

Creative Covers

Company Report

2020



Creative Covers

Every Story has a Cover

Year of Operation: 2020
Teacher: Mr. Buam
Volunteers: Garrett and Lauren
San Diego, California
JA of San Diego County

Executive Summary

We are Creative Covers and our goal is to inspire students to express their creativity. Our product is a high quality cover page that fits perfectly in the sleeve of your binder. The page is fully customizable, you can email a custom drawing and we will make your picture come to life. We also have other predetermined designs like our CCA pride package. As of April 22 we have sold six of our CCA pride packages. The cost of goods sold was 12 dollars, we had a net gain of 18 dollars and a profit of six dollars. Our website cost 30 dollars to run so this brings the total profit to -12 dollars.

Product Information: Our product is a high quality cover page that fits perfectly in the sleeve of your binder. The page is fully customizable, you can email a custom drawing and we will make your picture come to life. We also have other predetermined designs like our CCA pride package.

Financial Information: As of April 3 we have sold six products. Each of our products cost five dollars. The cost of goods sold was 12 dollars, we had a net gain of 30 dollars and a profit of 18 dollars. Our website cost 30 dollars to run so this brings the total profit to -12 dollars.

Financial Performance

As of April 3 we have not broken even, we have spent 40 dollars on our company. Our sales bring our total profit to -34 dollars. So far we have sold two package products. We have generated ten dollars of revenue from our sales. The expenses so far include the website and the cost of goods sold which comes out to 40 dollars. We do not have any investors so there is no investor return.

Budgeted Income Statement Week 1	
Income	\$
Revenue/ Growth Sales	30
Cost of Goods Sold (COGS)	
Cost of Goods Sold	12
Gross Profit	
Gross Profit	18
Expenses	
Advertising	0
Marketing	0
Website	30
Supplies	0
Start-up Costs	
Intrest	0
Warehouse	0
Matrerials for intitial launch	0
Total Expenses	
Total Expenses	30
Net Profit	
Net Profit	-12

Innovation

Creative covers use both glossy and matte paper in order for our product to achieve the best presentation for all of our customers. We also have custom fit posters to fit in virtually every binder. Creative covers also use a stick adhesive on the back of the poster that sticks to the binder so customers don't lose their binder posters or so they do not slide around.



Marketing/Sales Strategies and Methods

Marketing strategy: Our marketing strategy currently is all online and on social media. All of the members of our business are regularly promoting our business on social media. We were distributing flyers but this is no longer an option.

Target Market: Our target market is high school students because they are the customers that we can reach out to the easiest. Also at school we can set up stands and sell directly to our target market which will allow us to sell more products. We will eventually sell to parents of elementary and middle school children due to their massive interest.

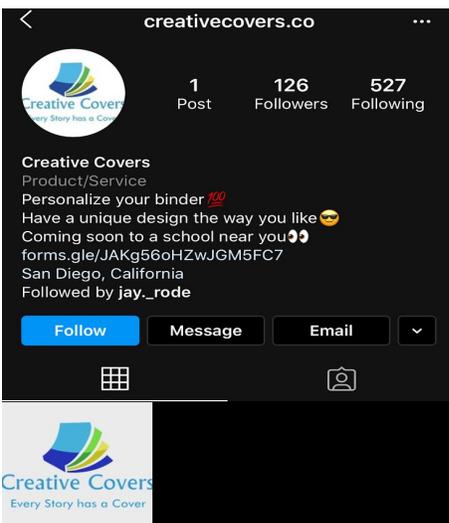
Competitive advantage: Our products are made with high quality paper that is fully customizable. Our ink is very vibrant giving the best color for our product which puts us above people who print their own posters. There are also no other companies selling fully customizable cover pages.

Sales method: Currently our website is our main way of selling our product, the other way that we can possibly sell our product is by driving the orders to the customers house by ourselves. We might do this because the shipping prices currently are very high. Another way we were going to sell was by setting up pop up stands to sell at various schools.

Packaging: With our packaging we wanted to focus on simple cost effective packaging that offered good protection to our product.



Social Media: Our goal on social media is to try to bring as much notice as we can towards our product. We are currently following 527 people and are following more daily.



Advertisement: The way we would advertise our product was to pass out flyers. Now we are advertising our product on social media by following other people and promoting with our personal accounts.



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Contact Us For More Information:
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<https://tsd050.wixsite.com/website>



No More Boring Binders

With Creative Covers

SHOW YOUR CREATIVITY WITH FUN AND UNIQUE BINDER POSTER DESIGNS FROM CREATIVE COVERSTM



Leadership and organization: We identified leadership by observing who was taking action and promoting progression of the group. Ben was the one to do this so we made him the leader and CEO of Creative Covers. The other members include, Tyler D, our CFO, he manages our money and helps with needed tasks. Our CMO is Ryan M, he handles all of our marketing and helps with small tasks. Our COO is Kyne X, he helps keep our group in check and helps with tasks. We motivate our employees by offering them candy/food and encouraging them to try their hardest. We also went out for a team reward after we finished a hard week of work. The strategy we used to achieve company goals was to distribute work so each team member had an equal workload, and reward our team members with lunches and outings to promote their great work.

Learning Experiences and future Application: Throughout our experiences of creating a business our company learned a lot about communicating with different kinds of people, if we needed to close a sale we would have used different strategies with different people in order to sell our product. Communicating with other people in the business is also sometimes challenging because everyone won't always be available so we need to schedule a time earlier for meetings.

