



A JA COMPANY



2021-2022

ReConnect

Annual Report

GlenOak High School, Canton, Ohio
Teachers: Mike Nieporte & Amanda De'Fays
Volunteer: Kelly Randall
Junior Achievement of North Central Ohio

Executive Summary

Research shows that the average American says “Thank You” up to 5 times a day, but the majority of the time those words are uttered out of habit. Up to 3 of those occasions may not be meant with any sincerity at all. Matters have become worse in today’s digital world where people commonly communicate their feeling through an impersonal text or emoji. Gone are the days of the handwritten thank you notes where someone could truly express their emotion and gratitude in a meaningful way that connects with someone. After all, stationery is just generic, bland, or too expensive to be a viable option. Or at least that used to be the case.

At ReConnect, we design countless high quality, stylish thank you cards and stationery specifically customized to your needs that are at an affordable prices. More importantly, we have found a way to give our sincere gratitude to those that deserve it most but, often don’t receive it. With every sale, we send a handwritten thank you card to a Veteran or Active Service Member to show them our appreciation. After all, if they didn’t fight for our freedom, we wouldn’t have the opportunity to run this company.

Thank you,

Malachi Patton



Malachi Patton - CEO, ReConnect



A JA COMPANY



TABLE OF CONTENTS

01

Executive Summary

02

Marketing Strategies

03

Sales Strategies

04

Leadership & Organization

05

Financial Performance

06

Innovation

07

Our Giveback

08

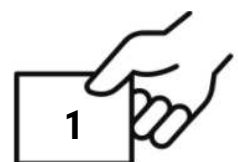
Learning Experiences

Summary of Finances

- \$3,291.95 in Sales
- \$1,200.00+ in Profit
- 183 Packs Sold
- Break Even Point: 40 Packs of 15
- Profit Margin: 74%

Our Mission:

Providing gratitude with a personal touch while thanking and supporting Stark County Veterans.



Marketing & Sales Strategy

To support our mission at ReConnect, we are always looking for unique ways to interact with our customer base. To maximize engagement, we utilized a number of marketing and sales strategies.

Social Media

Social media is an amazing way to advertise our product and to show our gratitude to Veterans!



-  @ReConnect22
 -  @ReConnectJA
 -  @ReConnectJA
- RECONNECT22.com

We used a variety of social media platforms to reach out to our target market and future . Each platform was used to spread our mission, and help achieve our sales goals. Social media was especially helpful to notify our customers about our new standard designs and about direct sales, dates, and locations.



Target Markets

There are 3 main targets that we strive to sell to. These targets are the Plain Local Community, Businesses, and General Consumers.

		
		
Teachers	B2B	Consumers
		

We discovered the most popular design for teachers is a personalized card with their name and school logo. Our business orders spanned much more than just "thank you cards" - our B2B customers worked with the design team to create custom coupon cards. Our design team and sales team also ensured that our consumer base had many options to choose from, including preset printed options as well as custom designed and embellished cards.

Direct Sales Booth

Booths give us a great way to sell, interact, and increase the number of Veterans to add to our card-writing giveback. In addition to this, we have performed well when selling at venues. Most of all, we deeply enjoy engaging with our customer base and learning about the Veterans of our community.



Sales Techniques

Our sales techniques evolved drastically over the course of the year. Initially, we projected our target market for sales to be individual people. However, we found a lot of traction with other market groups where we could sell in bulk and we used a variety of methods to reach all of our customers

Throughout the process of making sales, we realized the importance of professionalism so we practiced with each other scenarios of selling and working on being able to hear no

As the year went on, we were identified as the veteran company by many which is what our mission was a business and company. This identity in veterans made our company very popular by word of mouth due to our mission

We wanted our customers to feel more than just a sale but to feel cared about. We sacrificed product and profit to write personalized hand written Thank You's to teachers while also creating interest in our product

We were very bold with our product from the jump and called companies and local businesses and landed some of our biggest sales through cold calls

For being one of our very first customers, we wanted to thank you from the bottom of our hearts.

Use code: THANKFUL15 at checkout for 15% off any one order before April 1st!



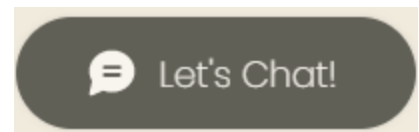
A loyalty system has been put in place to follow up with previous customers offering deals to have them repurchase cards. This helps us get repeat sales and it also builds customer loyalty. Ultimately, our customers know that they can count on us for all of their stationery needs.

Business to Business

We realized early on an opportunity to pursue B2B sales as businesses need a way to show gratitude to their customers. All members of our company were involved in reaching out to local businesses and setting up sales meetings. We were able to generate sales with many area businesses such as those examples listed below:



Website & Customer Service:
WWW.RECONNECT22.COM



We also use our website as a way for customers to communicate and reach us.

PTO Meetings & School Sales

Veterans are a big focus of our company; we used our platform as being a JA Company at GlenOak High School to reach out to our local Parent Teacher Organizations and presented them with an idea for elementary school students to write to Veterans. We sell our product to the schools and have the students write the cards in class and give them to a Veteran or active service member they know. If the students don't have someone to give their card to, we send those cards to the Stark County Veterans Service Commissions to give to a Veteran. We collaborated with several schools thus far and still have meetings scheduled with additional elementary school PTO's.



Stark County Veterans
Service Commission

Leadership & Organization



We are proud of the company culture we have developed at ReConnect. Everyone has an important role, and everyone is encouraged to share their ideas with the group. Overall, it has led to a very productive yet fun working environment. Here are some examples of strategies that have kept us working to our potential throughout the year

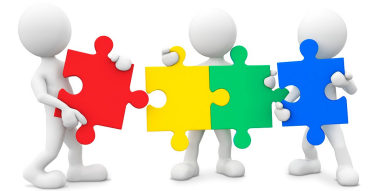
Culture and Climate

Meetings were held at the beginning of every class, so everyone knew what they were supposed to be doing for that day. Servant leadership style was used by management by asking others what they needed to get their jobs done. The level of organization and support from management helped lead to a really productive and efficient team which was necessary as we found ourselves with consistent business throughout the year.



Accountability and Productivity

Part of our core values at ReConnect is that gratitude should go towards those who deserve it the most. We designed our compensation system to reflect that sentiment, opposed to dividing profits evenly at the end of the year. We developed a point system that considers how much each employee has contributed to the success of the team (based on competencies such as communication, initiative, production, and teamwork). At the end of the year, the point system will rank team members 1 to 7 and the top ranking receives 20% of the profit and each subsequent ranking results in slightly reduced profit possibly even down to 4%. We believe this holds each member accountable to productivity and rewards those who put the most effort towards making our company a success.



Incentives and Motivation

One of our first company initiatives was to establish an Employee of the Month program so, we could recognize and reinforce positive behaviors. Winners of the award received a \$20 gift card (bought by management) of their choosing as a way to express our sincere thanks for a job well done. In addition, we have decided to reward our top salesperson a \$100 bonus on top of what they are already due to make at the end of the year. With roughly two months left to go in the company program, virtually everyone still has a shot at earning this sales bonus which has everyone motivated to continue to search for new business.



Financial Performance

Overview of Finances

As of April, ReConnect cleared over \$3200 in sales and our momentum is just starting to build as we begin to focus on bulk order opportunities which can make our sales grow exponentially. Another good sign is that our profit margin continues to increase as we have become more efficient in ordering and using our supplies.

Cost of Production

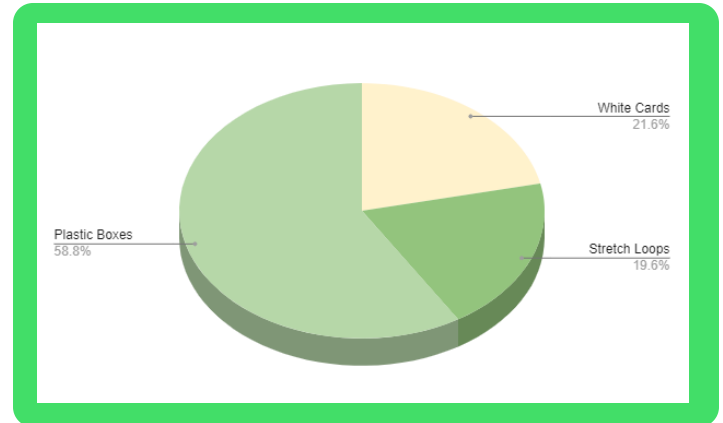
Our production costs were \$3.90 per 15 pack. The cost of production includes the 15 cards and envelopes, the clear boxes we use to put the cards in, and the silver loop bows we put on the boxes.

Break Even Point

Our break even point was based off our starting loan of \$600. We broke even at 40 packs of 15 cards sold

Liquidation & Profit Percentages

1st:20% 2nd:18% 3rd:16% 4th:14% 5th&6th:12% 7th: 8%
these places will be determined by the point system management created.



Income Statement for Reconnect	
Income	
Direct Sales	\$3,291.95
JA Investment	\$600.00
Total Income	\$3,891.95
Expenses	
Materials Cost	\$1,452.10
JA Loan	\$600.00
Bank Fee	\$10.00
Total Expenses	\$2,062.10
Net Profit	\$1,829.85

\$3,291.95
In Sales

Overall Net
Profit
\$1,829.85

Units Sold
183

Profit Margin
74%

Unit Cost
\$3.90

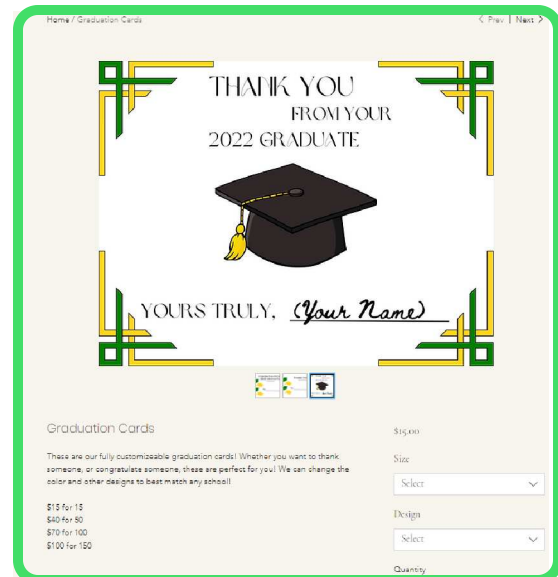
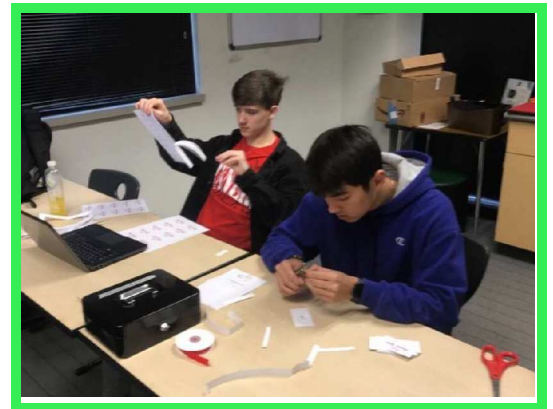
100%
Customer
Satisfaction

Innovation

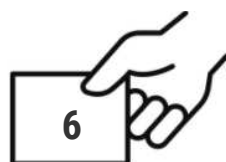
ReConnect tried to innovate the stationery industry by giving people the chance to show more gratitude, in not only a personalized way but, also with sleeker and more professional designs. ReConnect customers enjoy a custom product for a low affordable price.



A sample of our custom collection



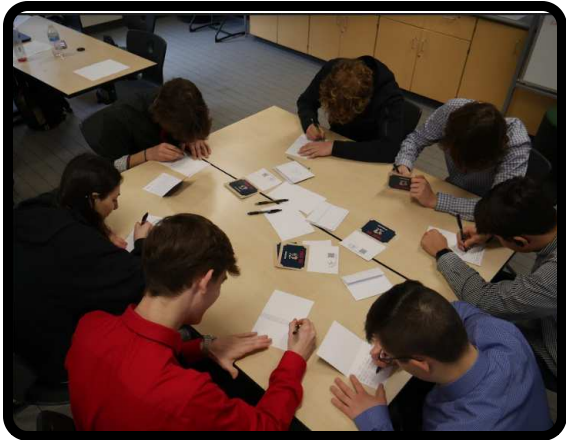
While we had tremendous success selling our stationery when we were in-front of the customer, we realized we missed an opportunity for all of the potential buyers we could not access. To help rectify this, we created a website that allows potential customers to view their current options, ask questions, or make request for customized cards that would fill their needs.



Our Giveback

Our company believes in the power of sincere gratitude. However, we clearly recognize that those most deserving of our thankfulness are often underappreciated and dismissed. Therefore, we have made it a big part of our mission to ensure that our communities' heroes are given the gratitude they deserve. At ReConnect, everything we do ties back to our mission to show appreciation for the Veterans and Active Service members of Stark County.

With every sale, we write a handwritten thank you card to a local Veteran or armed service member. We collected names of heroes to write to from our families, teachers, website, vendor events, and social media platforms. To date we have written over 100 thank you cards and the response to this simple initiative has been truly overwhelming. We are truly touched and humbled each time we hear back from a Veteran on the impact our kind gesture has made on them and we consider this to be our biggest achievement (above even sales or profits).



We are also proud to have partnered with the Stark County Veteran Service Commission Center to help out local heroes in need. During the months of March and April, ReConnect is holding a blanket and coat drive for local Veterans. We used social media to drive awareness and so far, the drive has been very successful due to the generous donations of the community.

Our elementary school "My Hero" initiative directly supports our mission to positively impact the lives of local Veterans and Active Service Members as it spreads awareness of the importance of our military to students at a young age. We specifically designed Thank You cards for elementary school students (the cover of the card has a superhero that can be colored) that were created to give to local Veterans and service members and let them know that they were indeed Superheroes. We are pleased to report success thus far with this initiative and continue to have meetings set up with local principals and PTO committees.



Future Application & Learning Experience

"A goal of mine is to one day own my own business, so being CEO of my JA company has been an amazing learning experience for how to manage, communicate and especially how to be organized. Before this year, I was probably the most unorganized person I know."

Malachi Patton CEO

The JA Company Program has been a great experience. It has taught me very important life lessons. Not only that, but also great problem solving skills giving me the leg up on the competition, when I run my own business.

Andrew Wells V.P./HR

"Being in this company has really showed me what it takes to run a business and how much work goes into it and working with a team "

Maria D'Orazio Finance

"What I've learned from the JA program isn't just about sales. It's about helping people with our product and I feel we've done that with our work with Veterans."

Silas Kadlecek Sales

"The most important thing I've learned while working for this company is how important it is to do good things for others. Whether through a small note, or a brand new blanket, it feels good to do good."

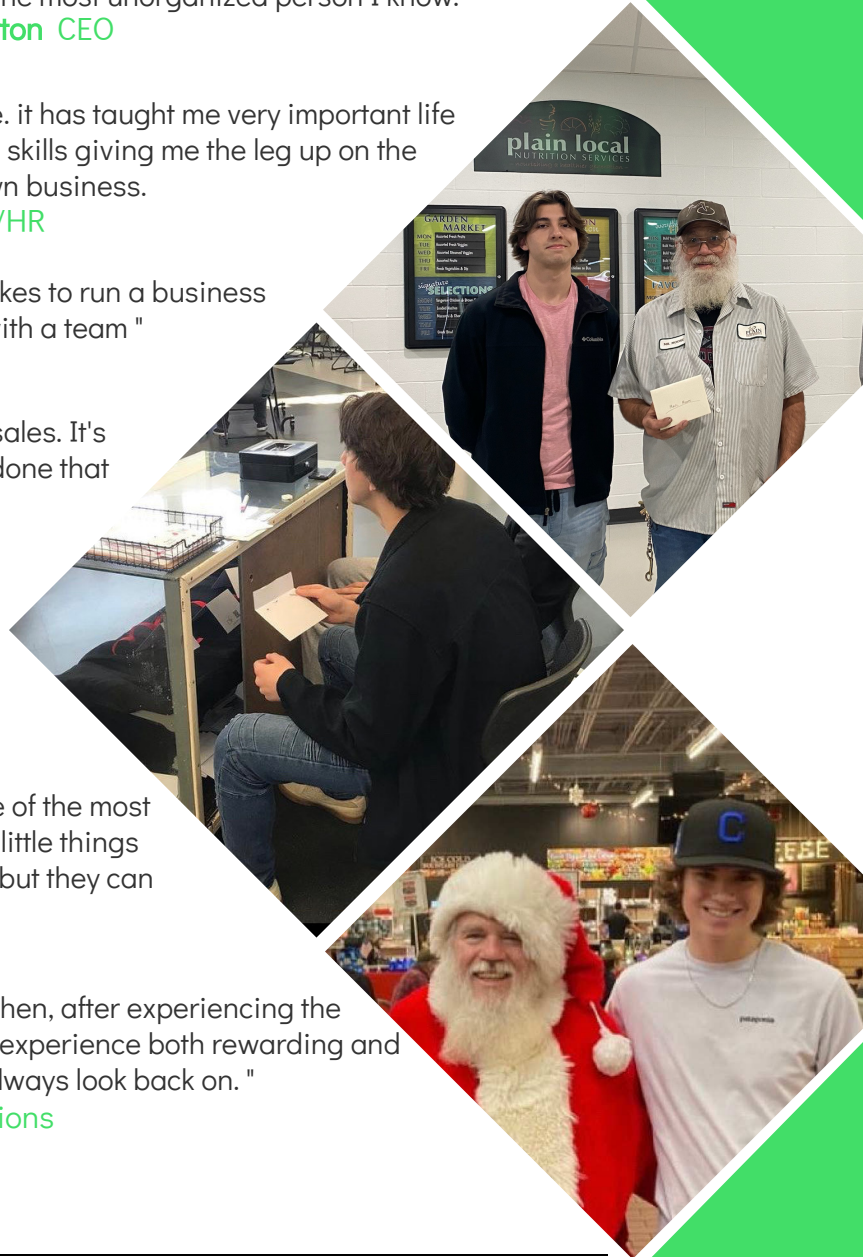
Garrett Greenlee Marketing

"I have learned how a business runs and how to sell. One of the most important things I have learned is how important doing little things matters. You don't think some things would be a big deal but they can make somebody's day."

Dylan Garver Supply Chain

"At first I thought this business work wasn't for me. Then, after experiencing the teamwork, communication, and sales, I found this entire experience both rewarding and incredibly challenging. It's something I will always look back on. "

Ethan Steiger I.T./ Operations



Key Learning Experiences

- At the beginning we were very scattered and not on the same path at all as a team. We solved this problem by creating a checklist of priorities and holding daily company meetings.
- There was some tension initially due to poor communication and people not knowing what is expected of them. To combat this, we took the checklist from our daily meetings and delegated tasks according to team-member strengths.
- Getting told "NO" on a sales call is always an opportunity to learn. We embraced the disappointment and used it as a way to look to improve.