



BeeLightful

Annual Report

**North Canton, Ohio
Junior Achievement of
North Central Ohio**

Hoover High School

Teacher:
Mrs. Nicole Snider

JA Volunteers:
Mrs. Diane Pilati & Mr. Mike Grady

2023-2024

Executive Summary

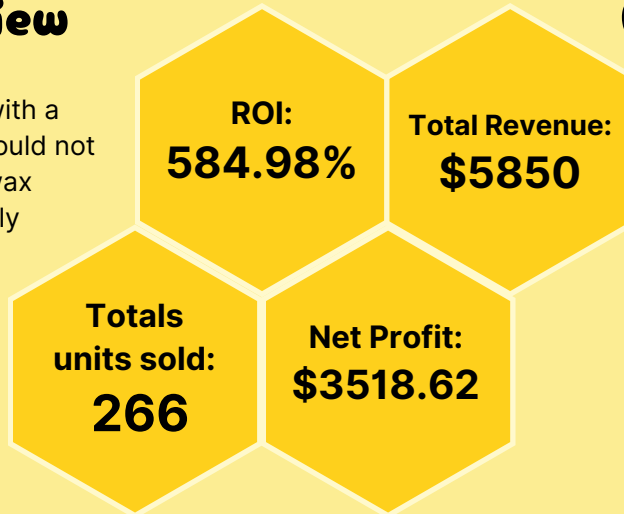


BeeLightful

Envisioning a world where **innovation** meets **safety** in the world of candles. At BeeLightful, we're on a mission to transform the candle industry and create a lasting impact. Our beeswax melts are a **scented, environmentally friendly, and healthy** alternative to the candle industry. BeeLightful aims to provide our customers with clean air while scenting the surroundings.

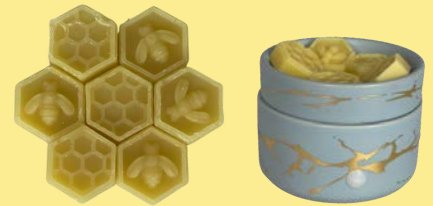
Performance Review

At the beginning of the year while brainstorming ideas, we came up with a beeswax candle. As the candles would not fit into our budget, we pivoted to wax melts allowing us to find a financially friendly manufacturer. Since then, we have successfully sold 266 products through our online platforms and selling events. Our total revenue has reached \$5,850 with a net profit of \$3,518.62. This makes our return on investment 584.98%.



Mission Statement

BeeLightful is dedicated to fostering **warmth, joy, and delight** in each and every person in a healthy and sustainable manner.



The Problem

Many candles are made from **paraffin** wax, which presents significant **risks** to both the **environment** and the **health** of those who burn it. Paraffin is made from petroleum oil which is a non-renewable resource requiring extensive machinery to mine and refine. The mining and refining process is **detrimental** to the environment on many levels. Burning paraffin wax releases two major chemicals, **Toluene** and **Benzene**. Toluene and Benzene have negative health risks including skin and eye irritation, headaches, leukemia, kidney damage, and birth defects in pregnant women.



Our Solution

We created scented beeswax melts made from **100% pure beeswax**. Our beeswax melts are **biodegradable** and do not give off any harmful chemicals. Melting beeswax emits **negative ions** that cleanse the surrounding air you breathe in. Our melts are simple to use and come in a variety of scents. To use, simply place a single melt into the heated warmer. The melts are **child safe** with no flame. After 6-8 minutes, the melt liquifies and aromatizes the area. Once done you can turn the warmer off and the wax will solidify. The melt is then able to **reheat**. You can use one melt for approximately 7 days, for up to 6 hours a day.



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Leadership and Organization



The BeeLightful Team



At the beginning of the year, everyone with interest in becoming CEO presented why they were best suited for the role. Each class member voted on who they thought would make the best CEO. Following the CEO selection, everyone was interviewed by the CEO's to be split into three teams. Through in-person interviews, the Myer's Briggs personality test, and looking at resumes, the CEO determined the best fit for each member's strengths and weaknesses assigning roles accordingly.

Structure and Organization

Beelightful operates through a pyramid organization structure. The CEO distributes tasks to the team, ensuring smooth communication. All team members have access to the company's Google Drive and Gmail, which stores all documents created enabling effective communication.

Leadership Roles

CEO- The CEO delegates tasks and overlook the company.

CMO- The CMO runs our marketing through social media and designs everything for our company.

VP of Sales- The VP of Sales tracks all of the sales our company has and looks into different selling events.

CFO- The CFO does all of our finances through QuickBooks.

Supply Chain- The Supply Chain orders all of our production for our melts when we get low.

HR- The HR officer keeps our company in check by making sure everyone stays on task.






Motivation & Improvement

At the beginning of the year, the CEO along with HR created an **employee evaluation** chart to grade each employee monthly. At the end of the year, this evaluation chart will be used to determine how we liquidate earnings. This **motivates** employees to put forward their best work each month. To drive sales, each employee receives a 10% commission on every sale. Each month, we hold department meetings where we discuss what was accomplished that month, things we want to improve on for the following month, and upcoming goals and deadlines.



Other Melts/Candles

-  Made from **paraffin** wax or **petroleum** byproducts. Nonrenewable resource causing extensive machinery to mine and refine detrimental to the environment.
-  Toxic Chemicals **toluene** and **benzene**. Can cause headaches, skin irritation, leukemia, kidney damage, and birth defects in pregnant women.
-  Plastic packaging.



Our Beeswax Melts

BeeLightful was innovative by taking 100% **all-natural** beeswax and combining it with consumer-favorite **fragrances** to create a new product that meets market demand uniquely. Our beeswax melts attract customers looking for **eco-friendly** alternatives. Beeswax is a natural, renewable resource, and using it as a base for scented products aligns with consumers' growing environmental consciousness.



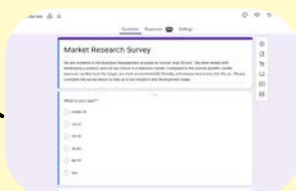
Market Research

When doing market research the primary focus was on our mission of **keeping the environment clean** while still providing our consumers with the **scents** that our customers are looking for. We looked through several different alternatives to paraffin wax to keep our mission while maintaining a manageable cost. Several alternatives to paraffin wax, which now holds 95% of the industry, were investigated including beeswax, soy wax, and coconut wax. We landed on **beeswax** because it best supported our mission while providing the benefits of holding scent, longer burn time, emit negative ions, and they are biodegradable.

Development Timeline



1. Brainstorming



2. Market Research



3. Capitalization



4. First Batch / Testing



5. Prototype Design



6. Final Design



7. Packaging Development



8. Final Product



As of 5/1/24:

Income Statement (P&L)

Revenue	
Wax Melt Sales	\$3,940.00
Raffle Ticket Sales	\$1,110.00
Sponsorships & other income	\$800.00
Total Revenue:	\$5,850.00
Cost of Goods Sold	
Wax Melts	\$1,558.03
Total Cost of Goods Sold:	\$1,558.03
Gross Profit	\$4,291.97
Expenses	
Miscellaneous Expense	\$179.46
Sales Tax	\$256.10
Shopify Fee	\$42.16
Advertising and Marketing	\$551.73
Commision	\$311.00
Totals Expenses:	\$1,340.45
Net Income	\$2,951.52

As of 5/1/24:

Balance Sheet

Assets	
Cash	\$4,428.62
Total Assets:	\$4,428.62
Liabilities	
Accounts Payable Janco	\$10.00
Accounts Payable (Commision)	\$311.00
Accounts Payable Sales Tax	\$256.10
Total Liabilities	\$577.10
Owners Equity	
Donations	\$300.00
Shareholders's Equity	\$600.00
Net Income	\$2,951.52
Total Owners Equity	\$3,851.52
Total Liabilities and Owners Equity:	\$4,428.62

Overview

Beelightful Wax Melts are strategically priced at **\$10.00** using the “cost-plus” pricing strategy.

Our production cost per unit is **\$3.78**, which leaves a gross profit margin of **62%**. So far we have sold **266 units**, resulting in **\$3,940.00** in total wax melt sales. For start up funds we raised **\$1,110.00** in raffle ticket sales. Beelightful's break-even point is **62 units**.

Capital

In order to have the necessary funds for product development all employees invested **\$100**. This gave us \$600 in start-up funds. We received **\$300** in donations. Beelightful is a fully employee-owned company. This means that all control of the business is by its workers.

Liquidation

Upon liquidation, we will compensate each company member, reimburse for all expenses, and distribute returns to the shareholders. Our inventory will be split evenly among team members. Our current return on investment is **492%**.

As of 5/1/24:

Book Value of Stock (upon Liquidation)

Total Owner's Equity	\$3,851.52
Shares Outstanding	6
Book Value Per Share	\$641.92
Percent Return Per Share	492%

Product Price Breakdown

(Per unit)	6 Count Melts	10 Count Melts
Retail Price	\$10.00	\$15.00
Production Cost	\$3.78	\$6.30
Commission	\$1.00	\$1.50
Sales Tax	\$0.65	\$0.98
Net Profit	\$4.57	\$6.22

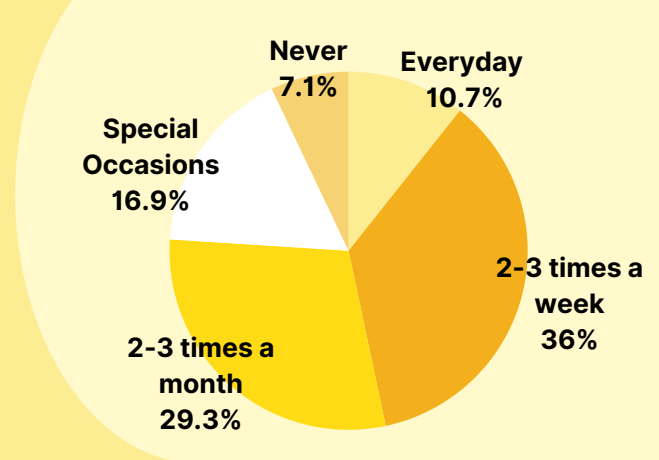
Marketing



Market Research

We conducted our own primary market research survey. Out of 398 respondents, 300 people burn candles at least 2-3 times a month. Our target market is women over the age of 36, specifically **candle users** who are **eco-friendly**. We also asked our respondents if they were aware of the dangers of paraffin wax or of the benefits of beeswax. An alarming **58%** of people said they were not aware of the dangers of paraffin. An even bigger percentage of people, (**62%**) did not know the benefits of beeswax. We knew we would need to make our audience aware and do our best to spread why beeswax is better through our marketing.

How often do you or someone in your household burn a candle?



Competitive Advantage

What makes our beeswax melts different from others is our scent variety. We currently offer **5** different scents for customers to choose from. These include snickerdoodle, vanilla, coconut, citrus, and lavender.

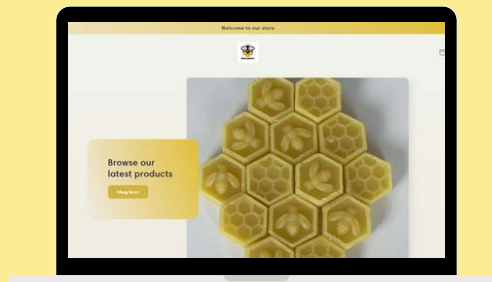
Market Strategy

BeeLightful actively posts on social media platforms: **Facebook** and **Instagram**. We found that our target market uses these platforms consistently. We also created a website through **Shopify**. Using targeted advertising, educational content spreading the dangers of paraffin wax and the benefits of beeswax, and sharing our testimonial comments have all benefited our company in gaining sales.

Product Features

- Two organic ingredients:
Beeswax
Natural Fragrance
- Scent variety
- Beehive shape
- Biodegradable product and packaging

Shopify Website



Scan to view our website!



Social Media



BeeLightful

beelightful.ja



Direct to Consumer Events



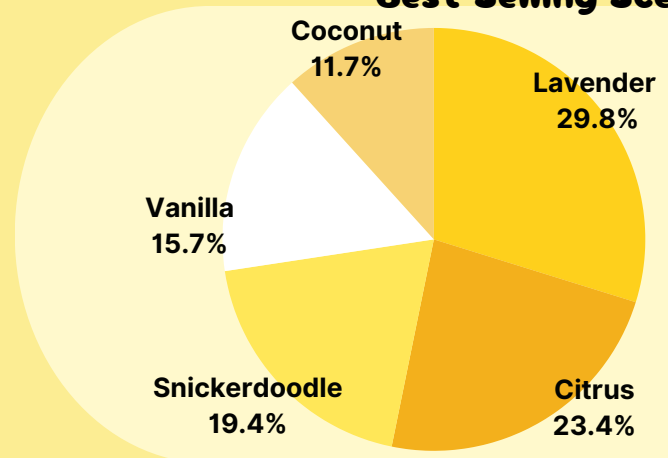
Sales Strategies

BeeLightful's primary selling strategy is **direct to consumer** at local events and other garden/craft shows. The events we attended generated 64% of our total revenue. The other 36% comes from our **online sales** through our website beelightful.shop. Out of the 5 scents, lavender is our best seller.

Online vs. In Person Sales



Best Selling Scents



Dedication to Customer Service

Some of our service techniques include the steps of **listening**, **summarizing**, and **repeating**. If a customer has a complaint, the first thing we will do is **listen** to what's wrong, then **summarize** and **repeat** it back to find a solution.

From these selling events, we learned how to **effectively speak** to customers and have consistently improved our sales pitch. Selling events have shown us that it is most effective to first ask the customers if they are familiar with wax melts. Their answer can tailor what we say to them next.



Lori Geiselman Miller

Purchased both the coconut and lavender scents. Only used the coconut so far. The scent is very pleasant, not overpowering and fills the room. This has been a great purchase and definitely would recommend to others. Thank you for a great product-



Kristen Deal Ashby

Love them! Smell so good and the scents really fill up the whole room!



Company Reflection



Key Learnings

Our biggest learning experience was our switch from candles to wax melts. At first, we wanted to create a beeswax candle, but after looking into manufacturing and production of the candle we found that it was out of our price range. We had to **pivot** before our business even got off the ground. As a team, we decided to move on and look into a similar product that came with all the same values, **beeswax melts**.

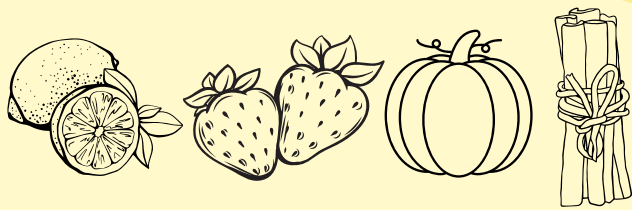
Social Responsibility

When we began, we knew we wanted to find a way to **give back to the bees**. In 2020, a local beehive exhibit located at the McKinley Museum was poisoned. Due to all the bees being killed they had to stop showing the exhibit. Finally, this year, the bee exhibit was brought back. At the end of the year, we are donating **\$300 worth** of our product to the museum gift shop to continue our mission and help the bee exhibit. We are also building a relationship with the museum to harvest the beeswax to help the bees maintain healthy hives.



Future Potential

The market for environmentally friendly products is increasing and our business has the potential to grow with it. **72%** of consumers said they buy more **eco-friendly** products now compared to five years ago.



Using money on **social media ads** would be highly beneficial for our company by getting sales, spreading the word about our company, and by sharing with others our mission of transforming the candle industry to beeswax. Eventually with the profit we have made from our melts, we can transform our company to sell both melts and beeswax **candles**.

In the future, we could expand our product by **adding** more **scents**. Due to a later start this year, we were not ready to start in time to sell for the holidays. We could add seasonal scents which would specifically sell best in the winter time.



Thank You

We want to thank our teacher, Mrs. Snider, the JANCO staff, and our volunteers Mrs. Pilati and Mr. Grady for helping and supporting us throughout the year. We would not have been able to accomplish this without them.

