



**“Awareness With Every
Adventure”**

SENSORY ADVENTURES

Barberton High School

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Junior Achievement of North Central Ohio

2023/2024 ANNUAL REPORT

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Executive Summary

Having trouble focusing? Sensory Adventures can help we are a Junior Achievement company that makes different themed sensory kits based on the month or the holiday. Our kits sell for ten dollars each and provides support and comfort for individuals. Our company gives 10% of our proceeds to the Barberton Sparkles, a cheerleading program for individuals with special needs. It's been stated that "Sensory toys provide a fun source of vital enrichment for neurotypical kids, encouraging them to engage with their environment in new ways." Sensory Adventures wants to provide that fun source of vital enrichment. A sensory kit is a collection of items that help calm overstimulating situations. Our sensory kits are made up of seven different things the Barberton Sparkles picked based on what helps them. The seven things vary based on the theme of our month. The reason our company chose sensory kits was because we wanted to bring awareness and help individuals with special needs thrive to their full potential. Our goal is to help individuals focus and spread awareness while helping others. We're bringing awareness with every Adventure!

Financial Performance

Income Statement:

CC Sales: \$349.58

Cash Sales: \$440.00

Total Sales: \$789.58

Expenses:

CC Processing Fees: \$12.84

Overview:

The current retail price for each one of our kits is \$10 with a gross profit of \$9.64. We sold 81 Sensory Kits, resulting in a revenue of \$789.58.



Company Structure

Organization:

Our company has had its ups and downs with running a business, which can be stressful. That's why we planned to stay organized to achieve our goals. As a group, we decided we wanted to be on top of everything by creating a group chat with all of our members to message each other about what needs to be done to make our company successful. This group chat was really important because we wanted to ensure our supply chain was ordering the products and making sure it was top quality and that we had the right amount of consistency in every bag.

Motivation:

Our Company's motivation was attending selling events as a company it made us feel good to go out and speak to people about what our company is about while selling our products to individuals who appreciate the fact that we help others show their full potential.

Units Sold:

Christmas Sensory Kits: Valentine's Sensory Kits:

51

31



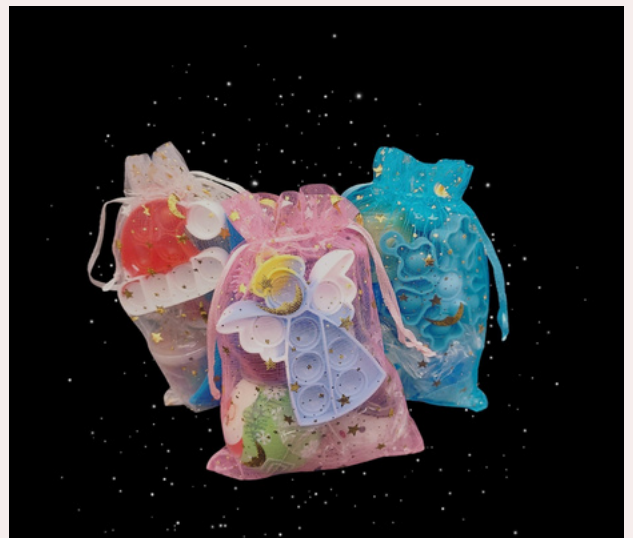
Innovation

Innovation Plan:

When creating our product and coming up with a plan to innovate our product we put much thought into exactly how we would innovate our product. When researching products and competitors we noticed no company makes sensory kits based on different themes and we saw an opportunity to create something different. Our goal as a team was to create something different and to provide awareness for individuals with autism by creating Sensory Adventures.

Proceeds Donated:

\$81



Accounts reached on Instagram: 62

Product:

Our product is a sensory kit that includes seven different things in our kit based on our different themes.

Price:

Our sensory kits cost 10 dollars and donate 10 percent of each bag to the Barberton Sparkles.

Placement:

We sold at in person events, social media, and through family and friends.

Promotion:

Creating awareness with every adventure!

Competitive Advantage:

When researching our competitive advantage we realized that many companies make sensory kits. Still, no one makes different themed kits and that's what sets us apart from other companies it's our unique brand. So far we have made Christmas and Valentine's themed kits. And are now working on our easter and generic themed kits.

Target Market:

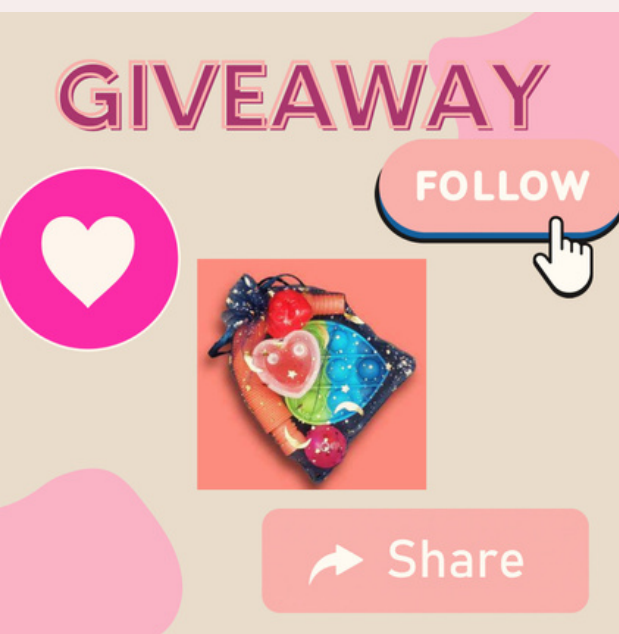
In our local area there are 10,000 to 15,000 children and adults with autism. Our product is marketed to adults to make it reachable for children with autism by marketing to their parents on social media.

Marketing Strategies:

Our marketing strategies to help grab our customer's attention are posting weekly facts about how sensory toys can benefit you and displaying our product. We also shared many of the Barberton Sparkles posts to bring awareness to their account.

Giveaway:

Our Giveaway was posted on Social Media to gain more publicity for our product by having our followers like and share our post giving us more publicity on our product.



Strategies

Strategies:

Our Sensory kits can be used to calm situations and focus on tasks at hand. We used this information to sell more kits by creating different strategies to help us like using facts through our Social media pages.

Selling Events:

In December, we started selling our products through pop-ups. We signed up for events and sold at them. Our product flew through the roof, selling out our Christmas-themed kits.



Supply Chain

-Production-

The initial process of creating the Sensory Kits first consisted of communicating with the parents of the Sparkles. The inclusion of the sparkles was very important to our process. To fully include the families we sent Google surveys out to the parents asking what their kids would enjoy the most in our Sensory Kits.

-Sources of Purchase-

The items we purchased for our kits were sourced from online and in store locations. To keep online sources limited we chose to only purchase from Amazon. In store locations such as Target were used when a good deal was found.

-Delivery-

Almost all of our Kits were sold in person at sale events. When buying a Sensory Kit online, the orders were hand delivered by the Sensory Staff.



Learning Experience



“Working with my company has taught me that teamwork is important and helping others was a big part of our company and had a positive experience on me.”



"Working to create a product with my classmates has taught me so much about how to combine thoughts and ideas with others. This allowed me to understand different social aspects and cues I commonly struggled with."



“Working with this company gave me a insight of my future career and insight of working with others to make a difference in the world”

Learning Experience



“Getting to be part of this group has taught me a lot about the real world. To be part of a team and how to work together. How to fill my role when working in a group. To listen and come up with new ideas. Everything has been an positive experience”.



**“Being apart of this company and taking on the role of
Head of Sales showed me how to market a company and show my communication skills off. This role made me better as a sales person and also a peoples person.”**



"Working in this company as head of finance has taught me a lot about communication and teamwork. We've all learned what it means to work together to complete important tasks that will greatly benefit us."