

ECO-EVENTERPRISE

Green Decorations for Special Occasions

A 2011 JA Company

Jonathan Ricafrente, Advisor
Cliff Beyer, Teacher

Junior Achievement
of San Diego & Imperial Counties, Inc.
4756 Mission Gorge Place
San Diego, CA, USA 92120

Company Location:
Harmonium's Epicentre Teen Center

8450 Mira Mesa Blvd
San Diego, CA, USA 92126
(858) 684-3080 x 301

Eco-Eventerprise

Green Decorations for Special Occasions

Our Mission Statement

To help people make alternative choices through eco-friendly art.

Our Product

When an individual observes just an ordinary water bottle, Eco-Eventerprise sees art. We utilize recycled material, such as water bottles, card board and tissue paper, when creating our products. Our primary products are table centerpieces for special events that can be customizable to any theme of the client and maintained within their budget.

Financial Summary

Our financial records helped us determine in which direction our company should focus or change. Whether that change needed to adjust some of our workers' salaries or whether our company should focus more on sales, it was a major factor of information that kept our company afloat and in a positive profit margin. We had 59 shareholders that made a 45% return on their investment and over 90% of the investors donated their returns to the phase 2 further development of Eco-Eventerprise.

JA Company Performance

The twelve week program took our ten student after school teen center company through the organizational steps and the challenges involved. We followed the JA program closely and adjusted our bylaws and production plan as we learned that we needed to be adaptable. The JA program gave us the backbone needed to make the progress necessary to get our unique product marketed, manufactured and delivered to customer satisfaction.

Index

Executive Summary.....	2
Management Discussion and Analysis.....	3
Production.....	4
Marketing and Sales.....	5-6
Financial Statements.....	7-8
Human Resources.....	9-11
Acknowledgements.....	12-14





Management Discussion and Analysis

This management discussion and analysis summarizes and discusses the overall operation of our company and the challenges that we faced.

Our Products

Our products are completely custom made for each individual order. Therefore, to ensure that each piece was completed correctly, there had to be step by step quality checks by supervisors. In order to complete all of our orders on time it was essential to have a supervisor at all times to layout and direct what needed to be done on a daily basis.

Financial & Operational Highlight

We reached our break-even point and exceeded beyond to make a profit during the duration of the competition. We successfully completed all of our sales on time and received great customer feedback.

Marketing and Sales

Marketing was one of the most important aspects leading to the success of our company. Due to the fact that our team was comprised of just ten students, every member of our company was needed to promote our product. In order to advertise our product we created brochures, business cards and a power point presentation.

Team Morale

Team morale was the very first thing we worked on because without team work we would not have ever been able to accomplish all that we did. Our small group from local area high schools ran our business after school hours at the Epicentre, San Diego Regional Teen Center. We boosted morale by having snacks at every meeting and frequent ping pong and pool games after meetings.



Production

Eco -Eventerprise creates artwork from recycled materials such as water bottles, cardboard, and newspaper. The client gives us their brief overview of what the product should look like and we create it using eco friendly materials.

Eco- Eventerprise produced 19 products. We sold our product to 2 clients who were more than satisfied with the quality we have provided.

Process

We here at Eco-Eventerprise believe quality is what the customer deserves. The production process is organized to a point where efficiency is met. Once the client gives a brief description of what they want their product to look like, the art director gives directions on what to do first. When each team member arrives at work, directions are written on the whiteboard and must be accomplished by the end of the day. We start off by gathering recycled materials and begin to cut bottles, cardboard and paper mache the product. This usually takes 3 to 4 days to complete depending on the size and quantity. The next step is to paint the product. This process is important because color is everything in art. The last step is to add decorations to the product. We make sure it looks perfect for the customer and clean the product. We then package it with care and will ship it if the client desires.

Quality Control

Eco- Eventerprise assures every product meets quality requirements. After each step, we inspect every detail to make sure the customer is satisfied with their purchase. Upon completion, Eco-Eventerprise checks each and every product one last time. If there are any imperfections, we redo each and every step to perfect our masterpiece. Quality control is one of the most important aspects of a company.



Marketing and Sales

Marketing and Sales

When an individual observes just an ordinary water bottle, Eco-Eventerprise sees art. Our “Green Decorations for Special Occasions” offer individuals an alternative choice through eco-friendly art. We utilize recycled material, such as water bottles, card board and tissue paper, when creating our products. The product can be customizable to any theme of the client and maintained within their budget.

Our vision for Eco-Eventerprise was inspired by observing the recycle art projects that our art teacher at the Epicentre, the San Diego Regional Teen Center, created with our volunteer help. We were confident that our product would not only positively affect our community’s view on recycling, but the world as well. We have envisioned our product assisting in saving the environment. In order to achieve our vision, we created brochures, business cards and a power point presentation, which enable us to network and raise awareness about our recycled art centerpieces and decorations for events.

- **Production Price**

Our product price was based on three sizes (small, medium, and large) and the amount of detail of the centerpiece. The price for a small ranges from \$10-\$15, a medium starts at \$30, and a large ranges from \$50-\$75.

- **Clients**

Due to time constraints, we were limited to the amount of clients we were able to reach. We completed two product orders with great product approval at the events and which also lead to interest in future orders from guests at the events.

- **Sales Training**

Our sales training took place in week 7. The training provided us with the essential information for developing a strong sales pitch and recognizing our target market.

Throughout the program we learned the elements which make a strong sales representative—V.E.G.A (Voice, Eye contact, Gestures, Attitude). Our experiences with making a sale enable us to share amongst us about what techniques were effective. We concluded that each one of us must communicate clearly and effectively, have a firm handshake, make eye contact, and be confident. Attending the JA 5th Annual Entrepreneurship Convention gave us a better understanding about the marketing and sales aspects of a company. We have acquired valuable information that assisted us along our journey. We learned that through market analysis we can identify the needs and wants of individuals. We also learned how critical it is to know your product and effective techniques to initiate and close a sale.



“I want to say that my experience with the youth and the projects that they do for Epicentre has been a tremendous experience. The students handled themselves as professionals and seeing the excitement and talent that arises from them is astounding. I congratulate each and every one of them for who they are and what they are achieving and wish them all the best!”

-Linda Friedman



Financial Statements

Summary

The Financial department was responsible for making deposits & withdrawals in the Eco-Eventerprise bank account as well as keeping a careful record of those transactions. At formal or informal meetings capital, deposits or sales were collected and the financial department would retain a detailed record of the paperwork and make the bank transaction. Then we would track the transaction in an Excel financial record with a double-book keeping system. The income statement and balance sheet were all taken into account and completed. The numbers from these calculations all helped to create a detailed account of our expenses and expenditures. Our financial records helped us determine in which direction our company should focus or change. Whether that change needed to adjust some of our workers' salaries or whether our company should focus more on sales, it was a major factor of information that kept our company afloat and in a positive profit margin.

Stock Sales

Initial capital to start-up Eco-Eventerprise was generated through selling of 59 shares calculated at \$2.00 each for a total of \$118.00. Each of our ten members were able to purchase a maximum of two shares.

Initial Investment	Final Value
\$2.00	\$2.90
	Return on Investment 45%

Balance Sheet

Assets

Cash	\$550.66
Inventory	\$0.00
Total Assists	\$550.66

Liabilities & Shareholder's Equity

Liabilities

Accounts Payable -Commissions & Wages	\$231.46
California Sales Tax to Junior Achievement	\$34.65
Design Consultation Fee	\$70.00
Production Supplies	\$43.45

Equity

Shareholders' Equity	\$118.00
Retained Earnings	\$53.10
Total Liabilities & Equity	\$550.66

Income Statement

Total Sales Revenue		\$430.65
Other Revenue		
Donation	\$2.01	
Total Revenue		\$432.66
Expenses		
Cost of Product Making Materials	\$43.45	
Designer Consultation Fees	\$70.00	
Gross Profit		\$319.21
Fixed Costs		
Meeting Wages	\$97.00	
Total Fixed Expenses		\$97.00
Other Expenses		
Production Wages	\$94.86	
Commissions	\$39.60	
Total Other Expenses		\$134.46
Income Before Tax		\$87.75
California Sales Tax to Junior Achievement	\$34.65	
Net Income		\$53.10
Dividends per share		\$0.90
Dividend & 45% Return on Initial Investment		\$2.90
Shareholder Donation of Payouts to Harmonium 501-c-3 Charity to fund restart of Eco-Eventerprise		\$153.70

Human Resources

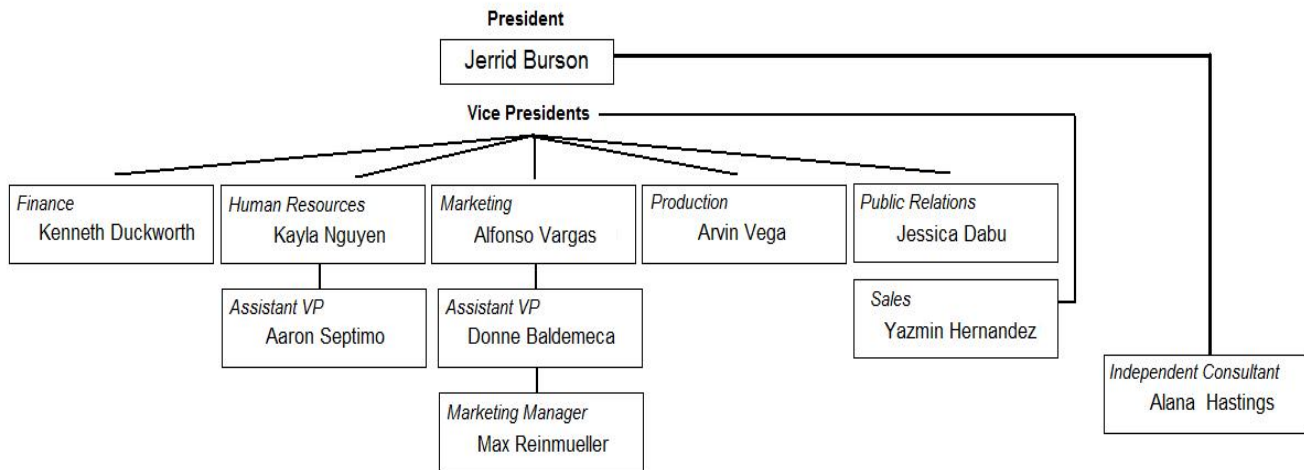


Team Morale

Through astounding artistic abilities, Eco-Eventerprise was formed. The members of this company shared the same goal in creating art with recyclables. As a team, we shared a strong passion for constructing a better world through our self manufactured centerpieces. Although we did not know one another very well at the start of the company, we spent much of our time trying to increase our trust and develop strong connections. We strengthened our bond with each other through our business in addition to activities apart from work as well. At the start of this company, we played a game, linking arms, which proved how well we were able to connect with each other by working as a team. From the start until present, teamwork was definitely our easiest accomplishment. We also enjoyed playing ping pong which brought out our competitive attitudes. This allowed us to present a different side of our personalities aside from business work. Our energy was very upbeat due to food that was shared with the members of our company. At several of our meetings, we were rewarded with pizza and other desserts because of our hard work. During production, the members of Eco-Eventerprise showed enthusiasm through music. Playing music as we created our products increased the speed of our work despite the fact that we each have different preferences in music genres. This allowed our team to bond even more, whether it was by sharing mutual interests or by sharing different opinions. Spending a day together at a field trip expanded our knowledge of being an entrepreneur, but drew us closer together by remaining collective as a team. We spent time discussing with one another about the trip and different techniques we could use to improve our company. The more we grasped the information about businesses, the more we motivated each other to work harder and more efficiently. With our great communication proficiency, each member of this company was capable of broadening their socializing skills in order to get involved with the community. This skill enabled us to combine our creative thoughts to enhance our company. Eco-Eventerprise is a company full of enthusiastic members who have high hopes in accomplishing many of our business' goals.



Company Organizational Chart



Our Team

Board of Directors

Jerrid Burson

President

As president, Jerrid was devoted and involved in the company. He was active in making sure everybody was doing their assigned jobs and that the company was flowing smoothly. Jerrid was a substantial element in the company's overall progress. Above all this, he remained friendly and compassionate to his fellow team members.

Kayla Nguyen

Vice President of Human Resources

Kayla took careful attendance each week, tracked stocks and submitted it in a timely manner. Her enthusiasm and passion was a great asset to the company.

Jessica Dabu

Vice President of Public Relations

Jessica recorded company meetings' minutes and took charge of the production of the company's booth for the competition. She was an ardent member of the team and devoted a substantial amount of hours in production.

Kenneth Duckworth*Vice President of Finance*

Kenneth was a meticulous and devoted individual. Not only did he achieve a perfect attendance, but he also went beyond his work hours to arrange financial affairs.

Arvin Vega*Vice President of Production*

Arvin worked carefully and persistently as Vice President of Production. He was a humble and loyal individual and was a great advantage to the company.

Yazmin Hernandez*Vice President of Sales*

Yazmin was a hard-working and determined member of the team. She was a zealous and sincere sales associate and for that reason, she gained the most sales.

Alfonso Vargas*Vice President of Marketing*

Alfonso's talent in graphic designing and his dynamic personality made him a valuable member of the team.

Aaron Septimo*Assistant Vice President of Human Resources*

Aaron assisted the Vice President of Human Resources in keeping track of the board of directors' attendance. He devoted the most hours in production as well.

Donne Baldemeca*Assistant Vice President of Marketing*

Donne was consistently dedicated throughout the company's journey. His lively personality and charisma kept the group's spirits high and the whole team positive.

Max Reinmueller*Advertising Manager*

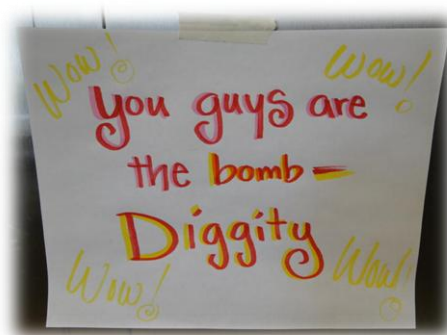
Max was a very diligent member and had attended all of the weekly meetings. His lighthearted attitude kept the group engaged in company meetings.

Acknowledgements

Although the members of Eco-Eventerprise are all teenagers striving for success in their futures, none of us would be where we are in this business without the help of Cliff Beyer, Jonathan “Ricky” Ricafrente, Meredith Foellmi, Alana Hastings, and Layne Hastings. Cliff Beyer is a genuinely kind-hearted man who never left our side throughout this journey. His determination educated our team about entrepreneurial ways of running a business. Jonathan “Ricky” Ricafrente is an intelligent and assertive man who assisted Cliff in teaching Eco-Eventerprise about how businesses function and completing all of the tasks needed to accomplish our goal of being a successful one. Without their teachings, we would only know a scarce amount of information which would not have lead us to where we are now. Meredith Foellmi is a caring and busy woman who has incorporated much of her time to aid our team in being an outstanding company at its fullest extent. She has worked very hard in trying to accompany us throughout our journey with her busy life and has always kept us more than satisfied with our company. Alana Hastings is the woman that this company is dedicated to because her artwork and creativity is what initiated the business. With her artistic abilities, Eco-Eventerprise has achieved many goals and without her, we would not have been able to share this experience among one another. Layne Hastings is an observant and modest woman that always stays on task. She never fails to listen to our ideas and consistently keeps record of our group discussions during our meetings. Without these accommodating and admirable people, Eco-Eventerprise would not have grown into this strong business. We thank you all for aiding us through this experience, we highly appreciate it.

Thank You All,

The Members of Eco Eventerprise





Letter to the shareholders

Dear Eco-Eventerprise Shareholder:

Eco-Eventerprise, a JA company, liquidated its assets and concluded operations on April 29, 2011. JA Companies are dissolved after a 12 week program to provide new employees the opportunity to create their own new companies.

We are pleased to report that we reached our break-even point and exceeded beyond to make a profit. We have given you, the shareholder, the option to receive you initial investment plus a dividend total of \$2.90 or to donate your stock to the restart up of Eco-Eventerprise. The liquidating dividend represents assets and profits that can be used to finance current and future operations.

Upon forming our company in February we decided to utilize the creative designs of Alana Hastings' unique recycled art products as our inspiration. We established the company, formed a board of directors, selected department teams, set up production, and sold our product. We raised initial capital by selling shares of stock for \$2 per share.

We paid designer fees, wages, supply costs and all the typical expenses of doing business. The head of each department maintained detailed production, sales, financial, and personal records. In brief, we performed all the functions of an ongoing company.

Along the course of the twelve weeks, we faced several challenges and difficult choices that taught us how a business works. We learned how to work together as a team to produce and sell high-quality, custom made products.

We wish to express our sincere appreciation to our advisors, Jonathan Ricafrente, Cliff Beyer, Meredith Foellmi, and our product designer Alana Hastings. Without their time and assistance we would not have been able to succeed as a company and enjoy the learning experience. Finally we would like to thank you, our Stockholders, because without your interest and monetary commitment in our company, none of this would have been possible.

Sincerely,

Jerrid Burson
President



Customer Quote:

“I would like to commend the young folks that put together those beautiful center pieces that were on each table at the Mira Mesa volunteer of the year gala held in my honor. The amazing thing about the center pieces is that these folks made them out of recycled material like plastic bottles, bottle caps, tree leaves and a number of other things. What a talent they have and they can all be proud of what they have accomplished. I saved the center piece from my table as did others from their tables. I thank everyone involved, including their director for the guidance she gives them.”

Again Thank You
John H. Sunde Jr.

ECO-EVENTERPRISE

Green Decorations for Special Occasions

A 2011 JA Company

Located at
Harmonium's Epicentre Teen Center

8450 Mira Mesa Blvd
San Diego, CA 92126
(858) 684-3080 x 301