19 packages in the last three months. Our most successful sales method were brick and mortar sales. We were able to connect with people, and really explain our product and provide a different prospective to our customers. Over this period of time we have worked through the road blocks about how to initially run a business. We have gathered more customer feedback, posting more on our social media, and finding different and less expensive to source product. These experiences, we have solidified our company in customer relations and outreach. Overall, we have been able to sustain a profitable business, and learn what it takes to run a small business. In the future if we started another business we found that the most important things are customer relations, feedback, and heavy marketing.

