



LUV
YOU

LUV YOU

LAKE HIGH SCHOOL
TEACHER: AJA TOMPOT
VOLUNTEER: ZACH COBLENTZ
JUNIOR ACHIEVEMENT OF
NORTH CENTRAL OHIO

2023-2024
ANNUAL REPORT

EXECUTIVE SUMMARY

OUR MISSION

To create a community that is supportive and positive towards one another, so we can care for those battling with their mental health.

THE PROBLEM

Everyday, children all over the world are struggling with their mental health and rarely do they reach out for help. In the United States alone, 5.8 million children ages 3-17 are diagnosed with anxiety and 2.7 million children are diagnosed with depression. The problem is the ones who do not seek assistance. Not only this, but 30% of children staying in the hospital suffer from severe psychological distress. There are many factors in our society today that are causing children to experience these conditions. Hospitals are supposed to make a child better, right now it is doing the opposite.

OUR SOLUTION

Our clothing here at Luv You spreads the positive message of "you are loved". We are focused on getting our uplifting sayings to our community to help people have a better day. In addition to this, we have created encouragement kits to donate to children at the Ronald McDonald House Charities. The point of these encouragement kits is to have a positive impact on these children while they are dealing with tough times staying at the hospital.

Our overall goal with the Luv You company is to help out those battling with their mental health by spreading support and positivity in our community.



PERFORMANCE SNAPSHOT

UNITS SOLD: 139

REVENUE: \$4,500

PROFIT: \$2,042.98

BREAK EVEN: 94 UNITS

GROSS PROFIT/UNIT:

\$20.70

ROI: 410.75%

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FINANCIAL PERFORMANCE

OVERVIEW

The retail price of our products are \$30 per unit. As of April 1st, 2024, we have sold 139 units, generating \$4,500 in net sales. Our gross profit margin is 67.85% and our net profit is \$2,042.98.

CAPITAL

The required capital needed to purchase our inventory was \$400. We received this start-up capital from a \$400 loan from Junior Achievement of North Central Ohio with a 5% interest.

BREAK EVEN POINT

Luv You's cost of goods is \$9.30 for sweatshirts and \$9.99 for our sweatpants making our average profit margin 67.85%. Our fixed costs including all of our expenses are \$2,957.02. We have surpassed our break-even point of 94 units.

RETURN ON INVESTMENT

Luv You received a \$400 investment from Junior Achievement. Currently, Luv You has a net profit of \$2,042.98, which makes our return on investment 410.75%

INCOME STATEMENT-April 1st

Sales Revenue	\$4,500.00
Donation Income	\$500.00
Total Income	\$5,000.00
Expenses	
Materials	\$530.37
Cost of Goods Sold	\$2,426.65
Total Expenses	\$2,957.02
Net Profit	\$2,042.98

BALANCE SHEET-April 1st

Assets	
Cash	\$2,011.28
Inventory	\$615.20
Supplies	\$129.00
Total Assets	\$2,755.48
Owners Equity & Liabilities	
Sales Tax Payable	\$292.50
Accounts Payable-Ja Loan	\$420.00
Net profit	\$2,042.98
Total Owner Equity & Liabilities	\$2,755.48

LIQUIDATION

Our liquidation plan is to sell our inventory at the rest of our selling events. Then, we will donate the rest of our hoodies and sweatpants to the Ronald McDonald Foundation and pay back the JA loan. Lastly, we'll split the remaining profit with the equity percentages agreed on in the company charter.



INNOVATION



We wanted to give back to those struggling mentally with their stay in the hospital. That is why we partnered up with Ronald McDonald House Charities to support children and their families during these difficult times.

PRODUCT DEVELOPMENT

Over 1 in 5 teenagers struggle with their mental health everyday in America. With this statistic in mind, we wanted to find a solution to this problem. We decided to make very high quality, affordable hoodies and sweatpants with the phrase "You Are Loved" on them to remind and encourage everyone. Our original target market was women, and after we gathered feedback from our buyers we determined there was a demand for a male product line. We then developed a gender inclusive product line. Our hoodies are unique because the colors and designs are customizable to the customer's liking. We make our hoodie and pants designs by hand and each is sold for \$30 or as a set for \$50.



MARKETING STRATEGY

PRODUCTS

Hoodies, sweatpants, encouragement kits focused on spreading positivity.

PRICE

\$30/hoodie & pants
\$50/matching set
\$25/encouragement kit

PLACEMENT

Pop up shops, website, Love Our Community (a local non-profit)

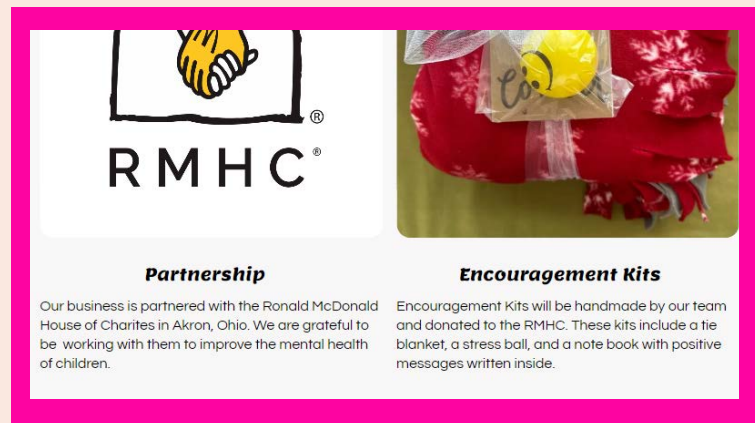
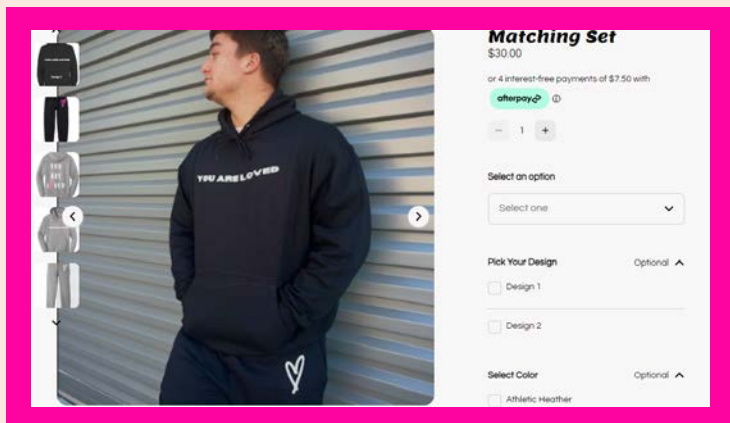
PROMOTION

Social media advertisement, word of mouth around the school

VISIT OUR WEBSITE

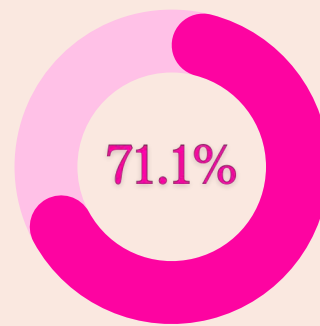


GIVING BACK TO RMHC

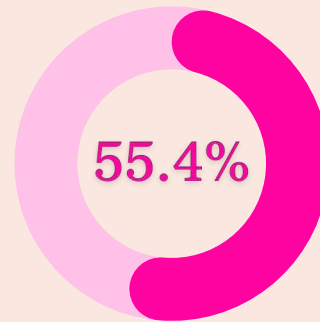


MARKET RESEARCH & TARGET AUDIENCE

We began our research with surveys at the beginning of the school year. These surveys helped guide our decision on the target market, designs, and most importantly creating a more inclusive line. We came to the conclusion that our target audience would be females above the age of 25. But, it was voiced by many people in our community to create a more inclusive line to reach more people. While we still have a pretty clear target audience, we were hoping to reach as many people as possible.



71.1% OUT OF 293 RESPONDENTS WERE ABOVE THE AGE OF 25



55.4% OF 293 RESPONDENTS WERE INTERESTED IN OUR DONATION BOXES



SALES STRATEGIES

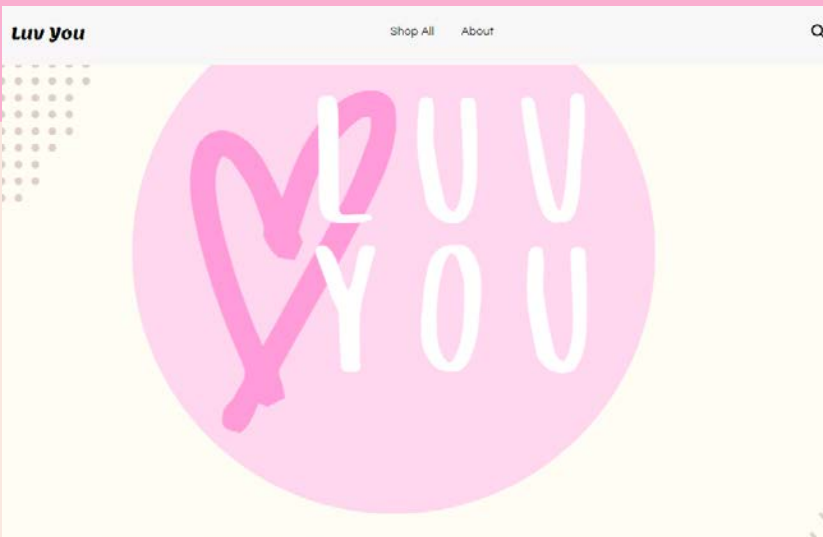
POP UPS

Hartville Marketplace- Luv You has made its best sales at the Hartville Marketplace. We were able to connect and interact with customers and share our mission with them. Alongside doing this, there were many friends and family in the community to support us.

NorthSide Marketplace- Just like several other Junior Achievement companies, Luv You is selling their product at the NorthSide Marketplace in a cube.

Belden Village Mall- Luv You was given a table at the Belden Village Mall to sell our products. It was a great way to get our products out to a different audience, and similar to the Marketplace, we could share our mission with the different people we came in contact with.

Raffle Basket at Special Needs Basketball Event- We donated a raffle basket to the basketball game, to help the teams raise money.



WORD OF MOUTH

Luv You has been very successful in its word of mouth selling. Alongside our team spreading word about our product, many friends and family are huge supporters and share our product.

LOVE OUR COMMUNITY

A huge opportunity for us was to partner up with a local thrift store. This is a great opportunity to reach our target market.

WEBSITE

Our website was launched earlier this year, and is very user-friendly and a great form of sales for us. Social media drove the most traffic to our website.

LEADERSHIP AND ORGANIZATION

HOW EMPLOYEES WERE MOTIVATED?

- Donuts and other treats after a successful week
- Set specific timelines
- Sales, Marketing, and Supply Chain departments get commission, motivating them to sell more products
- Having days off to reset and have fun to keep motivation and morale high

HOW DID WE ACHIEVE COMPANY GOALS?

Each member of our team has their own strengths and talents, as well as their own weaknesses. With this in mind, the CEO and COO strategically placed each employee in their specific department, with their strengths and weaknesses in mind. Our placements help to increase our company's efficiency and have helped us achieve our company goals. During the year, we learned that splitting up the different tasks as well as company evaluations helped us to see how we could grow, accomplish the most work, and reach our company's fullest potential.

OUR TEAM



Avery Neidert
CEO



Kennedy Shuman
COO



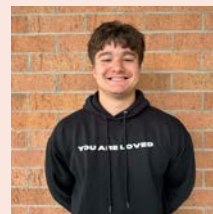
Caden Yoder
CFO



Reese Garcea
Marketing



Evan Brady
Sales



Dane Jarvis
Supply Chain



LESSONS LEARNED

No one in our business has ever been a part of anything like this. So, any event we sold at, or any company we connected with, was a valuable learning experience for us all. We have all learned how to perfect our selling pitch and convey our mission to prospective customers. This new skill helped our team's success at selling events we attended like our pop-up shop at the Hartville Marketplace.

We also learned how to operate a business from the beginning, including how to properly price products to ensure a profit. This was an incredible experience for all members of our team and we will carry these skills with us into the future.

Avery Neidert

"I was able to experience the behind the scenes of running a business. This was a different type of leadership role than anything I have previously been a part of. There were so many amazing lessons learned through this experience as a CEO."

Kennedy Shuman

"I loved getting to preform the role of the COO. This position is something that I've never done before, and I learned so much, such as delegating tasks, or being a leader of a company. The many amazing lessons I learned are lessons I will use for the rest of my life."

Reese Garcea

"Learning how to connect with our customers and further promote our product was a fulfilling experience. I will always appreciate the importance of this business adventure."

Caden Yoder

"Taking on the CFO role was a great experience for me. Being able to learn how to become familiar with all the financial tasks of a business gave me a experience that most don't have."

Evan Brady

"I enjoyed the experience in sales, this was a different type of role and was a challenge at times. There was a plethora of lessons learned through this experience as sales."

Dane Jarvis

"I really enjoyed having the role of Supply Chain. Supply Chain was a new experience for me and the responsibilities and hardwork I learned from this role, I can use throughout my life."



SOCIAL RESPONSIBILITY



RONALD MCDONALD HOUSE CHARITIES

The Ronald McDonald House Charities is focused on creating a less stressful time for families with children in the hospital. They provide housing, meals, and many other essential needs for these families so they can focus solely on their child. We have been able to donate tie blankets for the children to complete as a craft, journals with an encouraging message inside, and stress balls to relieve any anxious feelings throughout the day. Also, we have volunteered our time at the house in Akron, Ohio. This has been an eye opening experience for all of us because we can not even imagine what these families are going through.



hello!

We just wanted to encourage you and remind you that you are loved. You are strong, and can do anything you put your mind to. We hope that this encouragement kit brightens up your day, and that you never forget that you are loved!

WHY RMHC?

We believed this was a perfect non-profit organization for Luv You to donate to and volunteer for. They have such a great cause and mission to help families have a better mental state while their children are in the hospital. At the end of our business we will be donating any left over product for their inventory they provide for the families.

