
2021/2022 ANNUAL REPORT

סבבה

SABABA



Lake High School

Teacher: Aja Tompot

Volunteer: Zach Coblenz

Junior Achievement of North Central Ohio

Our Vision/Mission

Today, we face a mental health crisis never before seen in this country. With the added pressures of social media and society, it is imperative to take time for yourself to decompress and relax. We care so deeply about our customers' mental health as many of our staff have been personally affected by mental health issues. Our CEO, Nolan, has been the most drastically affected by our generation's mental health crisis, as in February of 2016, he lost his cousin to suicide. No one can realize the impact that suicide has until it happens. Sababa's vision is to do everything in its power to help resolve today's mental health crisis. The mission of Sababa is to provide top quality products that facilitate an experience to allow customers to have some time for self reflection and stress relief to improve their mental health.

JA Performance Review



EXECUTIVE SUMMARY

According to mental health professionals and pediatric experts, upwards of 30% of teens are depressed. Since 1988, the likelihood of a college student suffering depression has doubled and suicidal ideation has tripled. These harrowing statistics have pushed America into what many would call a mental health crisis. Our flagship product is a self care subscription box centered around personal mental health improvement by providing sustainably sourced products made in the USA. We look for opportunities to positively affect as many lives as possible. We are operated by four high school students that are driven to positively impact today's mental health crisis. We feel that it is our's, and everyone's responsibility to do all we can to resolve today's mental health crisis. It has been a privilege to have the opportunity to study the challenges of mental health and create a product with the potential to reduce it. In addition to our product, we help the community's mental health by working with the Safety Forces Support Center, a nonprofit dedicated to improving the mental health of first responders. We donate a box for every 5 boxes sold to customers.

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FINANCIALS

OVERVIEW

The current retail price for each box is \$30 plus tax. The net profit is \$16.35 per box. A total of 92 boxes were sold resulting in a total revenue of \$4,462.31 and a net profit of \$2,928.45, which gave us a return on investment of 488%.

CAPITAL

The required capital needed to purchase our initial inventory was \$500. In addition to this we needed an additional \$100 for advertising. We received this start up capital from a \$600 loan from Junior Achievement of North Central Ohio with 0% interest.

BREAK EVEN POINT

Sababa has a total of \$228.84 fixed expenses which includes website fees and cost of marketing. With a profit margin of \$16.35 per box, our break even point is 14 boxes.

RETURN ON INVESTMENT

Sababa received a \$600 investment from Junior Achievement. Currently Sababa has a net profit of \$2,928.45 which makes our return on investment 488%.

Liquidation

Our liquidation plan is to sell our remaining inventory in a pop up event. Then, donate the boxes we owe to The Safety Forces Support Center and payback the JA loan. Lastly we'll split the profit equally among our members.

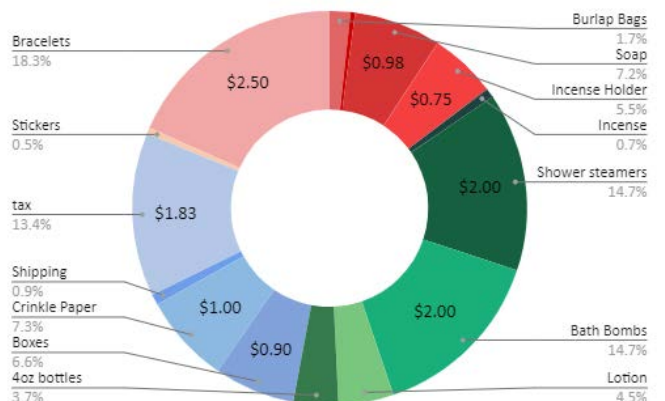
Balance Sheet

Assets	
Cash	\$3,180.97
Supplies	\$295.24
Inventory	\$52.24
Total Assets	\$3,528.45
Owners Equity & Liabilities	
Net Profit	\$2,928.45
Accounts Payable	\$600.00
Total Owners Equity & Liabilities	\$3,528.45

Income Statement

Revenue	
Revenue	\$2,712.31
Additional Investments	\$1,750.00
Total Revenue	\$4,462.31
Expenses	
Total Sales Tax	\$46.04
Cost of Goods	\$1,198.71
Marketing Expenses	\$228.84
Shipping	\$60.27
Total Expenses	\$1,533.86
Net Profit	\$2,928.45

Cost Of Goods Breakdown



Leadership and Organization



Kollar Miller
CMO/CSO



Nolan Pasqu
CEO



Zach Mace
CFO



Evan Larimore
Supply Chain

Our Team

Structure & Organization

Sababa follows a horizontal organizational structure. This structure allows for our CEO to better control every aspect of the company to ensure it follows his vision. This creates an efficient flow of information allowing for immediate responses to issues. Our head of supply chain, Evan Larimore, works closely with our finance department to source our goods from various small businesses across the US. Kollar Miller, our CMO and CSO works with our CEO, Nolan Pasqu, to keep all things Sababa looking their best and staying on brand.

Motivation & Improvement

Sababa utilizes quarterly individual evaluations to ensure that employees are actively improving in their position as well as enjoying their experience. This, coupled with other incentives help to motivate our team and push for further sales. These incentives include friendly sales competitions over school breaks, monthly team breakfasts, and an overall goal to pay for a team vacation at the end of the year with our profits that are earned.

Innovation

132 suicides are committed a day, making it the **12th** leading cause of death in America.

Product Development

Any spa you visit can alleviate your stress in a matter of minutes, unparalleled by anything you can bring into your home. The Sababa team found this void and decided to fill it. Alternative to going out to a spa, paying their high prices for an hour of rest, Sababa brings everything you need to make your home into your own personal spa in one place. Throughout this process we've evolved according to our buyer's feedback. We started out selling only male or female boxes, then decided to start providing a unisex box. With that, we added bracelets as a totem towards our buyer's mental health, both as a reminder to the buyer and to promote word of mouth. Those changes also facilitated a price change to the box from \$25 to \$30 per unit.

Philanthropy

For every 5 boxes sold, we donated one box to the Safety Forces Support Center, which helps retired or active first responders with Critical Incident Stress Management. This was information we made sure to push out so that anyone that was on the fence about buying a box chose to buy one for the support of first responders.



A 501c non-profit



Our Products

The Box

Sababa boxes open from the front face, allowing the top to slide up and reveal our layout of products. We provide a bath bomb, shower steamer, lotion, incense, tea bags, and bar of soap, with all but the incense in small burlap bags. We also provide a selection of Spotify playlists for our buyers to discover relaxing new music. All of our products are sourced from small businesses in the USA. Our soap, bath bombs, and shower steamers are all in plastic wrap, our lotion is sealed, and our incense is in plastic sleeves to ensure safety of all of our products. We provide customization of boxes also to satisfy unique customer needs.

Ordering Product

After placing all of our orders, everything arrived in 2-3 business days. Our bath bombs and shower steamers were able to be picked up upon ordering. When items were received, they were organized into bins in order to stay on top of organization, in turn increasing our productivity.

As items go into bins, they also put into a spreadsheet to track inventory. Receipts were then given to our financial officer to be filed.

Distribution

We used the \$600 loan and the money from our pre-sales to purchase our initial inventory. After items were received, we sat down and found the best way to pack the boxes. We worked on packing boxes for a few days to ensure the box layout was as aesthetically pleasing as possible. A team member places shredded paper at the bottom. Items were placed into burlap bags and placed into box. The box was then taken to the post office and shipped, and the buyer receives the box in 3-4 business days.



Marketing Strategies

Product

Spa box designed to allow for mindful meditation and stress management

Placement

Pop up shops and company website

Price

\$30/box
No tax, no shipping, no hidden fees

Promotion

Sharing about the Safety Forces Support Center, social media advertisements

Target Market: 30-45 year old women

Via the surveys we ran before beginning sales and to our customers, we have learned that our target market is middle aged women, as anticipated because women are the ones most commonly going to spas.

Sababa

A hebrew slang term meaning that life is good and that you're doing great.

OUR PRODUCT

Each of our boxes are curated by our team to provide you with a self care experience that facilitates a night of rest and relaxation.

Average Promoted Post Impressions
2,278 Views



Via Instagram

Primary Online Presence: Instagram and Facebook

Our primary online presence is on Instagram and Facebook, the two social media platforms our target market is on the most. We post daily inspirational quotes or activities to help our followers with their wellness and boost their mood.

Sales Methods

Pop Ups

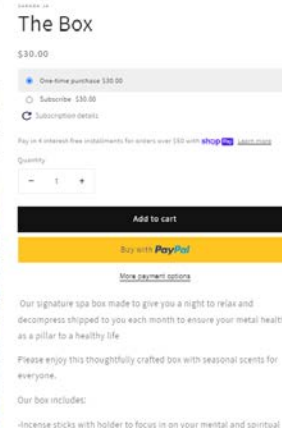
Football Hall of Fame - Alongside other Junior Achievement companies, Sababa had a pop up shop at the Football Hall of Fame where guests could tour the businesses similar to a job fair.

Hartville Marketplace - Another opportunity for us to network with our target market and our competitor businesses.

Hartville Hardware - Sababa made it's best sales at the Hartville hardware. Their wasn't other businesses so patrons were able to focus on Sababa a lot more, resulting in higher sales than the other two events combined.

Our Website

Our Website was designed to reinforce our branding with minimalistic designs and soothing imagery. It also helps educate customers about our business and the products included in our box.



Elevator Pitch

Sababa's specially curated products provide a night of rest and relaxation in order to destress and focus on one's mental health. Common methods used in spas to combat depression include massage therapy, aromatherapy, and meditation. While Sababa can't bring you a masseuse-in-a-box, we can provide you with the necessary tools to treat yourself with redolent aromatherapy and mindful meditation. For every five boxes sold, one box goes to the Safety Forces Support Center, which helps first responders with Critical Incident Stress Management, and Sababa wants to help them in that mission as well.

Learning Experiences

Motivating Our Team

During January and February, our team was focused on making our product better, but lost their motivation to push for sales. My solution to this problem was to introduce various sales incentives to our team and it resulted in 26 boxes being sold in the month of March.

-Nolan Pascu, CEO



Constant Communication

From emails to cold calls to mail to meetings and walk-ins, there's never a dull moment in running a business from the sales/marketing seat. Staying in contact with everyone is what makes or breaks a deal, but losing contact will always break the deal.

-Kollar Miller, Head of Marketing and Sales



The Gravity of Good Organization

At the start of the year, our stock was very unorganized. Items were lost or just scattered around our workspace. To resolve this, I purchased storage containers that helped better organize our stock.

-Evan Larimore, Head of Supply Chain



Importance of Good Records

When starting our company, there was a period of 2 months before we actually had access to our bank account. Thanks to good book keeping and receipt tracking, we were able to still use the money to pay ourselves back for what we bought when we had no access to the investment.

-Zach Mace, CFO





**Welcome to feeling good.
Welcome to Sababa.**