



Helping the environment one scent at a time



2022-2023 Annual Report

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



Table of Contents

EXECUTIVE SUMMARY AND MISSION: 1

LEADERSHIP AND ORGANIZATION: 2

FINANCIAL SUMMARY: 3

INNOVATION AND PRODUCTS: 4-5

MARKETING/SALES: 6-7

GIVEBACK/LESSONS LEARNED: 8



OUR MISSION

At Scentsible Solutions, we aim to help the environment one scent at a time by providing our customers with safe and natural alternatives to scented household items.

Financial Highlights

Total Units Sold: 260 Units

Break Even Point: 28 Units

Total Profit: \$624.68

Total Individual Sales: 169

Sales: \$1,967.82

EXECUTIVE SUMMARY

Are your current dryer sheets making you sick? Is the air freshener in your car causing you harm? Are the wax melts you use in your family room toxic? At Scentsible Solutions, we don't feel like these should ever be a question. This is why we offer safe alternatives to these products that are made purely with essential oils and natural ingredients.

We offer our stylish products at great prices and in a variety of wonderful scents that has helped us build a loyal customer base since our launch last year. This is reflected in our consistent sales numbers and our success at various selling events. We are proud to offer products that satisfy our customers' expectations while offering safe and natural alternatives that separates us from the competition.

LEADERSHIP AND ORGANIZATION

Company Structure

Our company leadership operated democratically: We are a very collaborative group and truly believe we achieve our best when we involve all team members. Every day, we hold a company meeting to discuss project updates and to distribute feedback to each team member. We have found this to be a successful and a productive way to start each day.

MOTIVATION

To keep all employees inspired to do their best, we used several different techniques. One was to simply set sales goals and reward employees when they were achieved. For instance, each employee received a \$20 gift card upon meeting their first \$100 sales goal.

We also realized the power of recognition as a motivator. At the beginning of our daily meetings, we would celebrate any major accomplishments or best practices from group members as a method of encouraging good work.

IMPROVEMENTS

We recognized the value of customer feedback quickly after launching our company and thus routinely made changes and upgrades to our product line to reflect customer demand. This included the addition of several new fragrances (Vanilla and Rose) and a new product (Room spray).

Collaboration is a core value of our company and we found that we were able to be more productive when we were working together in the same space.

EXECUTION

With 24 separate SKUs in our product lineup, effective inventory management was absolutely crucial to our company success. We conducted daily inventory counts to ensure we always had the proper amount of stock on hand and maintained spreadsheets with sales trends to better understand which products were selling best.

Every member of our company was also trained on how to make each product. Directions sheets were printed and available for anyone who needed a refresher. This ensured anyone could produce more product when inventory was low.



(L to R)

Hannah Detchon (CFO)
Isaiah Bethune (IT)
Lucas Wachunas (CMO)
Luke Nagy (Sales)
Ben Davis (CEO)
Fares Rashdan (Supply Chain)
Megan Dray (VP)

FINANCIALS

Scentsible Solutions INCOME STATEMENT FOR DATE ENDED MARCH 30, 2023

Revenue	
Sales	1,967.82
Junior Achievement Loan	310.00* <i>(\$300 Loan + \$10 Starter)</i>
Total Revenue	\$2,277.82
Expenses	
Cost of Goods Sold	625.54
Supplies Expense	237.69
Sales Incentive Contest	140.00
Event Expenses	145.00
Sales Tax Payable	127.91
Food, Gas, Parking	52.00
Loan Payable & Starter	325.00
Total Expenses	\$1,653.14
Total Net Profit	\$624.68

Return on Investment

We were granted a loan of \$300 to get our company up and running. With this \$300, we have been able to generate a net profit of \$624.68 which is a 208% return. Once we sell our remaining inventory of \$813, our return will jump to 479% - which means we have more than half of our potential profit sitting in inventory holding expenses. We are motivated to continue to search for selling opportunities to liquidate our remaining inventory.

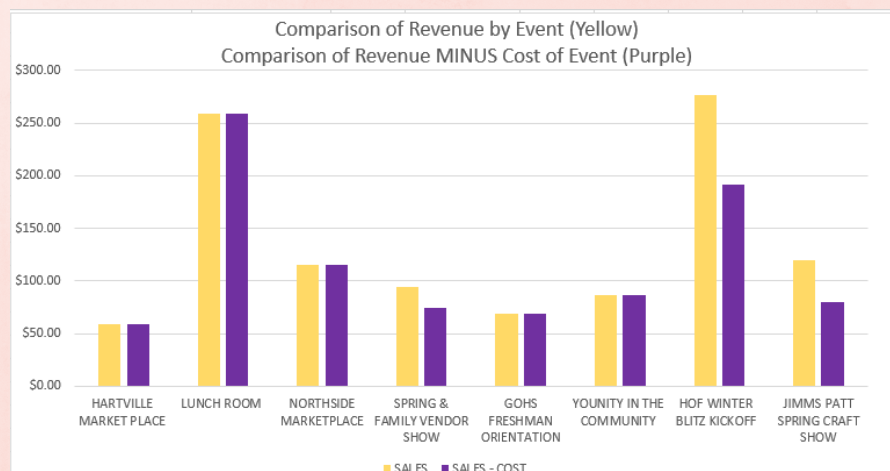
Financial Challenges

Due to our expansive product line, we experienced some unique challenges from the financial aspect. First, some of our products did not share overlapping materials which meant that we had to purchase a variety of inputs. It was difficult trying to balance ordering enough supplies without over-purchasing based on demand. Secondly, we spent a significant amount of time juggling the complexity of measuring profitability based on four different products.

Scentsible Solutions BALANCE SHEET April 4, 2023

Assets	
Cash	364.00
Checking Account	843.32
Deposit-in-Transit	5.00
Finished Inventory	813.00
Supplies	52.39
Total Assets	\$2,077.71
Liabilities	
JA Loan Repayment	325.00* <i>(\$300 Principal, \$15 Interest, \$10 Starter)</i>
Sales Tax Payable	127.91
Total Liabilities	\$452.91
Total Owner's Equity	\$1,624.80

Product	Cost to Produce	Selling Price	Profit Margin
Car Air Freshener	\$1.07	\$5	\$3.93
Wax Melt	\$2.60	\$10	\$7.40
Dryer Sheet	\$3.18	\$12	\$8.82
Room Spray	\$1.15	\$8	\$6.85



INNOVATION & PRODUCTS

Our product line was developed by identifying popular household products which are scented with harmful chemicals:

Our Product Line

Car Air Freshener



\$5

Room Spray



\$8

Wax Melts



\$10

Dryer Sheets



\$12



The Unknown Toxins



Aldehydes, toluene, and phthalates in manufactured fragrances used in car air fresheners are linked to respiratory irritants which can cause asthma attacks & allergic reactions.



Ingredients in manufactured fragrances used in room sprays contain **acetate, ethanol, and acetone** which can cause headaches, nausea, & irritation.



Normal wax melts are made with paraffin wax which is made from **crude oil**. Crude oil is linked to irritation in the nose, throat, and sinuses.



Dryer sheets are made from polyester fibers which are materials that are not biodegradable. The chemicals in dryer sheets include **benzyl acetate** which is linked to pancreatic cancer, **benzyl alcohol** which is a upper respiratory tract irritant, and **ethanol** which is linked to central nervous system disorders.

WHAT'S IN YOUR FRAGRANCED PRODUCTS?

Carcinogens, Respiratory Toxicants, Aquatic Toxicants which pollute our water & kill marine life, Hormone Disruptors, Reproductive Toxicants, And many more.

FURTHER PRODUCT DEVELOPMENTS & INNOVATION

Innovation

- In the start-up phase, our products only consisted of car air fresheners, wax melts, and dryer sheets. After feedback from our customers, we introduced a room spray to our product line.
- Initially, we came across a problem with the production of our initial car air freshener design. Our prototype was a solution in a small mason jar, but we discovered our customer base did not care for the container. We transferred our solution into a smaller jar that hangs from the car's rear view mirror. After making that adjustment, we changed our solution to make our scents smell even stronger.
- Due to a lack of customer demand, we switched the production of our dryer sheets to make upon request only.



*All of our packaging utilizes eco-friendly materials and can be reused:
Our bags are paper and our jars are glass*

Room Spray



In our initial pitch we announced that we would be expanding our products as the year progressed. In late January we introduced a room spray to our product line. Since then, we have sold thirteen and have received great reviews!

Scents

Along with the launch of our room spray we decided to add two new scents (Vanilla and Rose) to our initial line up. These scents were originally meant to be seasonal, but due to their popularity we added them permanently. That said, our best selling scent remains Lemongrass at a 30% market share.

- Lemongrass
- Peppermint
- Lavender
- Eucalyptus
- + Vanilla
- + Rose



Wax Melts

Our initial wax melts were shaped into cubes. We soon realized that our customers wanted more options... So, as the holidays came around we decided to introduce seasonal shapes, and the feedback was amazing on the new melts. Our seasonal shapes offered were snowflakes for winter and hearts for Valentine's Day. Our heart shaped melts were a huge hit, as our customers saw them as a great gift for the holiday.



MARKETING

Target Market

As we defined and discovered who our target market, we were able to coordinate our marketing efforts to specifically target messages aimed at connecting with them. Meet our target market:



Gender Neutral



Household Sustainer



Eco-Conscious

Bundle Pricing

Because we offer many complementary products in our product line, we utilize a bundle pricing strategy to motivate our customers to buy more than one product at a time. 48% of sales were bundled sales!

Bundle Pricing

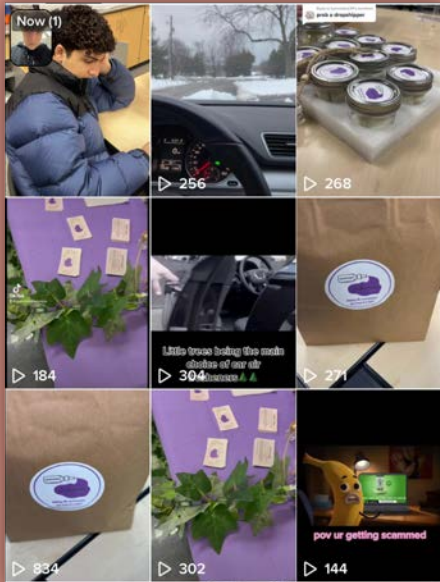
\$20: Spray, Air Freshener, and Wax Melts or bottle of Dryer Sheets.

\$25: Dryer Sheets, Air Freshener, and Wax Melts

\$30: Dryer Sheets, Spray, Wax Melts, and Air Freshener

Social Media

Most of our marketing was conducted through social media. We posted at least once a week informing our customers of new products and different ways to use them. Our social media was also used to promote our in-person market places and to educate and inform our followers on the benefits of our naturally scented products.



@scentsiblesolutions.ja



300+ Accounts Reached



300+ Likes
9,500+ Views



300+ Post Engagements



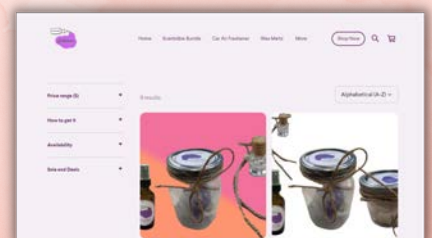
100%
CUSTOMER SATISFACTION

28%

REPEAT CUSTOMERS

Website

Through our website, we logged more than 5,000 views and \$400 in sales!



SALES & MARKETING STRATEGY

SALES STRATEGY

Initially, we were quite successful with sales from our family and friends who loved our product and through the word-of-mouth sales they generated. After that, we explored new strategies. We quickly discovered getting our product in front of our customer base and allowing them to sample our product was the most successful way we connected with our target market. To do this we booked many in-person events including:

- Hartville Market Place
- In-School Opportunities
- Akron Northside Market Place
- Hall of Fame Winter Blitz
- Several area craft shows

PAYMENT OPTIONS

We offered our customers many ways to pay for their products. Our Payment methods included Venmo, Cash App, Debit/Credit, Cash, and Check.



Features and Benefits

Car Air Freshener

- Long Lasting
- Non-Toxic
- Naturally Scented

Room Spray

- Long Lasting
- Non-Toxic
- Wonderful Smell

Wax Melts

- Made with Soy Wax and Essential Oils
- Non-Toxic
- Wonderful Smell

Dryer Sheets

- Reusable
- Non-toxic
- Naturally Scented

Surveys & Market Research

Our customers know best, so we spent lots of time listening to what they had to say regarding our products. To do this, we utilized multiple surveys on our social media accounts to reach our market. Our first survey was used to get a grasp on what people thought about our company name, logo, products, and which potential scents people liked the most. The second survey we sent out included the scents we were going to sell, and discovered that our two most popular scents were Peppermint and Lavender. However, our sales have since shown that Lemongrass and Lavender are our most popular scents of the original four.

LEARNING EXPERIENCES & TAKEAWAYS

Throughout our JA experience we each learned many valuable bits of knowledge and business strategies to utilize going forward. The key lessons and takeaways for our group include:

- How to work as a group and ensure all members were heard.
- Effectively pitching a sale verbally and visually.
- Networking and utilizing access to other businesses and local business leaders to help advance our company goals.

Benjamin Franklin is quoted as saying "For every minute spent organizing, an hour is earned." That proved to be an important theme for our business this year. When we became **organized**, our meetings ran much smoother. The more **organized** we were, the better we were with managing our large inventory. As we **organized** our sales data, we realized it opened our eyes to trends that could help us make smarter decisions. Organization is a major key to success.



Ben Davis (CEO): "Having the most people in our team taught me many new techniques of how to work within a team while also involving everyone on the team and working towards success."



Megan Dray (VP): "I enjoyed learning the behind the scenes of running a business and how to pitch to people at selling events."



Isaiah Bethune (IT): "I've had firsthand experience of what it feels like to run my own business which I wouldn't have ever done without JA."



Luke Nagy (Sales): "With the firsthand experience in sales within our JA company, I feel prepared to move on and have a future in business."



Hannah Detchon (Finance): "Business in action is way less lame than business on paper."



Lucas Wachunas (Marketing): "Being able to understand the business world from a firsthand experience is something I value greatly and anticipate will help me tremendously going forward."



Fares Rashdan (Supply Chain): "All of my experiences during this company couldn't be replicated through any form of classroom. All of my newly learned experiences will definitely help boost my career in the future."

Our Giveback



Our company members genuinely value giving back, and it was important for our group to do more than just simply donate money. We were proud to align our giveback to support the **Fresh Market & Free Store** here in Canton through a donation of products and volunteer hours. Many lessons and takeaways were learned in the 24 hours our company worked hanging clothes, filling clothing racks and packing food on trucks. In total, we donated 9 dryer sheet sets and 100 children's clothing hangers.

