

Party in aBox

2018-2019

Junior Achievement of
San Diego



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School Name:

Canyon Crest Academy

Company Name:

Party in a Box

Executive Summary:Mission Statement:

We are committed to putting the fun back in party planning by providing our customers with a convenient and simple solution.

Description of Product:

We are selling a party in a box, which includes curated products and supplies that one would need to throw a themed party. We have personally curated all of the items from various stores, taking out the time it would usually take someone to plan a party themselves. We have bought decorations from different vendors and are presenting them in an original way. There are some standard items (cups, plates, napkins, etc.), as well as some more memorable items (specialty banners, photo backdrops, etc.). These special items have increased the quality of our box and differentiates us from the competition. We have created two boxes with different themes: a kid's box with a simple happy birthday theme and an adult box with a gold, black, and white, elevated theme. In order to increase our marketing reach, we have also branded the boxes. Beyond our boxes, we are also offering an additional service of aiding our customer in setting up their boxes. This add on can be purchased with either of our boxes. Overall, our goal with the party in a box is to ease the party planning process for our customers.

Summary of Financial Statement:

In order to start our business, each of our employees invested enough money to make two boxes, one of each kind. This initial investment helped us create our product and market it to our target market. From then on, to create each box, we had customers pre-order their boxes. This way we would only create the needed amount of product, rather than a large amount of product that we couldn't sell. Through this method we have been able to make a number of sales and are looking to expand our business this way. In the future, once we make enough profit, we will be able to have constant inventory and will no longer need to take pre-orders.

Company Performance:

In the given time frame, Party in a Box has been able to produce and sell a product successfully. We have created a lasting connection with our target market and community. By personally selling to people, our reputability as a company has increased. We make the conscious effort to understand our customers' needs and tailor our product to best solve their problems. After curating the products and paying attention to detail, we have created a product that we are proud to sell. It has been a long process to create the product and find our customers, but through our diligence and strong work ethic, we have created and sold boxes.

Company Overview:

Business's Purpose:

The purpose of Party in a Box is to take the stress and hassle out of planning a party. We have created a product that solves the problems that come along with throwing a party. The boxes are a convenient and simple solution for hosts and hostesses. Instead of frantically running to a variety of stores to throw the perfect party, one can purchase a party in a box. Our boxes function as a one-stop-shop for all of the decorations and supplies that our customer may need for their next party.

History:

The idea for this company stemmed from the difficulty that is experienced when planning parties. The members of our company noticed that when we, or any of our family members, were planning parties there was a large amount of stress surrounding the process. We came to the conclusion that there must be a better way to plan a party and get all of the supplies, without rushing to stores at the last minute. In order to help people enjoy the party planning process and simplify it for everyone, we decided to create a product that has all of the supplies needed for a party in one place.

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Genesis of Concept:

Once we assessed the issue that people were having with the party planning process, we were able to think of ways to come up with a solution. After looking at many company models, like Amazon and BirchBox, we realized that people were willing to pay a premium for convenience. We decided that by having everything in one box, the product would be efficient and solve the problem for our customers.

Current Status:

Currently our company is producing and selling our first few boxes. We recently created and sold our first box. We have also been increasing our marketing by releasing ad campaigns on Instagram and Nextdoor. In order to thoroughly inform our community about Party in a Box, we have gone to numerous events where we have been able to personally sell to parents. We have made a product directory and brochures to aid us in personal selling. To help further inform our customers and target market, we have also created a website and Instagram page. All of these tools are used to get the mission and vision of Party in a Box in front of as many people possible.

Overall Strategy and Objectives:

The overall strategy of Party in a Box is to provide and convey the convenience, fun, and stress-free nature of our product. This is done through the creation of a curated party box and an effective marketing strategy. Our party in a box solves the issue of a time-consuming planning process, with the ease of having all the supplies and decorations for a party in one place. Our marketing strategy is to create a connection with our community to communicate the goal of Party in a Box. This has allowed us to sell our product by consistently putting an emphasis on our core values (convenience, fun, and stress-free).

Products and Services:

Description:

The product that we have created is a box which includes all the supplies and decorations needed to throw an amazing party. We have created two different box options: one directed to kids and one to adults. The kid's box has a gender neutral happy birthday theme. This allows us to cater to all kids and parents. The classic happy birthday theme can be used for a variety of different kinds of birthday parties. The box includes a variety of decorations and unique products that have a coherent, colorful, and youthful theme. The adult party box has an elegant and simple theme that can be used for a variety of occasions. The color scheme will be black, white, and gold. These colors give the box an elevated feel, allowing us to appeal to a wider range of adults. This box can be used for any birthday party, anniversary party, or graduation party. With these two boxes, we satisfy the needs of our customer base with a quality product. Below are images of some of the products included in our boxes: on the left is the kid's box and the right is the adult's box.



Features and Benefits:

Our Adult's box has a black, white, and gold theme. The box includes plates, cups, napkins, utensils, a chalkboard banner, a tinsel backdrop, balloons, confetti, tablecloth, and straws. Our kid's box has a colorful birthday theme. This box includes plates, cups, napkins, utensils, balloons, streamers, a happy birthday banner, and noisemakers. We searched for products that were quality, but were still at a minimal cost for us. Our Party in a Box With Help is our service for which our employees will help people set up their parties. Although we are not professional decorators, we will help where our customer wants/requests.

Pricing Strategy:

The breakdown of the pricing of all of the items in the box can be found in the production costs section below. But, our strategy behind pricing was to first find the products that we wanted to include in the box. We had set ourselves a goal of \$50.00 for the production costs of each of the boxes. After further research, we realized that in order to create a quality box, we would initially have to invest more in creating the boxes. The price of our boxes increased as did the cost of

producing them. However, when surveying our target market we found that people spend upwards of \$200 buying decorations for parties. Once these results came in, we decided that our product was priced at an appealing price for our customers.

Current Stage of Development:

We currently have the materials for a prototype box of each kind. We will be using these boxes at our personal selling events and booths. The boxes that we are selling are made to order. So once we get a pre-order, we will use that money to purchase the materials for their box. This way we don't have any extra materials or boxes that are wasted.

Operations:

Plan for Production and Delivery:

We have been assembling all of our boxes ourselves to ensure quality and consistency. The supplies are bought by the company and then members of our team assemble the product. In order to further our connection with customers, we personally deliver each box. This allows us to collect any payment from them and also offer them the option to buy our service.

Production Cost:

Adult Box

- Plates, napkins, cups, straws: \$40.00
- Balloons: \$3.00
- Tinsel Backdrop: \$4.50
- Confetti 60 grams: \$5.00
- 150 pack of utensils: \$9.95
- Chalkboard banner: \$5.79

Kids Box

- Utensils and Cups: \$12.50
- Napkins: \$4.99
- Plates: \$16.00
- Dessert Plates: \$2.49
- 20 Balloons: \$3.99
- Noise Makers: \$3.00
- Streamers: \$2.49
- Banner: \$7.99

The total cost of producing the kids box is \$53.54 and we plan to sell it at \$70.00. This way we can make profit, as we have to pay tax on the items that we are purchasing. The total cost to produce an adult box is approximately \$68.24 and we will sell the box for \$85.00. We have a 23% profit margin for our kids box and a 19% profit margin our adult box.

Marketing Strategy:

Market:

About 18 million events and meetings are organized in the U.S. every year. This produces \$280 billion in spending and \$66.8 billion in labor income (2). Overall, the events industry contributes \$115 billion to the national GDP, \$14.8 billion to federal tax revenue, and \$13.2 billion to state and local tax revenue. The events industry contributes more to GDP than air transportation, movie production, music recording, performing arts or spectator sports (2). There is large market for party planning services and products. Within in this large market, we will be targeting our local San Diego Community. In North County, there are a lot of families with working parents and other

employed individuals who may want to throw parties, but the time it takes to plan a party stops them from holding an event. We will be targeting this group of individuals in our marketing.

Competitive Analysis:

Since we decided to focus on marketing to our local community, our competition is very limited. There isn't a product in the market that is similar to our party boxes. The alternative to buying a box is actually going to a store or spending the time online, sifting through multiple websites to find decorations. By focusing on our community, we have been able to market the company as a local brand. People are more willing to support us when we mention that we are in highschool and have created a start up business. Our community has been very responsive toward our product and have supported our business. Party in a Box provides a level of convenience that makes us stand out in the market. To create our curated boxes, we scoured multiple vendors to find the best supplies; in our marketing strategy, we focus on the uniqueness and efficiency of our product.

Strategy:

We decided to make marketing pieces that could serve as tools to enhance our selling process. The first tool that we created was our website. The website was created to have detailed information about our business and product. It can be linked to all of our social medias and is a great way for our customers to get extra information on us as company. We also created a brochure to use during personal selling events and flyers to put up around the community. These tools are utilized by our team to effectively market our product to the target market.

Marketing Opportunities:

There are multiple opportunities to market our product to our customer base. Since we are focusing on our local community, we have decided to use apps like NextDoor and Instagram to promote our products. These platforms serve as the basis for our marketing strategy. We are able to get in contact with large groups of people without investing a large of sum of money ourselves.

Sales and Promotions:

Marketing Activities:

We have run a few promotional campaigns on our various social media platforms, along with advertising in our community. Our Party in a Box Instagram profile has 80 followers and is continuing to grow. We post frequently and interact with our customers on a daily basis on our Instagram. These interactions get our customers excited about our business and gives them a place to give us feedback on our product, as well as get in touch with us. Also, we have run an ad campaign on NextDoor, informing our community of our product. We have received responses from our posts of people expressing interest in our company. The company will continue to run promotions on these platforms and will expand our advertising reach as the company grows.

Sales Strategy:

Our main sales strategy is to personally sell our product. We wanted to focus on creating a connection with our customers by going out into are community and informing people about our product. We have begun personally selling to our community through multiple marketing events. Our first marketing event involved one of our team members going to her sister’s basketball practices and pitching to the parents at the event. This event was very successful for us, and we were able to get two pre-orders. After this event, we decided to plan an event with the post office in our area. We will be setting up a table and informing people of our product. We have also planned to throw a party for our community at the library. Here, we will invite parents and members of our community who may be interested in our product. If these event bring in pre-orders we will look at setting up more booths in our community, at parks, in front of our local grocery store, and at other sporting events.

Sales Objectives:

The objective of our sales strategies and personal selling ventures is to form a strong relationship with our customers. We hope that by throwing several parties, our business will have a positive reputation. By the end of the month, we hope to have thrown at least three parties and sold five boxes. We will be working over the next month to drive up sales by increasing advertising and personal selling events. The company’s revenue is projected to increase by the end of the month through the utilization of our strategies.

Current Sales:

We are currently working to get pre-orders for our boxes. We have confirmed our first two pre-orders and are in the process of assembling their boxes. Once we run more promotional events, we hope to see an increase in sales and profit.

Management:

Role	CEO	CFO	CMO/CSO	COO	HR Director
Team Member	Prisha Kukkal	Hanna Aghajan	Darshana Boopathi	Sydney Daruwala	Moriah Rose

Organizational Structure:

Party in a Box is organized in a way that is beneficial to the company and plays off of each of our employees strengths. Our team consists of five members: a CEO, CFO, CMO, COO, and Head of HR. Each member of our team works on their part of the company which they are responsible for. In order to put out the best work, we all check each other’s work to ensure that there is a consistent standard and quality in what we are doing. By working together, we make the most of our different skill sets and are able to complete tasks efficiently.

Roles:

Each person in our team plays an integral role in the success of Party in a Box. Our CEO, Prisha, oversees all of activities within our organization. She works to assure the quality and consistency of our work. The CEO also creates the image of Party in a Box by launching the website, marketing pieces, and presentations, all with a uniform theme. Hanna, our CFO, is in charge of the company's finances and keeps track of money flow within the company. She also helps with buying and selling the boxes. She also helps with the pricing of our product through market analysis and the cost of production. In charge of marketing our product and creating a relationship with our customers is our CMO, Darshana. She strives to get our product to the target market by coming up with innovative and original strategies. Sydney, our COO, oversees the production of our product and curated the items in the boxes. She worked towards creating the boxes with the highest quality of decorations possible. She took advice from our CFO and CEO as to the pricing and return on investment of each supply purchased. Finally, Moriah writes a detailed HR report of everyone's performance. She ensures that all team members are on task and motivates us to work harder.

Personnel Needs For Strategy Execution:

In order to create our product we have our COO who oversees all of the operations of the business. Along with Sydney, we have buyers and curators who work to find the best items for our boxes. They all then work together to assemble the boxes. For the execution of our marketing and sales strategies the company requires a knowledgeable CMO. Along with the CMO, Darshana, we have other individuals who are well versed in marketing and are able to assist in the creation and execution of our strategies. In order to advertise properly, we have assigned our CEO with the task of creating the major marketing pieces. Hanna works on the financial and other company statements. Our head of human resources, Moriah, helps with the overall execution of all of the projects within our company and makes sure that everyone is cooperating.

Future Potential:

Business Beyond the Program:

Party in a Box has multiple directions for expansion and many more opportunities for growth in the future. We will be coming out with more themes in the future and hope to one day offer a customizable box. The boxes will also come in multiple sizes in order to cater to parties of different sizes. Also, we hope to increase our advertising reach and to expand Party in a Box. We hope to make our product available nationally. In order to increase our service, Party in a Box With Help, we would like to hire more people to help us set up the parties. These individuals would also aid us in delivering the boxes. This way we are still able to continue to create a personal connection with our customers. Overall, we hope to get our party boxes to as many people as possible, solving the issue that many have with the party planning process.

Summary Financials and Performance:

Financial Summary:

In order to get our company started, each of our team members invested in the company. Party in a Box began with \$150, which we used to create our first two boxes. From then on, we have used the

money from our pre-orders to create boxes for our customers. We are hoping to break even and possibly profit once we have paid back our initial investors.

Performance Summary:

All of the members of our team have been working very hard to get our company started. We hoped that we would have had more sales at this point. However, we are in the process of making our first two sales and are increasing our efforts to make more in the future. We will continue to market our product to our customer base through the promotions that are currently running. These marketing methods will also be diversified as we grow as a business. Currently, we are very proud of our prototype boxes and are looking for more sales in the future.

Income Statement:

Total Spending		Total Profit	
Supplies for the Box	\$66.66	Kid's Box	\$0
Advertising Costs	\$0	Adult Box	\$0
		Party in a Box with Help	\$0
<u>Total</u>	\$66.66	<u>Total</u>	\$0

Monthly Summary:

Income		Expenses	
Number of Boxes Sold	\$0	Total Cost of Production	\$66.66
Income from Service	\$0	Advertising Costs	\$0
<u>Total</u>	\$0	<u>Total</u>	\$66.66
<u>Net Profits</u>	\$0		