



Junior Achievement
of East Central Ohio



Pawsitively
Remembered



Annual
Report
2016-17

Hoover High School
North Canton, Ohio



Mr. Grady
Mr. Rozsa





Celebrating your pet's life, one pawsitive step at a time.

In order to cope with and commemorate the loss of a pet, we decided to make memorializing wind chimes. These hand-tuned, soft sounding wind chimes are laser engraved (on the wind catcher) with a personalized silhouette of your pet along with a customized saying. Every time the wind blows, the soft chimes will help you remember the good times you had with your pet. Our other product, pet I.D tags, celebrates the pets still with us today. Each tag is personally engraved with a humorous saying that can portray each pet's unique personality.

Each person in our company comes from a different background, but we all had one thing in common, our love for pets. Every great business comes from a deeper passion and this was ours.

CONTENTS

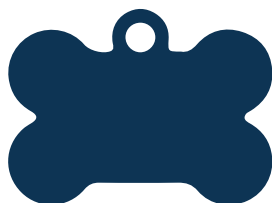
Innovation	2
Our Cause	3
Financial Performance	4
Leadership.....	5
Learning Experiences	6
Marketing/Sales	7

Company/Financial Performance

**35,885
Social
Media
Reaches**



**129 Total
Wind
Chimes and
Dog Tags
Sold**



**\$3,206 Total
Revenue**



**770 lbs. of
dog food
donated to
Pawsitive
Ohio**



INNOVATION

COMMERCIAL



Pawsitively Remembered held auditions during the school day to choose the best actors for our commercial.

ORDERING



When the customers found Pawsitively Remembered online, it was just a few clicks away to place an order. The company connected square to their website in order to process online ordering. In fact, almost 50% of our orders came through the online store.

CONTEST



To help market Pawsitively Remembered, we held a holiday pet picture contest to increase page views and product sales.

PARTNERSHIPS



Pawsitively Remembered partnered with two separate businesses to further our company. Pet Connections handed out our flyer with every dog license sale. We also partnered with GAPS, Grief About Pets, a business that helps people deal with the loss of their pets through grief counseling.

OUR CAUSE

Like many pet lovers, our families include two-legged and four-legged members. Our pets are not just loyal companions, they're playmates, siblings, and nannies. They listen when we need to talk, make us laugh when we're feeling blue, and share our joy when we're on top of the world.

So we wanted something to celebrate that special bond. Something personal. Something to help keep them safe while they are with us, and honor their memories when it's time to say goodbye.

That's why we started Pawsitively Remembered. We offer customized pet tags and memorial wind chimes that not only celebrate your pet's life, but also make a difference in the lives of local homeless animals. Part of the proceeds from each sale help support Pawsitive Ohio (www.pawsitiveohio.org), a non-profit organization devoted to finding every dog the right home.

Through our sales and fundraising efforts, we were able to donate 10% of our revenue to Pawsitive Ohio.



FINANCIAL PERFORMANCE

Revenue	
Sales	\$2,678.25
Other Revenue	\$528.00
Total Revenue	\$3,206.25
Expenses	
Sales Tax	\$102.31
Materials and Supplies	\$1,659.01
Wages, Salaries and Commissions	\$462.05
Charitable Donations	\$301.20
Other	\$223.66
Total Expenses	\$2,748.23
Net Profit	\$458.02

Assets	\$1,069.33
Liabilities and Capital	
Sales Tax	\$102.31
Capital Stock	\$509.00
Other Income	\$0.00
Net Profit	\$458.02
Total (L+OE)	\$1,069.33



31 Wind Chimes Sold

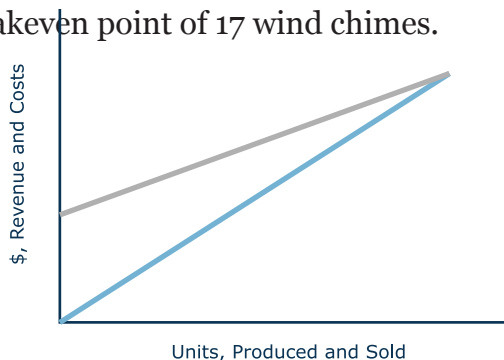


98 Dog Tags Sold

Breakeven Analysis

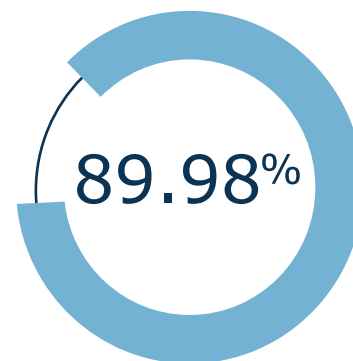
Pawsitively Remembered's fixed costs are \$341.37 and with a gross profit per unit of \$3.43 for the dog tags, their breakeven point is 100 dog tags.

When it comes to wind chimes, their gross profit per unit is \$20.50 leaving them a breakeven point of 17 wind chimes.



Return on Investment

On November 16th, Pawsitively Remembered was able to receive an investment of \$500 with a %5 interest rate. The company also sold 9 stocks for \$1 each giving them a start up fund of \$509. With a net profit of \$458.02, the company's ROI was 85.64%.



LEADERSHIP

Motivation

Motivation is the fuel that drives a great business. Early on, Pawsitively Remembered realized that there are only so many parties, cookies, and gold stars you can give to make someone feel motivated. They struggled to find the drive to keep selling their products until they switched gears from extrinsic to intrinsic rewards. The company found that their emotional attachment to their product was the connection they needed to reach their customers and found new sales happen organically through our charitable activities.

Goals

In order to get everything done, Pawsitively Remembered set goals. At the beginning of each week, Jonnie Taylor, the CEO, made a list of goals and who was going to take on each one. These goals then got typed into an excel sheet and were updated on process so each member could know what was going on. Pawsitively Remembered came to find that some people would get sidetracked and their goal would never get completed. In order to solve that, the company started to place strict deadlines on each task to ensure that it got done in a timely manner.

Organization

At the start of the year, Pawsitively Remembered had an organizational chart that started with the CEO and went down the ladder from there. After the business became more defined, the company realized that this was not the best structure to match their communication and workflow. They created their own matrix that is team based so that they could work cross departmentally. They have three project managers to head each project and a pool of employees that they can choose from to complete their team. This eliminated titles and no longer restricted employees to certain departments.



LEARNING EXPERIENCES

Successes

Besides experiencing financial success, Pawsitively Remembered experienced success in a variety of ways. At the very start of the year the company successfully attained a start up fund of \$500 by presenting their business plan to a board of community angel investors. Next, they had their first product launch at The Lion's Club Craft Show where they sold three wind chimes and ten dog tags. In December, Pawsitively Remembered was approached by a podcast (This Is Pawprint) to be interviewed on their show. The podcast was aired in January and was listened to in seven different countries. Lastly, on April 9th, the company participated in a Pet Expo put on by The Canton Repository. At this event, they were able to sell nine dog tags and a wind chime as well as make many contacts in the pet industry. Overall, Pawsitively Remembered had multiple successes throughout the year that helped them to grow as a company.

Pawsitively Remembered

Future Impact

Junior Achievement has provided the members of Pawsitively Remembered with experience that will impact their futures in a positive way whether they are going into the business field or not. By participating in this program, the students were able to gain experience in communication, problem solving, and organization, all of which are skills needed in daily life. The students will carry these skills with them throughout college and onto their career. Communication will help them to make connections and get interviews. Problem solving comes into play with both school and work. Problems are inevitable and being able to work through them in an efficient manner is an essential skill. Finally, organization is hard to master, but it is very important in not only business but personal life as well. The company was able to learn organizational skills that they will always keep in their back pocket.



Failures

Most people view failures as negatives, but Pawsitively Remembered took their failures and turned them into positives. They did not always have the idea of dog tags and wind chimes. At the beginning of the year the company planned on creating custom cutting boards. After research and discussion, they decided custom cutting boards were not the best idea. Throwing out this idea was hard but it taught them how to make tough decisions in order to better the company. Later in the year, Pawsitively Remembered struggled with communication in several areas. Orders were being lost and customers were not receiving their product on time. This helped them to organize their company in a way that made sure no orders would go unnoticed. Overall they understand that they will make a lot of mistakes but they will learn from those mistakes and get better every day. This is what makes failing such an important aspect of starting a business.

2016-2017 Annual Report

MARKETING AND SALES



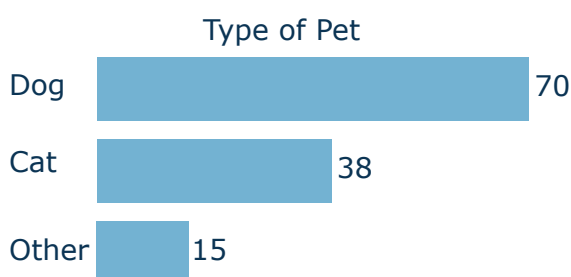
Target Market

After Pawsitively Remembered's market research, the company found out that their target market is women between the ages of 40 and 50 that own pets. This was proven because 70% of their customers were women.

When it comes to selling wind chimes, the company approaches people who know somebody that lost a pet. They learned that approaching somebody who just lost a pet is not an easy task. So, they targeted friends and family of that person.

Survey Results

Pawsitively Remembered conducted market research by using a form of primary research, a survey. Once the survey was created, they posted it on social media and sent it out to receive 96 responses. The responses showed that 83.9% of people have lost a pet and of those people, only 39.3% bought something to remember them by. This showed a huge market for the wind chimes. The company also gathered information about dog tags and 75.5% of the survey respondents were interested in purchasing a custom engraved dog tag.



Customer Service

Customer service was a high priority of Pawsitively Remembered. They needed to keep their customer's happy so they would get referrals and returning customers. In order to keep a good relationship with customers, the company updated them on their order status through email. Pawsitively Remembered also allowed customers to reach them through email, phone, or even the website. There was a separate "Contact Us" section on the website for them to voice their concern or praise.

Benefits/Features

The memorial wind chime is engraved with a silhouette that looks just like your pet. It is made of bamboo and makes a beautiful chime sound everytime the wind blows. Aside from the features, it has many benefits as well. They help the customer get over their time of grieving and keep the memory of the pet alive.

The I.D tags come in three shapes: fire hydrant, circle, and dog bone. They also come in two different colors: red and black. They are made of antodized aluminum which allows us to engrave on them. The benefits of the company's tags are that they can portray the pet's personality through a custom saying and can assist in finding the pet when it runs away.



Competitive Advantage

Pawsitively Remembered has a direct competition with large pet corporation's. All the major pet stores sell tags, but they sell them cheaper. Pawsitively Remembered cuts competitor's prices in half for the exact same product.



When it comes to the wind chimes, Pawsitively Remembered has an indirect competition. There are plenty of businesses that cremate animals or make tomb stones for them, but those are both morbid solutions for memorializing a pet. Pawsitively Remembered's wind chimes memorialize past pets in a happy light that keeps the memory alive with the sound of each chime.

Advertising Strategy

In order to advertise their products, Pawsitively Remembered relied heavily on Social Media. Through the use of Facebook, they were able to reach people all the way in California to purchase products. The company created multiple advertisements and competitions that they then boosted on Facebook to drive traffic to their website. By boosting a post, they were able to reach 1,175 people making it \$.004 per reach.

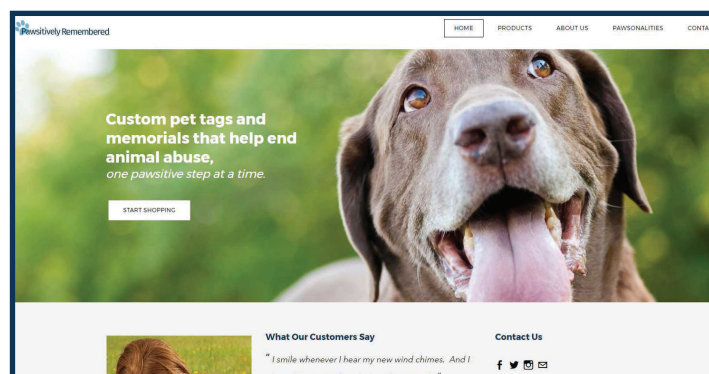
Pawsitively Remembered advertises offline as well. They have set up displays in local pet stores and veterinary clinics to show off their customized products. There was also an article about their company in the Canton Repository and a special segment about what they have been up to on the local channel, Channel 11.

Sales Strategies

Pawsitively Remembered relied heavily on their website to help them accept sales, www.pawsitively-remembered.com. When they handed out information, the potential customer was more likely to purchase a product because they could do it at home with just a few clicks. Although, they did not want to take away the personal relationship between a buyer and seller, they also went door to door and attended many craft shows and sporting events to engage customers. The company put all sales strategies to work on April 9th when they attended The Canton Repository's Pet Expo. The cost to attend this event was \$50 resulting in a ROI of 315%.



Facebook Page



Website



Celebrating your pet's life, one pawsitive step at a time.