



# **BUMI**

**A JA COMPANY**

## **2023 | ANNUAL 2024 | REPORT**

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**[bumilife.com](http://bumilife.com)**

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## COMPANY PERFORMANCE SNAPSHOT

- 200+ Transactions
- 434 Items Sold
- \$5,284.68 Total Revenue
- \$1,790.26 Net Income
- 834.4% ROI

## EXECUTIVE SUMMARY

BUMI strives to provide **sustainable living products** with a goal of **eliminating plastic waste** and preserving our planet's ecosystems, all while encouraging customers to lead more environmentally conscious lives. **Our mission is to make sustainable living efficient, accessible, & cost effective for all.**



### Problem



**660 BILLION pounds of plastic waste** are dumped into the environment worldwide **every year**, and this figure is expected to double by 2050. Plastic waste makes its way into the human bloodstream, animal digestive tracts, and the global water cycle. Exposure to plastic waste can **disrupt human growth and development, reproduction, and cognitive function.** Large corporations are mass-producing this toxic substance and doing nothing to remedy its effects. If nothing is done to combat this issue, the damage done will become irreversible.

### Solution

To solve this problem, BUMI isn't just selling products; we're shaping the way consumers think about spending money. By **providing a wide array of versatile, eco-friendly products**, we're making it easy for consumers to make **little changes** to their routines that have a **big impact** on the Earth. All the items we offer are geared towards **eliminating plastic waste**, and packaged in recyclable and eco-friendly materials.

We've prevented over **6600+ pounds** of plastic from entering the environment so far.

We're donating a portion of profits to **GreenPeace USA**. This organization aligns with BUMI's values, fighting the plastic waste crisis and advocating for environmental justice. We're also establishing recycling campaigns in our community!



**GREENPEACE**







# LEADERSHIP & ORGANIZATION



**KAEDEN GREEN**  
CEO



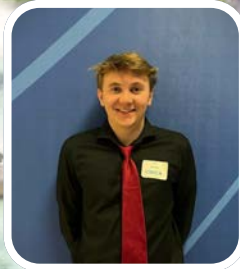
**PAYTON GALL**  
COO



**WILLIAM HAUPT**  
CFO



**BRIANNA MILNER**  
Sales



**ALEC SCHAACK**  
Supply Chain



**GRACIE MILLARD**  
Marketing

## Structure

BUMI follows a **horizontal organizational structure**. This structure promotes ease of collaboration between departments and open communication between members. To ensure each team member is suited for their role, BUMI members underwent interviews and completed **GiANT's 5 Voices of Leadership Assessment**. Based on the results from these measures, they were placed into their respective departments and given the opportunity to thrive. This helped to keep our members motivated and passionate.

## Organization

BUMI utilizes a shared Google Drive, where every document that contains company information is stored. We meet every day, with a daily agenda, and go over tasks and goals for the week. BUMI hosts **monthly performance reviews** and **peer evaluations** to ensure each member is performing at their peak and collaborating together so that we can succeed. **We're focused on effective communication, which has allowed us to achieve our goals within BUMI.**

## Motivation & Development

At the beginning of this project, BUMI members agreed upon their responsibilities within the company. These were subject to change based on **workplace skills** such as attendance, collaboration, effort, and work quality. Because of this system, members were motivated to **complete tasks and contribute to the company's success**. Bonuses were given based on performance, as allocated by the CEO and CFO. Being rewarded and praised for the work that BUMI members do paves the way for **a positive company culture and a healthy work environment.**





# Product Overview

## How Are We Addressing the Issue?



BUMI strives to offer a **wide array of versatile, eco-friendly products**. These efforts align with our **vision** for BUMI to blossom into a **one-stop marketplace** of many earth-conscious products and companies. Below are the items BUMI offers, which are geared towards **eliminating plastic waste**. All orders are packaged in recyclable and eco-friendly materials.

### Wool Dryer Balls



Single-use dryer sheets are toxic to both people and pets. BUMI's Wool Dryer Balls **replace these toxic dryer sheets!** We recommend two balls for best results. Customers can even scent these with essential oils to have the same great-smelling effect of dryer sheets, but in a much more eco-friendly way.

» For the **LAUNDRY ROOM**

### Beeswax Cling Wraps



Designed to **replace single-use plastic wraps and tin foil**. Using the heat of their hand, consumers can shape the wraps around any container of their choice to keep food fresh. Not only do they have fun designs, but they are reusable - meaning you won't have to buy plastic wrap again!

» For the **KITCHEN**

### Easy-Clean Silicone Straws



**Reusable, recyclable**, and don't ruin the taste of your beverage. Paper straws get soggy, and metal straws get dirty. These silicon straws are durable, great for kids, and open up on the side for easy cleaning! When ready to use again, they snap back together with ease. The most versatile straw around!

» For **EVERYDAY USE**

### Handmade Seed Paper Air Fresheners

A fan favorite, we make these with **seed paper and essential oils**. When the scent runs out, customers can re-scent with more oils or plant it, and the paper will biodegrade to plant wildflowers. They replace single-use air fresheners and **leave flowers behind, not plastic waste**.

» For the **VEHICLE**



### Biodegradable Foaming Hand Soaps

**Chemical and paraben free**, and smell incredible! Simply fill the BUMI Bottle with warm water, drop in a soap tablet, and shake! A **full 8 ounces** of antimicrobial hand soap. Customers can purchase individually or with the Soap Set, where they get 3 full bottles of soap for just \$7.99.

» For the **BATHROOM**



## LUMEN Sustainable Coffee

We secured a **partnership** with a **sustainable, organic coffee** company called LUMEN. This coffee is not only delicious and high quality, but **each purchase helps give back** to the communities that harvest it. A win for your tastebuds and a win for the Earth! All packaging is **biodegradable and compostable**, proving to be the perfect addition to BUMI's lineup of products.



See **Page 4** to see our **LIFEBUNDLE**.

See **Page 5** for prices, costs, and profit margins for each product.

See **Page 7** for Sales details.



# BUMI | INNOVATION

Given the nature of popular shopping sites such as Amazon and Walmart, it's often **difficult and time consuming** to search for **high-quality, eco-friendly products**. BUMI presents the **best and most popular items in one place**, making sustainable living **accessible for all**. We sell of our items individually, as well as in our **LIFEBUNDLE**. This bundle includes a variety of BUMI products that target every aspect of life.

## The BUMI LifeBundle

### What's Included?

- » 2x Wool Dryer Balls
- » 1x Seed Paper Air Freshener
- » 3x Beeswax Cling Wraps
- » 1x Easy-Clean Silicone Straws
- » 2x Biodegradable Soap Tablets
- » 1x Reusable Foaming Soap Bottle

### + the BUMI Sustainability Handbook!



#### » Educational Aspect

This booklet contains more information on plastic waste pollution, as well as ways to continue our mission! We also have our social media, contact info, and website listed inside.

» Sealed with a recyclable label!

### Every LifeBundle is customizable!

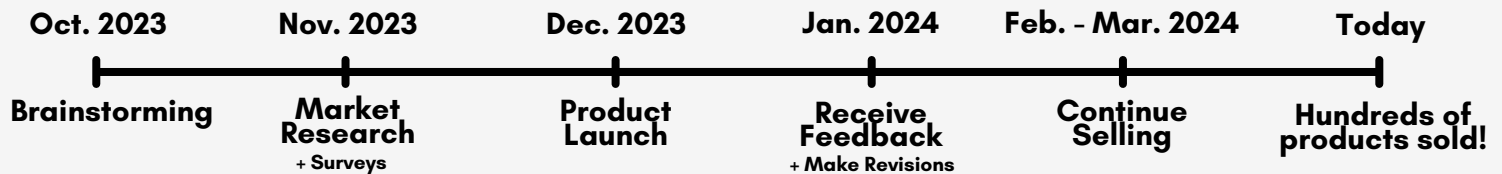
Customers can choose between the following:

- » **Air Freshener Scent** (Lavender, Tea Tree, Lemongrass, Sweet Orange)
- » **Straw Color** (Blue, Pink, Purple, Green, Grey, White)
- » **Soap Tablet Scents** (Magnolia Neroli, Honey Pear, Basil Mandarin)

### » Here's a peek inside!



## Product Development Timeline >>>>>>>>>>



## Value Proposition

» What do customers think?

With our innovative Lifebundle approach, **we're not simply pushing a product. We're encouraging a lifestyle.**

**For the average American, the BUMI LifeBundle removes 56.5 Pounds** of plastic waste per year.

★★★★★ **Kaegan B.**  
"I am really impressed with the LifeBundle! All of the products inside the box came in great condition and very high quality."

★★★★★ **Angie B.**  
"I am trying to make changes in my life to live more sustainably and this product has been a great step for my family."

Our products are also **cost effective**. Customers will not have to buy plastic wraps and dryer sheets again with our products! The LifeBundle is incredibly cost effective. If one was to purchase our items individually, it would cost them \$43. But in the Lifebundle, it's **just \$29.99**. Great value and a great cause!

See **Page 5** for prices, costs, and profit margins for each product.



# FINANCIAL PERFORMANCE

As of April 4th, 2024

## » Overview

BUMI's flagship product, the LifeBundle, has a retail price of \$29.99, with the exception of an Earth Month Sale and various discounts throughout the year. As of April 4th, 2024, we have sold **49 LifeBundles**. Combined with sales of our other products, we have earned **\$3,298.37** in sales revenue. Our gross profit margin is **74.6%** and our average rate of return on sales is **46.7%**.

## » Cost Structure & Break-Even Analysis

BUMI's average cost of goods is **\$4.17** per unit. Additionally, BUMI has three variable expenses per unit: **1.43% (\$0.06)** transaction fees, **31.46% (\$1.31)** shipping, and **29.26% (\$1.22) packaging** thus leaving our average variable costs at **\$2.53**. BUMI has spent **\$2,617.98** in fixed costs including fees from Square (payment processing software), equipment costs, interest expense, sales tax, and web hosting and domains. BUMI surpassed its break-even point of **\$1,575.00** within the first two months of selling.

## » Capital

BUMI raised **\$120** in capital stock through investments of **\$20** per founding member. BUMI's current profit is **\$1,790.26** derived from sales and donations. BUMI's owner's equity is **\$1,001.25**. This gives us an **ROI of 834.4%**.

## » Liquidation

Upon liquidation of BUMI's assets, BUMI will repay its loan of **\$105.00**. Each company member will be compensated with **\$166.88** on a per-share basis as well as their initial **\$20** investment. BUMI's members will also donate an investment gift of **\$50.00** to Love Our Community, a local thrift store selling reused goods thus eliminating plastic waste from the environment. A 10% portion of the profits will also be donated to GreenPeace USA. All remaining inventory will be distributed amongst BUMI's shareholders.

## » Quick Look

**\$5,284.68** Total Revenue

**\$1,790.26** Net Income

**834.4%** Return on Investment

## » Prices

BUMI charges the following prices for each item:  
The LIFE BUNDLE is a \$43 value.

- Wool Dryer Balls (\$4.49 ea.)
- Silicone Straws (\$4.99 ea.)
- BUMI LifeBundle (\$29.99)
- Beeswax Wraps (\$7.99 for 3)
- Air Fresheners (\$7.99 ea.)
- Soap Tablets (\$2.49 ea.)
- Soap Sets (\$7.99)

We are currently running an EARTH DAY SALE: 45% off Sitewide

## Income Statement

Revenue		Gross
Sales revenue	\$	3,298.37
Donations	\$	1,986.25
<b>Total Revenues</b>	<b>\$</b>	<b>5,284.62</b>
Expenses		
Cost of Goods Sold	\$	2,400.47
Marketing	\$	317.18
Shipping	\$	69.94
Equipment	\$	22.93
Interest Expense	\$	5.00
Transaction Fees	\$	34.22
Packaging	\$	385.10
Sales Events	\$	147.16
Web Hosting and Domains	\$	83.06
Miscellaneous	\$	29.30
<b>Total Expenses</b>	<b>\$</b>	<b>3,494.36</b>
<b>Net Income</b>	<b>\$</b>	<b>1,790.26</b>

## Balance Sheet

Assets		Gross
Current Assets		
Cash	\$	1,790.26
Inventory	\$	1,086.74
Packaging Material	\$	385.10
Prepaid Expenses	\$	15.97
<b>Total current assets</b>	<b>\$</b>	<b>3,278.07</b>
Fixed (Long-Term) Assets		
Equipment	\$	22.30
<b>Total fixed assets</b>	<b>\$</b>	<b>22.30</b>
<b>Total Assets</b>	<b>\$</b>	<b>3,300.37</b>

Liabilities and Owner's Equity		
Current Liabilities		
Short-Term Loans	\$	100.00
Sales Tax Payable	\$	212.15
Accrued Salaries and Wages	\$	1,790.26
Unearned Revenue	\$	196.71
<b>Total current liabilities</b>	<b>\$</b>	<b>2,299.12</b>
Owner's Equity		
Owner's Equity	\$	1,001.25
<b>Total owner's equity</b>	<b>\$</b>	<b>1,001.25</b>
<b>Total Liabilities and Owner's Equity</b>	<b>\$</b>	<b>3,300.37</b>

## Book Value of Stock (Upon Liquidation)

Expenses		
<b>Net Profit</b>	<b>\$</b>	<b>1,790.26</b>
Donations	\$	1,986.25
Capital Stock	\$	120.00
<b>Total Owner's Equity</b>	<b>\$</b>	<b>1,001.25</b>
Shares of Stock Sold		6
Book Value of Stock	\$	166.88
<b>Percent Return Per Share</b>		<b>834.40%</b>





# BUMI | MARKETING



» Over 1,550+ Unique Visitors!  
» BUMILIFE.com

## Our Target Market

BUMI's market research survey responses found that **middle aged homeowners and millennials** typically purchase sustainable products, making them our target market. These findings have been reinforced by the demographics that have purchased from BUMI at selling events and online. **We've tailored our marketing and appearance to fit the desired audience.**

## Website Design

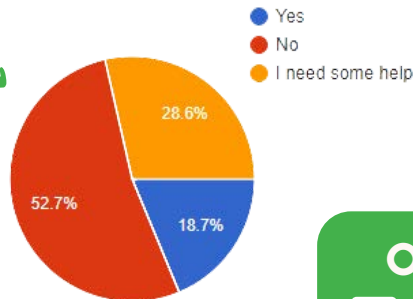
Our website has allowed us to showcase our products, provide detailed information, and sell directly to customers. With a well-designed and user-friendly website, we have been able to reach a wider audience, build brand credibility, and drive conversions. All of our sales, when not at selling events, have been on our website. This has proven to be a reliable source of income for BUMI.

» Scan this to view our website! →

Do you feel like you are doing enough to live an eco-friendly life?

203 responses

Through our survey, we identified plastic waste as a large problem. **81.3%** of respondents don't feel like they are doing enough and over **91% don't recycle their plastics.**



## BUMI eMissions

We encouraged our followers to participate in our daily **"eMission"**. This is a wordplay on carbon emissions, which are harmful to the atmosphere. Instead, BUMI's eMissions are easy tasks that encourage sustainable living.



32 posts

202 followers

**BUMI**  
Entrepreneur  
JA Company from Lake High School  
Envisioning a World Free of Plastic Waste  
Welcome to Sustainable Living



## Our Socials

Instagram: @ja.bumi

Facebook: @ja.bumi



## Social Media Strategies

BUMI **consistently posts** on our social media platforms, **Instagram, Facebook, and our website.** After defining goals and finding our target market, we used these platforms to create engaging content for our audience. Our target market is typically using Instagram and Facebook, so these are the socials we utilized most. **We've reached over 20,000 accounts** through our social media efforts.

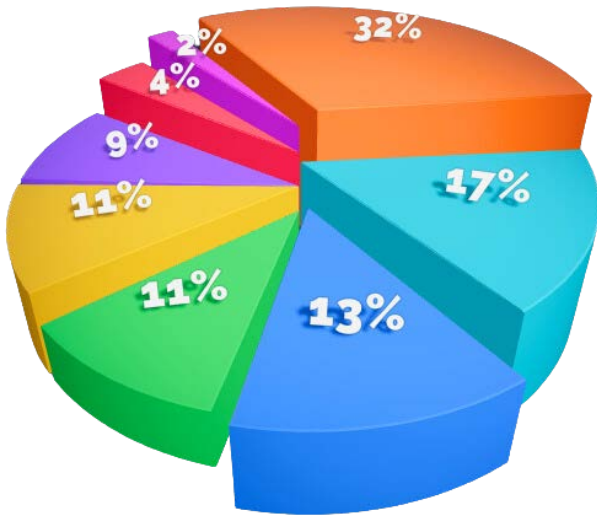




## Product Selling

Incentives were crucial for our team. Not only did we sell together as a team, but we also found ourselves selling individually in our free time. This led to many items being sold both on our website and in person. We sold **434 items in total** resulting in a revenue stream of **\$3,298.37**. We expect both values to increase due to our partnership with other companies in our local community, two upcoming selling events, a limited-time **Earth Month** sale, and our continued marketing strategies.

- **Wool Dryer Balls (130)**
- **Air Fresheners (41)**
- **Silicone Straws (61)**
- **Soap Tablets (52)**
- **BUMI LifeBundle (49)**
- **Tote Bags (17)**
- **Beeswax Wraps (71)**
- **Soap Sets (13)**



## A Different Approach

Many eco-friendly brands appear the same. They often use **greens, browns**, and other earthy tones. This color palette is incredibly common. **BUMI wants to stand out.** Our signage and marketing includes **bright colors and organic shapes** that catch the attention of passersby. BUMI wants to **make a statement** and **change** the way people view sustainability; and customers love it!



## Sales Strategies >>>>

**\$1,254.33 in Online Sales**  
**\$2,044.04 In-Person Sales**

When selling, we found the most **success as a team**. Many **homeowners and millennials** were attracted to our booth where our team members were able to explain our company and our mission. We found that **asking questions and starting a conversation** about the plastic waste crisis increased customer interest in our products because they began to **understand the problem** we are dedicated to solving. In addition to this strategy, we also utilized our social media platforms to drive customers to our website. On social media, we informed customers of limited time deals such as our Valentine's Day Sale which was 14% off and we saw a **784% increase in sales on our website**.

## Selling Events

- Akron Home & Garden Show
- Hartville Marketplace
- Belden Village Mall
- Canton Business Expo
- Northside Marketplace

## Wholesale Opportunities

Aside from our selling booth, BUMI Products can be found in **two storefronts** in our community: **LOC Thrift and Hartville Hardware**. Our deal with LOC Thrift is consignment with an optional donation to their cause, and we have a **wholesale deal** with Hartville Hardware.







## Group Achievements

- Participating in Stark Tank- receiving **Audience Choice Award**
- Appearance on **WAOH News** in February
- Partnership with local businesses and wholesaling
- Participation in numerous selling events
- **20,000** accounts reached through our social media profiles
- Prevented over **6600 lbs** of plastic from polluting Earth



## What BUMI Learned

**BUMI Members learned many valuable social and professional life skills this year. Below is a testimonial from each member!**



**Kaeden Green - CEO**

"I learned how to run and manage a business and develop vital communication skills. I also learned how to build a network and furthered my graphic design experience."



**Payton Gall - COO**

"I stepped outside my comfort zone with this project. I learned how to be more personable and outgoing, how to navigate IT, and work with different personalities to create an awesome end result."



**William Haupt - CFO**

"I enjoyed expanding my knowledge of finance and managing BUMI's assets. I learned how to format and organize spreadsheets as well as manage finances."



**Brianna Milner - Sales**

"I loved learning the best ways to sell our products to consumers. I used trial and error to discover the best ways to drive sales."



**Alec Schaack - Supply Chain**

"I learned a lot about finding reliable product suppliers with quality products. I also learned how to keep everything in stock and how to fulfill orders quickly."



**Gracie Millard - Marketing**

"I learned how to market a company to its target market. I enjoyed creating content for social media and spreading the word about our mission."

We will carry all of these lessons with us as we dive into the professional world. **All 6 BUMI members will be majoring in a business-related field** in college.

## Successes

BUMI experienced many victories, big and small.

- **5,000+** dollars in revenue as of March 19th
- Surpassed **online sales goals** of \$500 and \$1,000, with a total of \$1,254.33 so far.
- **20,000+** different accounts viewed our **social media profiles**, demonstrating our capability of reaching a large variety of audiences online.
- **Connecting** with other JA teams in our area and meeting like-minded individuals.
- **Learning** about business!



BUMI would like to thank **Junior Achievement** for giving us the opportunity to participate in this program and develop our professional skills! We've learned a lot of valuable lessons that we will carry with us as we dive into the professional world.