

2023-2024



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

Executive Summary

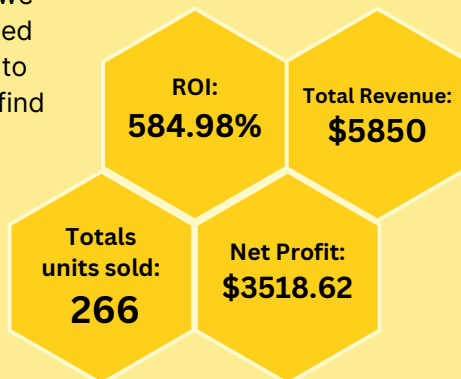


BeeLightful

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 make a lasting impact. Our melts are a scented, environmentally friendly, and **healthy** alternative to the candle industry. BeeLightful aims to provide our customers with **clean** air and the ability to enjoy the scent of a candle.

JA Performance Review

At the beginning of the year, we **struggled** with what we wanted to do as a team. We looked into candles but were not able to find a manufacturer that fits into our budget. We pivoted into **wax melts** which allowed us to find a manufacturer that fit into our budget.



Product Description

Here at BeeLightful, we have created scented beeswax melts made from 100% **pure** beeswax. They are **biodegradable** and do not give off any harmful chemicals. Melting beeswax **emits** negative ions that cleanse out the surrounding air you breathe in. Our melts are simple to use. All you have to do is place a single melt in the warmer and turn the warmer on. They are kid-friendly with **no flame**. After 6-8 minutes, the melt becomes liquid and aromatizes the area. Once you're done you can turn the warmer off and the wax will solidify. The melt is then **reheatable**. You can use one melt for approximately 7 days, for up to 6 hours a day.



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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 the family 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 defects including skin and eye irritation, headaches, leukemia, kidney damage, and birth defects in pregnant women.



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Leadership and Organization



The BeeLightful Team

At the beginning of the year, everyone who wanted to be 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's selection, everyone was interviewed by each of the three CEOs that were chosen and had to divide the class into three teams. Through in-person interviews and looking at resumes, CEOs 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 drive and Gmail, which store all documents created throughout the year. This setup enables everyone to stay updated and makes communication effective.

Leadership Roles

- CEO**- Our CEO delegates tasks and overlook the company
- CMO**- Our CMO runs our marketing through social media and designs everything for our company
- VP of Sales**- Our VP of Sales tracks all of the sales our company has and looks into different selling events
- CFO**- Our CFO does all of our finances through QuickBooks
- Supply Chain Manager (SPM)**- Our SPM orders all of our production for our melts when we get low
- HR**- Our HR keeps our company in check by making sure everyone is on task and gets their work done



Motivation & Improvement

At the beginning of the year, the CEO and 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 motivate sales, we agreed to give a **10% commission** per wax melt sale. Each month, we hold **department meetings**. We discuss the things that were accomplished that month, things we want to improve on for the following month, and upcoming **goals** and **deadlines**.

Innovation



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, while keeping the scent that the customers enjoy.



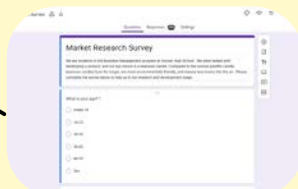
Market Research

When doing our market research, we were very focused 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 low cost. We researched how beeswax, soy wax, and coconut wax would work for our business. We landed on beeswax because we decided that producing with beeswax would be the best option to keep our mission and maintain a low cost.

Development Timeline



1. Brainstorming



2. Market Research



3. Fund Raising



4. First Batch / Testing



5. Prototype Design



6. Final Design



7. Packaging Development



8. Final Product



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%**. We have sold **266 units**, resulting in **\$3,940.00** in total wax melt sales. We have also sold **\$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 here at Beelightful all employees invested \$100. This gave us \$600 in start-up funds. We also sold \$1,110 in raffle basket tickets to raise more 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 current return on investment is 492%.

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
Sales Tax	\$256.10
Total Cost of Goods Sold:	\$1,814.13
Gross Profit	\$4,035.87
Expenses	
Miscellaneous Expense	\$179.46
Shopify Fee	\$42.16
Advertising and Marketing	\$551.73
Commision	\$311.00
Totals Expenses:	\$1,084.35
Net Income	\$2,951.52

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

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

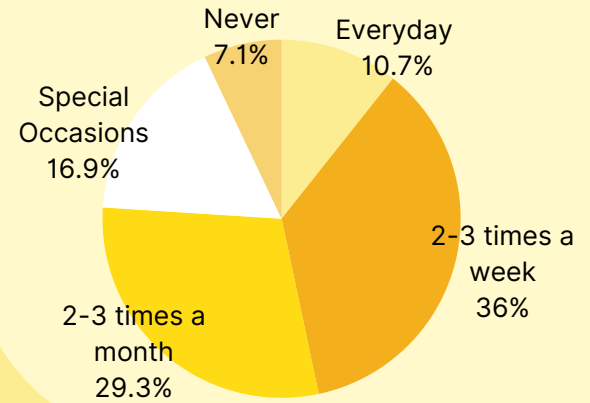
Marketing



Market Research

We conducted our own market research. 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.

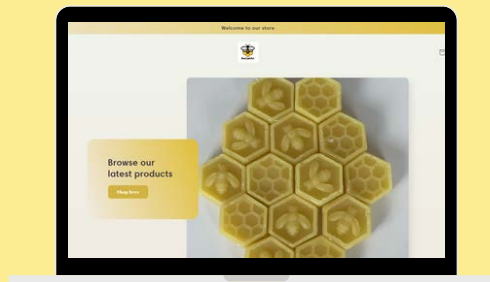
Market Strategy

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



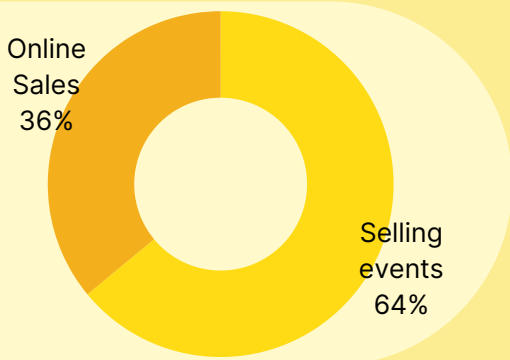
BeeLightful

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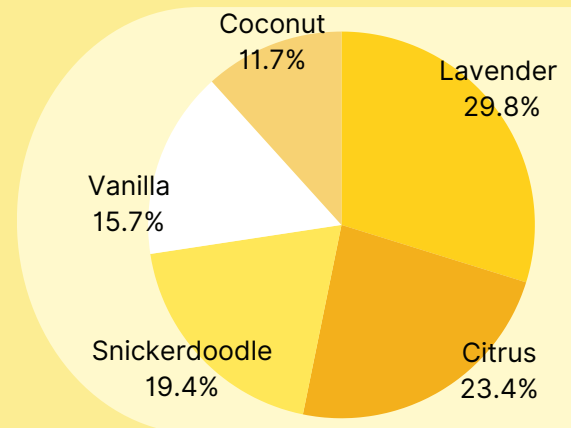
Sales Strategies

Beelighful's primary selling strategy is selling **directly** to consumers 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** beelighful.shop. Out of the **5 scents**, lavender is our best seller.



Direct to Consumer Events

- Hartville MarketPlace
- Fox 8 New Day Cleveland
- Akron Home and Garden Show
- Canton Business Expo
- McKinley Museum
- Lions Craft Show
- Belden Village Mall



Customer Service Technique

Some of our service techniques include the steps of **listening**, **summarizing**, and **repeating**. When 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 have 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

In 2020, at the McKinley Museum, there was a beehive exhibit that was **poisoned**. All of the bees were killed and they stopped showing the exhibit, this year they brought back the Bee exhibit. When we heard that, we called the McKinley Museum to figure out a way that we could donate to help the bees. We want to help the bees because our product does not harm the bees at all and helps get rid of their excess beeswax.



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.



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

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**.



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.

