



UNIQUELY YOU



Annual Report



Uniontown, Ohio - Lake High School
Teachers: Aja Tompot & Andrea Chavez





EXECUTIVE SUMMARY

MISSION STATEMENT

Uniquely You strives to symbolize that each individual is unique and matters in their own way.

The Problem

Research has confirmed that there has been an increase in mental health and depression rates over the years. We believe that a large part of this problem is due to people not feeling valued.

Performance Snapshot

Total Units Sold: 218

Total Revenue: \$3234.69

Net Profit: \$2060.95

Break Even Point: 25 units

Gross Profit/Unit Necklaces: \$13.25

Gross Profit/Unit Bracelets: \$8.85



The Solution

Here at Uniquely You, we believe that our fully customizable jewelry will help individuals to feel more valued and know that they are important. Our jewelry will remind people of what makes them unique and of the many things to love about themselves.

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THE TEAM

Uniontown, Ohio - Lake High School
Teachers: Aja Tompot & Andrea Chavez
Volunteer: Zach Coblentz



Lauren Pierce
CEO



Holly Brown
Marketing



Anthony Capobianco
COO



Jared Holmes
CFO



Bobby Haddock
Supply Chain



Noah Kubasky
Sales



Madison Archer
Marketing



LEADERSHIP & ORGANIZATION



Motivation & Development

At the beginning of creating a company, we didn't see eye to eye on what kind of company we should create or what problem we should work toward helping. After many discussions, everyone decided on making a jewelry brand that allows people to create a unique piece that shows what someone means to them. This is how we came up with the name "Uniquely You," where you find what you love about someone. Everyone knows their responsibilities, which can change based on attendance, effort, and collaboration. Furthermore, those with a lower percentage of pay have opportunities to make more money by earning seven percent commission on each selling event they attend. As a result, everyone strives for success so our company can thrive.

Structure

Uniquely You follows a horizontal organizational structure. This structure provides great communication, and collaboration between members. For our company to be as successful as possible, each member was given a role that matched their strengths, skills, and personality. We are able to get the most out of each team member when operating this way, and in return, everyone feels confident in the work they produce.

Organization

Uniquely You stays organized by using a shared Google Drive that stores all the company documents so they are easily accessible and organized. Everyday we meet and discuss our daily agenda, go over goals for the week, and make sure everyone is on the same page. Uniquely You does monthly peer evaluations, and performance reviews to make sure each member is proficient in their role. By doing this we address and fix any issues so our company flourishes in achieving it's goals.



INNOVATION PROCESS

DISCOVERY

Discovery Process

When we first started, we set out to identify a meaningful problem to solve: low self-esteem. As we explored ways to make a positive impact, we wanted to come up with something relevant to ourselves that even we would find useful. We chose jewelry as our medium, creating pieces designed to uplift and empower individuals.

The Research

When beginning our research we found that psychologist Abraham Maslow suggested that individuals need both appreciation from other people and inner self-respect to build esteem. Both of these needs must be fulfilled in order for an individual to grow as a person and reach self-actualization. When brainstorming ideas to address these self-esteem issues, we explored different solutions and discovered that jewelry can be a powerful tool for boosting confidence. Receiving a piece made just for you by a loved one is a meaningful and uplifting experience, making jewelry a perfect choice for our mission.

Product Design & Testing

Since we create unique designs for each person, every piece is different. For testing, we made sample necklaces and wore them over time, in water, and during a variation of tasks to identify any necessary improvements. We also tried a variety of different brands of jump rings to find which held up the best, did not change color, and were the easiest to use when adding charms. In the end, we had to replace a few charms due to tarnishing, ensuring better quality for our final products.





INNOVATION PROCESS

MARKET ANALYSIS



Competitors

- Other JA businesses
- Etsy shops
- Pandora
- Small jewelry businesses

Unique Value Proposition

We offer a high-quality charm bracelet/necklace that is unique to the customer with a fully customizable experience. The customer could get as many or as little charms as they want.

Unfair Advantage

One unfair advantage Uniquely You has is our customization. All of our customers can create a piece of jewelry that resembles them, which is eventually handcrafted, by us, into the product they desire. Aside from that, we offer pre-set pieces as well if you're unsure of what you may want. Another advantage we have is that we can sell a high-quality product at a low cost, selling non-tarnish necklaces for only \$15 and bracelets for \$10. Lastly, Uniquely You provides easy accessibility for any questions or concerns our customers might have.



INNOVATION PROCESS

PRODUCT OVERVIEW

Product Timeline Overview

Project
Initiation
and
Planning

October 2024

Testing and
Quality
Assurance

November

November

December

Receive
Feedback
& Make
Revisions

January 2025

Hundreds
of
Products
Sold!

February

March

Market
Research &
Surveys

Product
Deployment
and
Implementation

Continue
Selling

Final Product





CUSTOMER ELEMENTS

Target Audience

Our primary target audience is women and men ages 13-22. We've landed on this because our jewelry is trendy and meant to catch a younger eye.

Path to Customers

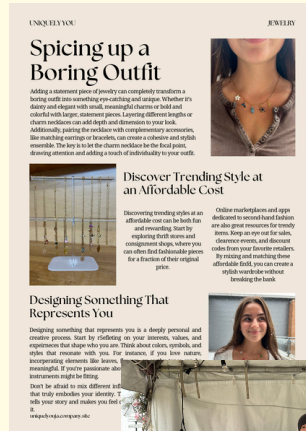
To reach our target customers, we've found the best route is to sell face-to-face. When selling in person we are able to inform customers who are uneducated on the purpose and intended use of our jewelry. This way we are more likely to persuade buyers to purchase with us, while spreading awareness of the issue we feel is at hand.

Why Clients Love Us



Jane Johansson

Since I discovered this store, it has become my favorite place to shop for jewelry. All of your pieces are so unique and eye-catching that I constantly get compliments when I wear them!



Website QR

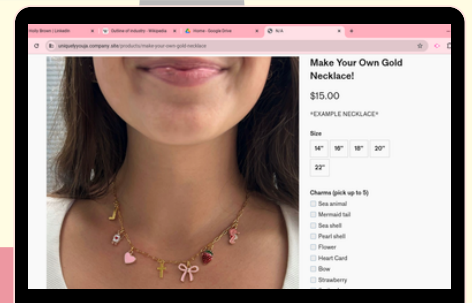
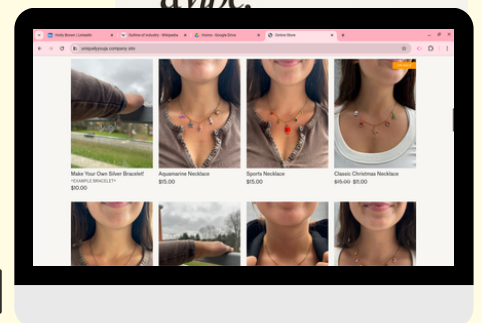
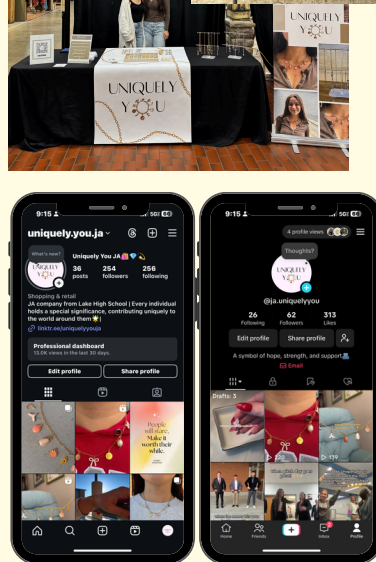


People will stare,
Make it
worth their
while.



Chunky
jewelry is
a vibe.

Order now and
experience the
difference for yourself.
uniquelyyoucompany.site



Combined we have reached over 35,000 accounts and gained over 370 followers across all social medias. Additionally, we've had 67 online orders.



BUSINESS PERFORMANCE

Key Metrics

Bringing in \$3234.69 in gross revenue, Uniquely You currently has a net profit of \$2060.95, due to the profit margins that are an average of 88.4%. Going beyond just the numbers, Uniquely You is able to thrive due to the reliability of the products. Uniquely You's brand is renowned for its quality, popularity, and plethora of returning customers.

Cost Structure

The average cost of goods at Uniquely You is \$1.45 per unit. \$860.65 have been spent in variable costs like supplies for our product and packaging. Finding a supplier was simple. Amazon was the most accessible vendor where quality products could be found at such a low price, as well as it being a very reliable source. As for the design of Uniquely You's product, the idea was to leave it into the customers hands by giving them such a wide variety of pieces to choose from.

Income Statement

For Date Ended April 1, 2024

Revenue	
Sales	\$2,854.69
Raffle	\$325.00
Donations	\$55.00
Total Revenue	\$3,234.69
Expenses	
Cost of Goods Sold	\$1,066.82
Website Expenses	\$106.92
Total Expenses	\$1,173.74
Total Net Profit	\$2,060.95

Revenue Streams

Uniquely You's revenue comes mainly from the sales where the company collected \$2854.69. However, a raffle was held to raise money at the start of the year that brought in \$325. As well as a few donations from customers totaling to \$55.

Return on Investment

With a net profit of \$2060.95 and an initial investment of \$400 from JA, Uniquely You's return on investment comes out to 515.24%.



BUSINESS PERFORMANCE

FINANCIAL PERFORMANCE

Overview

Uniquely You has 2 essential products: the charm necklaces selling at \$15 and our charm bracelets at \$10. With a price of \$1.15 to create the bracelets, the company is making \$8.85 in profit on each sale. And for the necklaces, the company is making a profit of \$13.25 on each product due to its cost of \$1.75 to create.

Balance Sheet

April 1, 2025

Assets	
Cash	\$55.00
Checking Account	\$2,548.08
Inventory	\$200.00
Total Assets	\$2,803.08
Liabilities	
Sales Tax Payable	\$174.23
JA Company Loan Payable	\$420.00
Total Liabilities	\$594.23
Total Owner's Equity	\$2,208.85
Total Liability & OE	\$2,803.08

Sales Summary

Uniquely You has sold 218 units in total, with 167 separate transactions. 45 transactions have come from the online store, while the other 122 have come from in person sales at selling events, showcases, through in person orders, etc.

Liquidation

Upon Liquidation of Uniquely You's assets, Uniquely You will first repay the loan to JA of \$420. Then 5% of sales will be donated to Live to Thrive, a local counseling office. Finally, Uniquely You will distribute profits amongst the team members along with the remaining product.

Break-Even Analysis

With \$206.17 in fixed costs, an average selling price of \$12.50, and an average variable cost per unit of \$4.06, Uniquely You has a break even point of 25 units sold.

Quick Look

Total Revenue - \$3,234.69
Net Income - \$2060.95
Return on Investment - 515.24%
Average Profit Margin - 88.4%

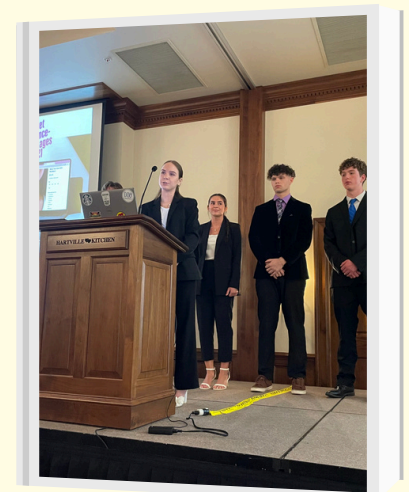


LEARNING EXPERIENCES & FUTURE APPLICATION

Starting a business at a young age can provide invaluable learning experiences that shape personal and professional growth. For one, it cultivates important skills such as problem-solving, time management, and adaptability. Young entrepreneurs are often faced with unexpected challenges, forcing them to think critically and find creative solutions. This ability to navigate uncertainty is a powerful learning tool that helps develop resilience and self-reliance. This Junior Achievement experience has given us opportunity to connect often with a wide variety of professionals, mentors, and industry experts. These connections can be leveraged throughout there careers to access guidance, funding, or collaboration.

Having a business at a young age can open doors to a wide range of future applications and opportunities, both personally and professionally. The experience of running a business early can foster a lifelong entrepreneurial mindset. This can set the foundation for future startups or innovative projects, making it easier to start and scale additional businesses in the future. On top of that, we get the opportunity to give back to the community, not only by building self-esteem but also by donating a percentage of our profit to a counseling office with the same intentions as Uniquely You.

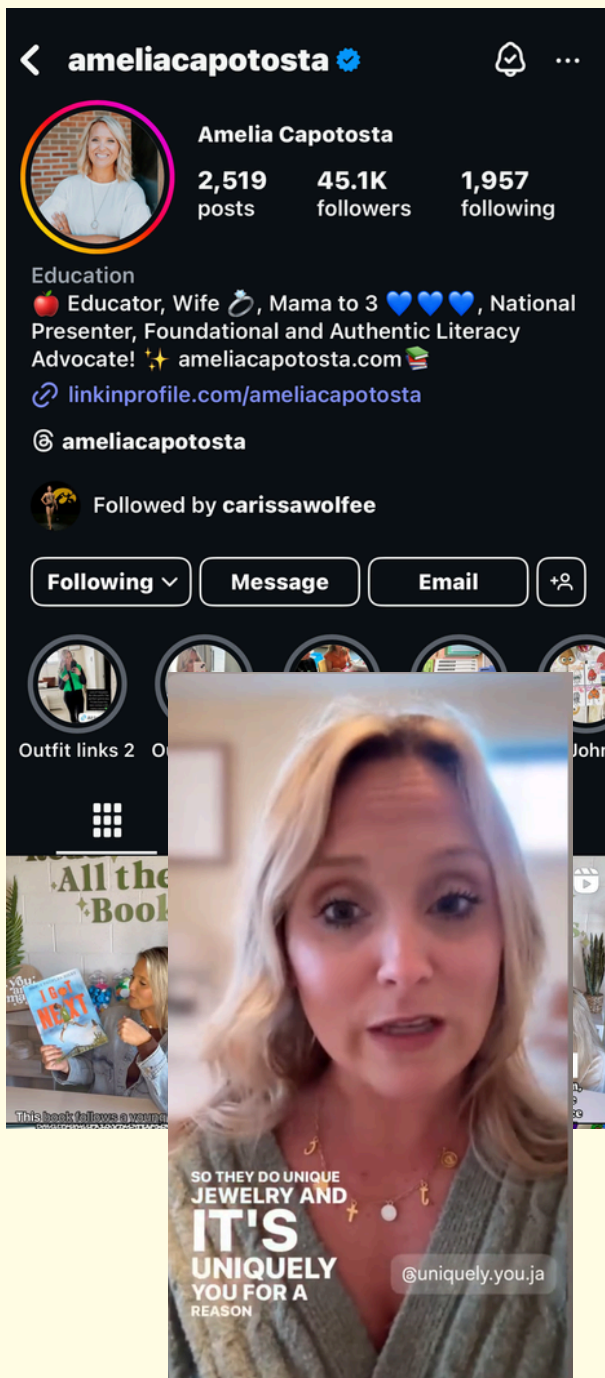
We realized that having a good balance of enthusiasm and information is key to capturing attention and making a lasting impact. Additionally, the interactions with the older generation provided valuable feedback, which helped us adjust our strategies for future opportunities. It was a great learning experience all around.





AND ONE MORE THING..

Branching Out



We recently worked with an influencer with over 50,000 followers to review our product, and the results were fantastic. The goal was simple: get our product in front of a larger audience and boost sales, especially in areas we hadn't reached before.

We chose an influencer whose audience matched our brand, so the promotion felt natural. Instead of just a quick shout-out, we wanted an honest, in-depth review. The influencer tested the product, shared their thoughts, and created content around it, showing how she used it and why her followers would like it.

The best part? Our long-distance sales went up significantly. We saw orders from unexpected places, like Florida and New Hampshire. It proved that influencer marketing, when done right, can have a real impact. Even beyond the immediate sales, the exposure continues to bring in new customers.

This experience showed us that people trust people. A genuine review can be more effective than any traditional ad. We're excited to explore more collaborations like this in the future.

Uniquely You



2024-2025

THANK YOU



Contact Us For More Information



(330) 608-2242

709 Market Ave. SW, Uniontown



uniquelyyouja.company.site

ja.uniquelyyou@gmail.com

