



JACKSON HIGH SCHOOL
TEACHER- SHAWN DONALDSON
MENTORS- KATIE TOLIN & ROBERT
GARNER

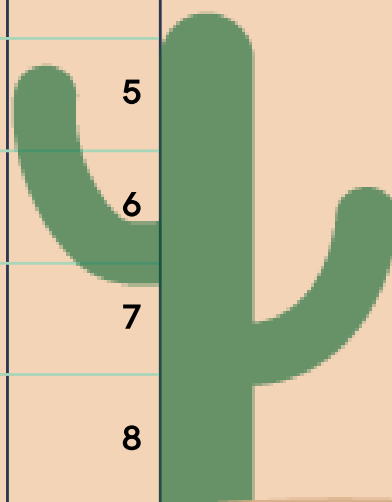
Annual report 2021-2022



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Executive Summary

Our mission is to let everyone enjoy the outdoors without having to worry about any damage to important belongings. Our product is a pouch made from waterproof material that keeps your belongings safe and gives you tons of ways to use our product that fits your needs.

Performance Snapshot:

Total Units Sold: 109

**Break Even Point: 50
units**

Total Revenue: \$2,568.01

ROI: 290%

Total Profit: \$1,393.12

**Gross Profit per Unit:
\$8.99**



Financial Performance

Overview

The retail price for a Desert Pouch is \$15. Each unit costs us \$4.36 on average leaving us with a current profit margin of 63.45%.

Capital

Each of our 6 members invested \$100 into the company. We also recieved \$300 from JA. This gave us a starting capital of \$900 to use on materials and product creation.

Price Breakdown

Retail Price: \$15.00

Sales Tax: \$0.92

Production Cost: \$4.36

Sales Net PayPal Fee: \$0.53

Total Profit: \$8.99

TOTAL REVENUE: \$2,568.01

EXPENSES:

MATERIALS: \$534.67

MARKETING: \$238.30

PRODUCT DEVELOPMENT: \$300.00

SALES TAX: \$101.92

TOTAL EXPENSES: \$1174.89

TOTAL PROFIT: \$1393.12

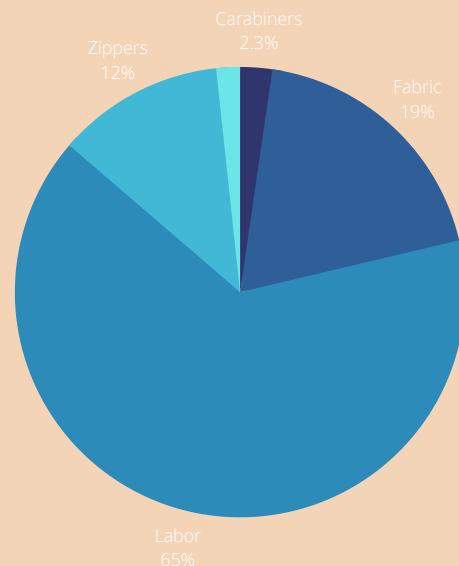
ASSETS:

CASH: \$971.04

INVENTORY: \$1,240.00

TOTAL ASSETS: \$2,211.04

Cost Breakdown:



Competitive Advantage

The Desert Pouch is triple stitched and made from 100% water proof fabric, making the pouch a reliable place to keep your belongings dry and safe. Our logo patches are manufactured for free, keeping the total production cost low and affordable for consumers. Between the high quality production and affordable pricing, it is no wonder as to why our customers talk so highly about the Desert Pouch.



Company Roles and Leadership



The Desert Pouch team consists of 6 members:

Jaxon Clark (CEO)

Tommy Life (CFO)

Calvin Casper (CMO)

Anthony Morgan (Director of supply chain and HR)

John Ney and Trent Wertz (Salesmen)

(Left to Right) Anthony Morgan, John Ney, Jaxon Clark,, Tommy Life, Trent Wertz, and Calvin Casper

Structure and Organization

Desert Pouch follows a typical business structure. The CEO is at the top of the company and distributes tasks down the chain to the respective role. Although we have faced many setbacks and challenges we faced them as a team and we were able to get through them and bring you the Desert Pouch. A product we are all passionate about and saw such a need for within our own community. We can all proudly say we created this company together!



MARKETING + SALES ANALYSIS

Our marketing and sales strategy was using social media to reach the most amount of people we could. We used platforms such as Instagram and Facebook. We felt these were the best platforms to reach our target market. Not only did we use social media, but, we also used some other marketing strategies

- Our various sales on our website
- Traveling to Hartville marketplace
- Word of mouth to our community

	
Followers	Page Likes
82	45



LEARNING EXPERIENCE

Finding a product:

Throughout this experience our company has faced many challenges that we had to overcome. The first one was to abandon our original product idea called Dice Football. Dice football was a fun game that could be played with family or friends. The idea was to make a way to build quality time with your family or friends. After hours of research, we had to move on from this idea because the cost to manufacture was two times higher than we originally expected.

Challenges in the company:

Additionally, throughout the year there were multiple times our team members were forced to quarantine, or were not able to come to school because of an illness. There were times when some of us were out for weeks at a time and we had to learn to pick up the work that some of our members lost. There were times when our whole company would not meet for almost a month straight. This made it hard to make decisions and get all of our work done. We countered this by picking up for each others lost work, and being willing to work extra for the company.

Finding a sewer:

After we came up with the idea of Desert Pouch, a challenge we faced was finding a company who would be willing and able to sew our product for a reasonable price. After researching multiple sewing, alteration and dry cleaning companies, our CEO's mother put on Facebook that we were looking for a sewer and we received multiple responses. After reviewing the responses, we decided to go with a retired woman who was willing to sew our pouches for \$3 a pouch.

