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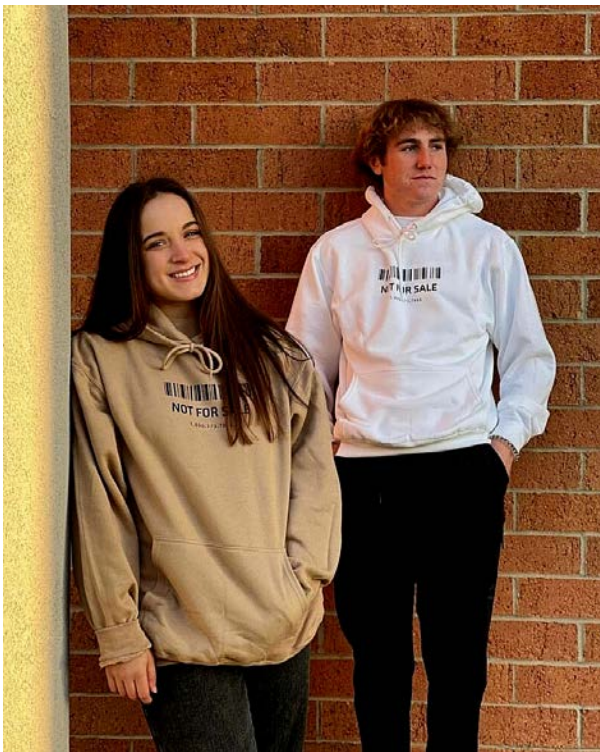
Annual Report

Value Designs
Lake High School

Teacher: Aja Tompot
Volunteer: Zach Coblentz
Junior Achievement of North Central Ohio

Presented By :

Lexi Conley, Kaitlyn Bolyard, Landrey Yoder,
Abby DeGeorge, Dylan Snyder



EXECUTIVE SUMMARY

Over 40 million people are affected by human trafficking each year. Value Designs is our small solution to the worldwide issue.

In just December of 2022, 17 men were arrested in Stark County for engaging in prostitution and possession of criminal tools.

We are a clothing brand dedicated to raising awareness on human trafficking. We took this small business opportunity to connect with nonprofits, spread our message and give back in the end.

When we were thinking about what we wanted this business to be, we also heard about a teacher in our school that has a personal connection with human trafficking. Her adoptive son is a product of sex trafficking. After multiple conversations with her we all agreed that this topic was not talked about enough and wanted to build our business around human trafficking awareness.

JA PERFORMANCE REVIEW



OUR VISION

Raise awareness for human trafficking to further prevent the problem from spreading.

OUR MISSION

Create trendy clothing that starts the conversation on human trafficking.

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ABOUT US

Our team has created a clothing brand that raises awareness for human trafficking. By purchasing our designs, you are contributing toward our goal of shining light on this widespread issue. We will give a portion of our proceeds back to a local non-profit organization called, Not For Sale - One Step At a Time. This non-profit organization is located in North Canton, Ohio. We have decided to work with this organization because we share a similar mission. They are also dedicated to preventing human trafficking and ending modern day slavery. Unfortunately, it is such a common problem in our world. As a team, each grew a passion for awareness that drives our brand and we hope our efforts help to combat the issue.

OUR PRODUCT

The material of our products are made up of a 50% cotton and 50% polyester blend with a unisex fit. Our products are trendy and wearable. The designs we have created start the conversation on human trafficking by being eye catching, yet meaningful. Our wide variety of sizes, colors, and our option of hoodies and tees make our products suitable for all.

We are working with a well known company that has been successful for 41 years. Act Now Print and Promote taught us to print and press all our clothing. Once we receive orders from our customers, we place an order with Act Now Print and Promote to order our materials. Once they arrive, we hand press our vinyl designs onto our product. We then package and deliver the customer's order to them.



INNOVATION

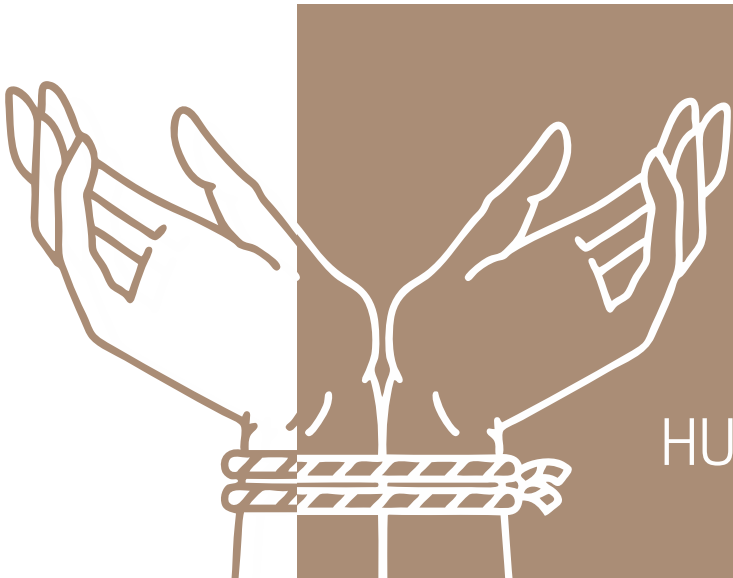
OUR DESIGN

Value Designs has a design element unlike many established companies. Our design team brainstorms many ideas with multiple different aesthetics, colors, and sizes. They take surveys and get opinions on which designs would sell best. We handcraft our designs in a format that is easily printable. Once we finalize a design we send it to Act Now Print and Promote. They have access to the highest quality vinyl and clothing materials for our customers. With this partnership, we are able to get prototypes to see how our product will look in person before we make any commitments. We use the machinery at their facility to press vinyl to our products.



Our brand was founded revolving around a cause. We wanted our designs to be trendy, but have meanings behind them. We looked at Toms Shoes as a model for our business as they were founded around a cause, raising awareness, and giving back.

Our first design, Not For Sale, has sparked numerous conversations because of the human trafficking hotline under the phrase. This is exactly what we hoped would come from adding this touch.



HUMAN TRAFFICKING HOTLINE:
1.888.373.7888

MARKETING STRATEGIES



TARGET MARKET

We learned from our initial surveys that our target market was female teenagers in our community. We soon realized after starting to sell our product in public that most of our sales are from grown adults who are impacted by our mission and our story.

COMPETITIVE ADVANTAGE

Our biggest competitive advantage is our mission, the purpose behind our company makes connections giving us strength.

CUSTOMER REACTIONS

“I am so very proud of this young group who have taken on the mission to raise awareness of, and contribute to the prevention of human trafficking. This is an issue many adults are uncomfortable confronting, so the strength of these young people is impressive.”

GIVEAWAY REACH:

217 accounts
158 entries



value.designs.ja 🌟 GIVEAWAY 🌟

HOW TO ENTER:

1. Like this post
2. Tag 3 friends
3. Repost on your story

What's included:

1. Value Designs hoodie of your choice
2. \$25 Reignn Outfitters Gift card
3. \$25 Starbucks gift card
4. Yeti tumbler

You have one week to enter!
Winner will be chosen 2/14/23

!! GOOD LUCK !!

PRODUCT -

Hoodies and tees created in hopes to help prevent the human trafficking tragedy.

PRICE -

Design 1: Not For Sale
Hoodies \$35
Tees \$20

Design 2: Stop The Cycle
Hoodies \$40
Tees \$25

PLACEMENT -

Pop up shops and our website. Our website is located in the bio on our Instagram. We have also sent district wide emails to teachers, administration, etc. QR codes were also hung around our school as well as at our pop up selling opportunities.

www.valuedesigns23.com

PROMOTION -

Advertisements on our social medias. We had a sale when our second design dropped in hopes returning customers would buy from us again. Diamond CO Marketing Company reached out to us and promoted our social medias on their Instagram.



Instagram
264 followers
3,225 engagements



Facebook
50 followers
250 engagements

We are active on both Instagram and Facebook. We reach an average of 855 accounts with each post on our Instagram.



Our sales techniques evolved drastically over the course of the year.

SALES OPPORTUNITIES

We got the opportunity to sell at the Hartville Marketplace, the Hartville Tool sale and the Chamber of Commerce Expo. Our team made profit from each of these events. We just recently landed our first business to business deal. Our products are now available in a local store called Twice is Nice in Hartville!

We found that selling through social media worked best for our business. We worked hard on promoting our sales on our Instagram. The video reels of our product get over 1,000 views when we post. Learning how to make our product appealing to customers was key and it really paid off in the end. We also utilized selling face to face. We passed out order forms every opportunity we got.



REVENUE

Over \$4,000 and 86 Products Sold.

We also received \$1,500 from the Junior Achievement Stark Tank competition, where we placed 2nd out of 8 teams.

CUSTOMER FEEDBACK



darlene_snyder 20w

These look great!!! And I think you all have some modeling potential! ❤️

3 likes Reply

We truly value our customers opinions. Our goal is to make them feel like their opinions are seen. We take suggestions and this guides our company to make improvements.

CUSTOMER SERVICE

Value Designs strives to create satisfied and loyal customers. Our priority with each sale is to maintain the highest amount of customer service. We follow up with customers via email and include a note in each package.



FINANCE

OVERVIEW

Value designs has a price point between \$20-\$45, with 86 units sold, we have a net profit of \$2,811.99. This gives us a return on investment of 937%.

CAPITAL

The initial capital needed to purchase inventory for our product was \$150. We also \$75 for supplies and, \$75 for advertising products. We received an initial investment of \$300 dollars with a 5% interest rate from Junior Achievement of Northeast Ohio to start up our business.

BREAK EVEN POINT

Value Designs break even point is based off our initial investment of \$300. We broke even after we sold 23 t-shirts or 15 hoodies.

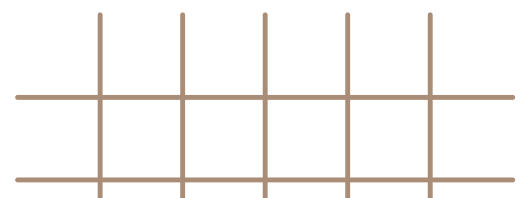
LIQUIDATION

At the end of the year we will be donating a portion of our profits to a local non profit called Not for Sale: One Step At A Time. We also plan to donate any left over inventory to RAHAB Ministries.

INCOME STATEMENT ending 4/5/23	
Sales Revenue	\$2,549.00
Investment Income	\$1,500.00
Total Revenue	\$4,049.00
Expenses	
Advertising and Marketing Supplies	\$62.28
Shipping expense	\$9.00
CC processing fees	\$35.91
Materials and Supplies	\$47.82
Cost of goods	\$1,082.00
Total Expenses	\$1,237.01
Net Income/(Loss)	\$2,811.99

BALANCE SHEET	
ASSETS	
Cash	\$3,563.09
Supplies	\$16.00
Inventory	\$105.25
Total Assets	\$3,684.34
LIABILITIES	
Sales Tax Payable	\$150.57
JA Loan	\$315.00
Net Income/(Loss)	\$2,811.99
Equity	\$406.78
Total Liabilities & Equity	\$3,684.34

Value of Investment	
Net Income	\$2,811.99
Investment	\$300.00
Total	\$3,111.99
Percent Return	937%



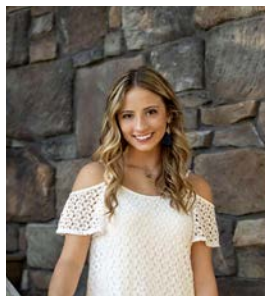
LEADERSHIP AND ORGANIZATION



Lexi Conley
CEO



Landrey Yoder
COO



Kaitlyn Bolyard
Marketing



Abby DeGeorge
Sales



Dylan Snyder
CFO

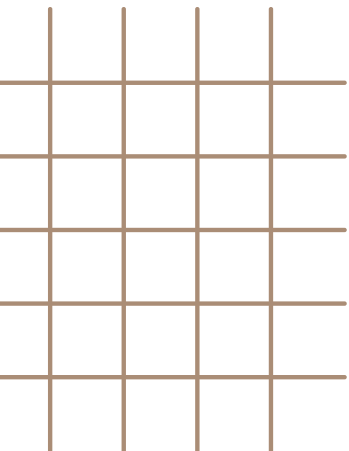
STRUCTURE & ORGANIZATION

Value Designs uses a horizontal organizational structure. This allows for our team to communicate efficiently and follow the same vision. Our CEO has control of all aspects of our company and keeps Value Designs moving in the positive direction. Organization is key for our company. We collaborate with each other every day. Our finance department works with marketing to ensure we use money for advertisements, giveaways, etc. in a costly manner.

Our CEO prepared weekly schedules with daily tasks for each member of the team. We had group meetings when necessary and talked through each issue we came across. We problem solved as a team and in the end it made our communication stronger.

MOTIVATION & IMPROVEMET

Value Designs uses quarterly individual evaluations to keep all employees on track. This ensures that group members are learning and improving in their roles. It shows progression and holds each of us accountable. Once evaluations are collected each team member would meet with our CEO and advisor to discuss evaluation results. These conversations were open and honest. Team members developed trust and pushed each other to be the best. We also implemented sales incentives to motivate our team. We push our profits by having sales competitions throughout the year.



LEARNING EXPERIENCES

Lexi Conley (CEO) -

As CEO I took on many roles and helped each department in my company thrive. We utilized goal setting and I coached my team to success. I have learned that managing employees is difficult, but I enjoy the challenge and sense of accomplishment I feel when our business attains our goals. I have developed my customer service, time management and leadership skills throughout the year. I have already noticed that I am using these qualities in other aspects of my life. I will never forget this experience and will use the knowledge I have gained in my higher education and career.

Kaitlyn Bolyard (Marketing) -

Through this experience of being Value Designs marketing manager, I got the opportunity to learn skills such as teamwork, communication, leadership, professionalism, and problem solving. This experience has given me guidance for my future. I really loved being the marketing manager of this business and want to continue this as my career path. I learned what worked best for our company when it comes to our social media. This year I experimented quite a bit and had freedom to explore my options in marketing for our brand. I will use techniques I learned this year in my later career.

Abby Degeorge (Sales) -

Being our sales manager has taught me strong and persuasive leadership skills. These skills have allowed me to motivate our team in order to achieve sales goals successfully. Throughout the year, I have kept our team organized and controlled by keeping all of our sales data together. I learned that being dedicated is what has made our group so successful throughout this school year.

Landrey Yoder (COO) -

My experience in this group has given me the opportunity to grow my skills in business. As COO, I have gotten the chance to help in every side of the company from designing our products, to selling at events. Time management and communication have been key factors in working together as a team, in order to solve an issue we are all passionate about. Being in this group has taught me how to help team members complete a goal quicker and more efficiently, and has shown me that the little details are very important!

Dylan Snyder (CFO) -

Having the opportunity to be apart of this team has taught me about starting a business and what it takes to be successful. As the CFO I learned how to manage money in a business setting. This was a new experience because I had to carefully watch the cashflow in and out of our account. I learned that the key to making money in a business is really selling your company. The more you advertise and really get your product out there the more sales and money you will earn. I also learned that being on a successful team means I may have to step in and help out in a role that isn't mine. I am glad I got to experience this opportunity in figuring out how to start our business.

