



2024-2025

ANNUAL REPORT



EXECUTIVE SUMMARY



MISSION STATEMENT

At Sizzle 'N' Spice, we strive to help students learn how to cook in an informative and engaging way.

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THE PROBLEM

According to an Ohio University newspaper, 20% of college students do not know how to cook, 29% of college students skip meals every day, and as a matter of fact, many of our own group members did not know how to cook prior to us creating our product.

OUR SOLUTION

We have created a cookbook with a variety of simple recipes all including 10 recipes or less. Along with each recipe we have recorded instructional videos linked with QR codes. Our recipes are placed in order of difficulty, beginning with the easiest and ranging to more advanced recipes.

COMPANY PERFORMANCE

Our books range from \$12.99 to \$24.99, and we have sold a total of 33 books. Currently, we have made \$582.77 in sales revenue.

LAKE HIGH SCHOOL

**JUNIOR ACHIEVEMENT OF NORTH
CENTRAL OHIO**

OUR TEAM

TEACHERS:

AJA TOMPOT AND ANDREA CHAVEZ



TESSA - CEO



BRADY - COO



GABI - CFO



TROY - SALES



JAXSON - MARKETING



SUMMER - SUPPLY



SILAS - MARKETING

VOLUNTEER: ZACH COBLENTZ

LEADERSHIP & *ORGANIZATION*

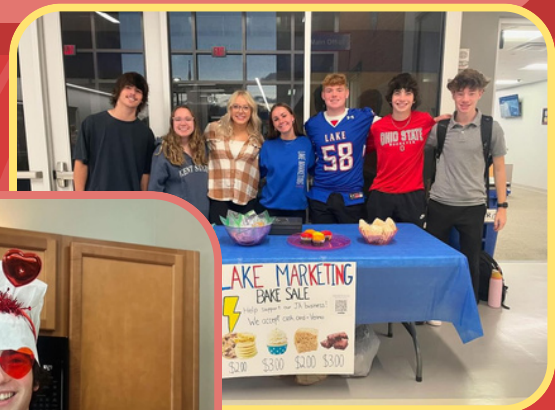
STRUCTURE

Sizzle 'N' Spice follows a functional business structure. This structure allows each group member to excel as they have the ability to play to their strengths. In order to place each member into their best fit roles, we conducted interviews as well as completed professional personality tests. From the data that we collected, the CEO worked to assign all group members to a role in which she envisioned her teammates performing optimally in. Tasks are delegated to each team member depending on their role in the group, and group members can locate their exact objectives for the day on the daily agenda. By creating a daily agenda, we are able to easily distinguish each member's assignments. In addition, we use a daily checklist to keep track of jobs that must be completed, as well as motivate each other to complete our tasks.



MOTIVATION AND DEVELOPMENT

We strive to keep our employees motivated to succeed, and we feel that the best way to do that is by forming strong relationships with each other. By participating in team bonding activities outside of school, such as enjoying meals together and recording our videos, our friendships have grown and therefore have led us to want to work hard for each other. We also have agreed upon the percentage of compensation that each role receives, as well as a percentage of commission on each unit that a member sells, thus acting as an incentive to sell as many products as possible.



INNOVATION PROCESS

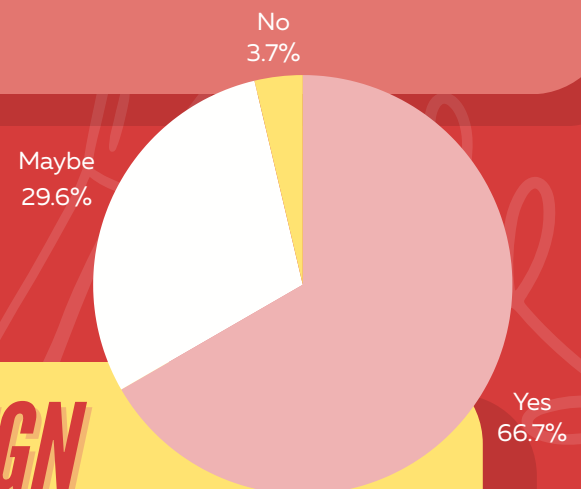


DISCOVERY

THE IDEA

While brainstorming, we realized that the majority of our own team members were going off to college next year, but had no idea how to cook themselves nutritious meals. With our cookbooks, we aim to both help college students save their money as well as keep themselves healthy with our recipes that are simple and require a minimal amount of ingredients.

To evaluate possible solutions, we conducted market research by surveying local students and parents of students. With our data, 96.3% of those surveyed said they would be interested in purchasing our books. In addition, we received helpful suggestions for possible recipes, input on the type of cooking utilities that students have access to, and a rating of their personal cooking skills.



PRODUCT DESIGN

To arrive at our final product, we conducted extensive research in order to decide what book printing service we were going to use for our hardback books. Price, quality, and shipping time all went into our decision, which ultimately ended up being mixam.com. For our ringbook copies, we worked with a local printing shop to ensure the highest quality books with metal rings and plastic covers. We first drafted our book in a Word document, where we wrote all of our recipes, and then transferred the information into Canva where we completed the final design.

MARKET ANALYSIS

INNOVATION PROCESS

COMPETITORS

Although we are a unique business, we still face competition. Our main goal is to help solve the lack of cooking education among the youth. One major competitor that we face is Young Chefs Academy. This is a company that teaches monthly themed classes to the youth about how to cook. A second company that has a similar goal as us is The Little Kitchen Academy. They also offer in person classes to the youth to help teach them the basics of cooking. We stand out because we offer our cookbook along with humorous instructional videos.

"I'm so glad I purchased this cookbook! The recipes inside were easy to make, delicious, and affordable! I would definitely recommend!" -Bella Johnson

UNIQUE VALUE PROPOSITION

At Sizzle 'N' Spice, we strive to achieve a better future for our customers by teaching young adults how to cook simple and healthy meals using 10 or less ingredients.

UNFAIR ADVANTAGE

Although we have competitors who are trying to solve similar issues, we believe that people who don't have the time to take their kids to a cooking class will value our product due to them physically being able to own it and use it at their own convenience. Additionally, we find our product to be especially valuable for high school/college students, as we are high school students ourselves and we can personally relate to our target audience.



INNOVATION PROCESS

PRODUCT OVERVIEW

SIZZLE 'N' SPICE COOKBOOK VOL. 1

SIMPLE RECIPES
FOR STUDENTS
+
INSTRUCTIONAL
VIDEOS



We wrote all 30 recipes ourselves, and many of them are recipes that we use often!

Every page as well as the cover was thoroughly designed by Sizzle 'N' Spice.

We included a conversion sheet as well as tips on each recipe to make the cooking process as easy as possible!

All pages have a QR code that when scanned, takes you to an instructional video that we recorded and produced ourselves!



SCAN TO SEE ONE OF OUR VIDEOS!

CONVERSION SHEET

CUPS	OUNCES	TBSP	TSP
1	8	16	48
3/4	6	12	36
2/3	5	11	32
1/2	4	8	24
1/3	3	5	16
1/4	2	4	12
3 TEASPOONS = 1 TABLESPOON			
2 TABLESPOONS = 1 OUNCE			
2 CUPS = 1 PINT			

CINNAMON COTTAGE CHEESE TOAST

MATERIALS:

TOASTER
SMALL CONTAINER

INGREDIENTS:

2 SLICES OF YOUR BREAD OF CHOICE
1/2 CUP OF COTTAGE CHEESE
1 TEASPOON OF HONEY
1 TEASPOON OF CINNAMON

PREPARATION:

1. BEGIN BY TOASTING THE TWO SLICES OF BREAD.
2. WHILE THE BREAD IS IN THE TOASTER, COMBINE THE COTTAGE CHEESE, HONEY, AND CINNAMON IN A SMALL CONTAINER.
3. ONCE THE BREAD IS FULLY TOASTED, SPREAD THE COTTAGE CHEESE MIXTURE ONTO THE TOAST.
4. YOU MAY ADD EXTRA HONEY OR CINNAMON ON TOP IF YOU WOULD LIKE.

SCAN!



TIPS

-IF YOU DON'T WANT TO USE HONEY, YOU COULD ALSO USE AGAVE
-THIS IS A GREAT SNACK FOR STUDENTS

CUSTOMER ELEMENTS

SEGMENTS

Our target customers are parents of high school/college students searching for possible birthday or graduation gifts, as well as the students themselves.

In order to reach as many potential customers as possible, we have participated in selling events in our area, such as at the Hartville Marketplace. Additionally, we actively participate in social media to market our product, specifically on Instagram and Tiktok. To entice shoppers to stop at our selling booth, we have taken steps to make our table visually appealing. Improvements to our table include utilizing our signature colors, having example instructional videos playing, and offering small treats.



CHANNELS

Sizzle 'N' Spice has sought to reach customers in a variety of different ways, including in-person sales at numerous selling events, as well as at our Senior Business Showcase. We also aim to make online sales through our website, our social media advertising and newsletters throughout the community. We are currently exploring the possibilities of getting our books onto college bookstore shelves, specifically by utilizing our connection with the University of Akron. Furthermore, we have used social media as our main form of marketing, where we apply techniques on Instagram and Tiktok that may appeal to our target audience of high school/college age students.



SOCIAL MEDIA SNAPSHOT



CHECK OUT OUR
WEBSITE!



In the last 90 days, 1,182 accounts reached, and a 47.4% increase in followers.



In the last 90 days, 10K post views, 515 profile views, and 51 post shares.

BUSINESS PERFORMANCE



KEY METRICS

We earned the full \$600 loan on our JA pitch day. We were extremely fortunate to receive many sponsorships from our local community, adding up to \$600 in total. Furthermore, we are proud to say that we had the ability to sell out of both our first order of 15 hardbacks as well as our order of 20 ringbooks. We have placed our next order of books that we will promote and sell as graduation gifts.

COST STRUCTURE

We have spent a total of \$1,166.80 in expenses. Our expenses were necessary for book production which was \$382.58, and our video production cost was \$391.70. For any advertising and selling events, we spent \$319.01. Transaction and processing fees came to \$62.51. At Sizzle 'N' Spice, we want to give back to our community, we donate \$1.00 to The Stark County Hunger Task Force for every 3 books sold, so as of right now we have donated 44 meals.

REVENUE STREAMS

Total Revenue: \$1,116.79

Our revenue comes from our books sold and all of our donations and sponsorships.



Income Statement

Revenue	
Sales	\$582.77
Fundraisers	\$300.00
Sponsorship	\$600.00
Total Revenue	\$1,482.77
Expenses	
Cost of Goods Sold	\$382.58
Video Production	\$391.70
Marketing Expenses	\$319.01
Transaction Fees	\$62.51
Donation Expenses	\$11.00
Total Expenses	\$1,166.80
Total Net Profit	\$315.97

Balance Sheet

Assets	
Cash	\$1,115.99
Total Assets	\$1,115.99
Liabilities	
Sales Tax Payable	\$35.57
JA Company Loan Paya	\$630.00
Total Liabilities	\$665.57
Total Owner's Equity	\$450.42
Total Liability & OE	\$1,115.99



BUSINESS PERFORMANCE

FINANCIAL PERFORMANCE



OVERVIEW

Net Income: \$315.97

Sizzle 'N' Spice offers two cookbooks, with one being a ring book copy, which retails for \$12.99. We designed our ring book to be a more affordable option for students, also being easy to quickly flip through. Additionally, we offer a hardback option which retails for \$24.99. This option makes a great graduation gift for newly graduating students, and is especially aesthetically pleasing with glossy front and back covers, vibrant coloring, and thick pages.

BREAK-EVEN ANALYSIS

At Sizzle 'N' Spice we have had a total of \$146.27 fixed expenses, which includes our website fees and costs of marketing. We have an average profit margin of \$7.40 for our books, so we would need to sell 20 books to break-even.

SOLD PRODUCTS

We have sold a total of 34 books, and we have earned a total of \$582.77 in sales. Our profit margin for our hardback is 35.29% and our ring books margin is 46.11%.

LIQUIDATION

Sizzle 'N' Spice will be repaying our \$600 loan, \$30 interest, sales tax of \$35.57 and making our donation to the Stark County Hunger Task Force. Remaining profits will be paid to team members based on the pay structure in our company charter.

LEARNING EXPERIENCES



GROUP ACHIEVEMENTS

- Earning the full \$600 on pitch day.
- Participating in numerous selling events.
- Successfully presenting our business at our Senior Showcase Night.
- Selling out of our first order of hardbacks and ring books.
- Earning multiple sponsorships.



CHALLENGES

- Finding quality suppliers while still keeping our costs down.
- Lengthy process of production/shipping of our hardback copies.
- Finding time to film our videos.
- Often unable to reach our target market at selling events.
- Struggled to stay motivated as we got deeper into the year, trying to find a balance between other school work and extracurriculars.

KEY LEARNINGS

Throughout this experience, our team has gained a multitude of useful knowledge that will assist in advancing us in our future endeavors. Every member of our team has learned different skills depending on their role, such as the CEO and COO learning how to manage their group members and delegate tasks, the CFO gaining valuable knowledge of finances and how to format spreadsheets, sales learning how to be personable and entice customers to buy our product, our marketers learning how to advertise through social media as well as improving their video editing skills, and supply chain learning how to find the highest quality manufacturers for us at the lowest price.

FUTURE APPLICATION

The skills that we have learned and the knowledge that we have gained in regards to running a business will continue to help us as our group members advance towards higher educations and begin working in their professional fields. We have members pursuing diverse futures, including many working towards business-related degrees, and others diving into their careers while following their passions, such as music production and serving the community as a firefighter.

ONE MORE *THING...*

SOME OF OUR FAVORITE MEMORIES:



We gave a great performance at the Senior Business Showcase, where we also **sold out** of our books completely!



We met with the Dean of the University of Akron and pitched our business to him! In addition, he gave us a shout out on his Instagram!

ALSO...

All of our instructional videos are available for viewing on YouTube! Check them out!





**THANK
YOU!**