



---

# J.A. CUSTOMS

A JA COMPANY

---

2021-2022

Jackson High School, Massillon OH

Teacher Mr. Shawn Donaldson  
Volunteer: Robert Garner, Katie Tolin

J.A. of NCO



# CREATING INDIVIDUALITY

J.A. Customs offers endless ways to customize just about any household item, shoe, or clothing. We aim to inspire and help individuals express themselves through our specialized work. We try to appeal to everyone because everyone has something unique they want to share with the world.

**Page 2: Financials**

**Page 3: Leadership & Organization**

**Page 4: Pivot Point**

**Page 5: Marketing**

**Page 6: Partnerships**

**We've worked with sports teams, local business owners, school peers, and other members of our community.**

Total Orders Completed

**131 Orders**

Total Sales

**\$2,211.80**

Return On Investment

**116.84%**





## Balance Sheet

### Assets:

Cash	\$1,739.73
Supplies	\$243.69

**Total Assets:** \$1,983.42

### Owner's Equity + Liabilities

Capital Stock	\$1,020.00
Net Profit	\$675.39
<b>Total Liabilities + Capital</b>	<b>\$1,695.39</b>

## Statement of Activities (Profit or Loss)

### Revenue:

Revenue from corporations:	\$327.00
Revenue (Custom Only):	\$50.00
Revenue (Custom+Article):	\$1834.80
<b>Total Revenue:</b>	<b>\$2211.80</b>

### Expenses

Sales Tax:	\$134.93
Cost of Goods Sold:	\$1301.48
Donations:	\$100.00
<b>Total Expenses:</b>	<b>\$1536.41</b>
<b>Net Profit:</b>	<b>\$675.39</b>

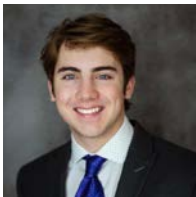


# THE TEAM



## **KYLE STANICH**

- CEO
- Four Year Varsity Lacrosse Letterman
- Attending The Ohio State University Fishers School of Business



## **AIDEN DULIK**

- CMO
- Varsity Baseball Athlete
- Attending Miami University - Farmer School Of Business



## **REESE WELTON**

- Head of Technology, Assistant Marketing
- Varsity Track and Field Athlete
- Only Junior In Company



## **ELISE BRUNKALLA**

- Assistant of Sales
- Nail Polish business owner



## **THOMAS GRAHAM**

- CFO
- Attending Miami University Farmers School of Business
- Small Shoe Business Owner



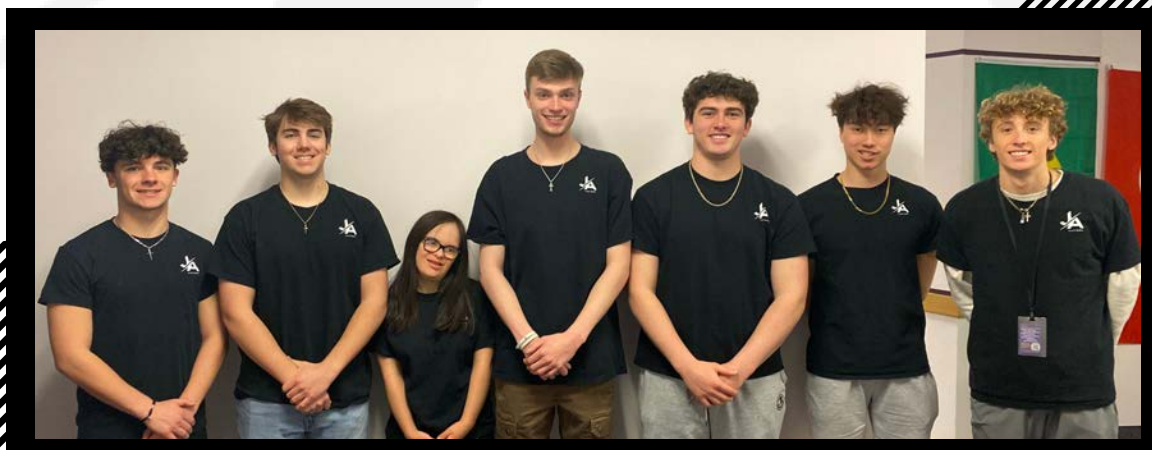
## **NICK WINN**

- Supply Chain
- Attending Ohio University
- Small Shoe Business Owner



## **JUSTIN LACKEY**

- Sales
- Varsity Track and Field athlete
- Only Sophomore in the entire JA Class!



### J.A. Customs Origin Story

When the school year started we noticed many of the students were wearing the same shoes, including some members of our team. This got us thinking about customizing shoes, so we created a poll to send out to our high school. 77% of students said that they own the same pair of shoes as other students. We knew there was a call for customization in our area with this information. So we decided that we were going to customize customers' shoes to express individuality, and create uniqueness throughout our high school and community. We quickly realized that our customers wanted even more than shoes. We then expanded from custom shoe designs to custom apparel, cups and more.

### Pivot Point

When we started our company, our idea was to customize shoes. We began by using paint, but the painting process took up much of our time and used an immense amount of precision. We looked into our other options and found out that The Cricket, a machine that cuts vinyl decals that we can then apply to any surface we would like, was the best option. Shortly after customizing shoes with the cricket, we realized that our customization options were now not just limited to shoes. We then expanded J.A. Customs from strictly shoes to almost anything you would want. The first cricket was small and couldn't make large decals, so we purchased a larger one to make shirts and other large projects.







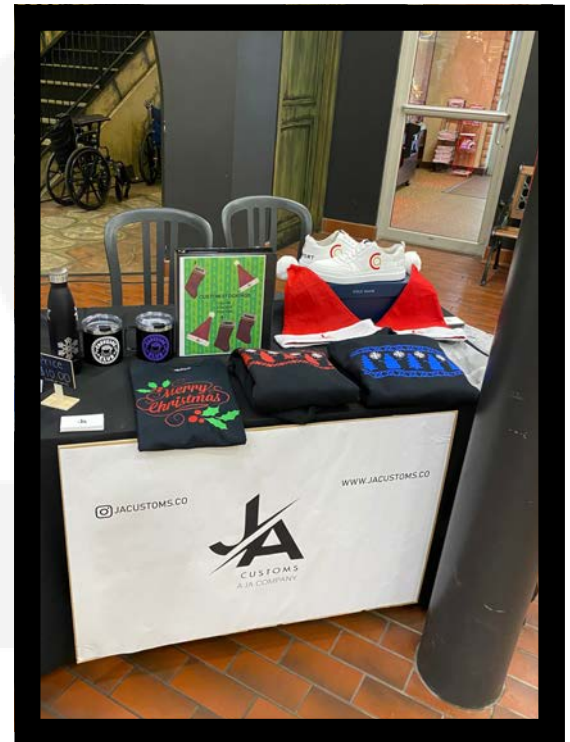
We gained brand recognition from attending events as well as fulfilling orders/sales. Our main source of marketing came through social media, mainly Instagram. Our biggest hit was our student section tee's that we promoted on our Instagram and sold in the school. These shirts meant a lot to us as they helped us unite are student body to support our basketball team. This year was very important that we had as many people feel welcomed in the student section since we were unable to attend basketball games the previous year due to covid-19.



Instagram

140 Followers

The marketing strategies that we implemented were used to help gain awareness for our service, and to build up a following to reach more people. Through social media, and spreading through word-of-mouth in our school has allowed us to gain more customers and build our following.



Social media and our target market went hand in hand. With our target market being the younger population, such as high school and early college aged students, we emphasized our use of social media since it was the most effective way to reach our target market. Instagram posts, stories, and polls allowed us to connect and promote our business.



### Thank you for your gift!

Thank you for your donation to our organization. You will soon receive a confirmation email to the account provided.

This gift will make a difference in the lives of people diagnosed with or at risk of breast cancer, helping them get the best care first.

Help us by sharing [Facebook](#) [Twitter](#) [Email](#)

#### Donation Information

Amount \$104.00 USD One-time

Confirmation number 58173921

A copy of your receipt will be sent to your email shortly.

## WHAT WE'VE DONE

- Tee Shirts
- Polo Tee's
- Cups/Mugs
- Can Koozie's
- Shoes
- Dog Apparel
- Hoodies
- And More!

## COMPANIES WE'VE WORKED WITH

- Snoozin N' Crusin
- Buckeye Dental Group
- Tim's Piano Tuning
- C.A. Short
- Motivational Vision Planner
- Coordinator

