



28 September 2015

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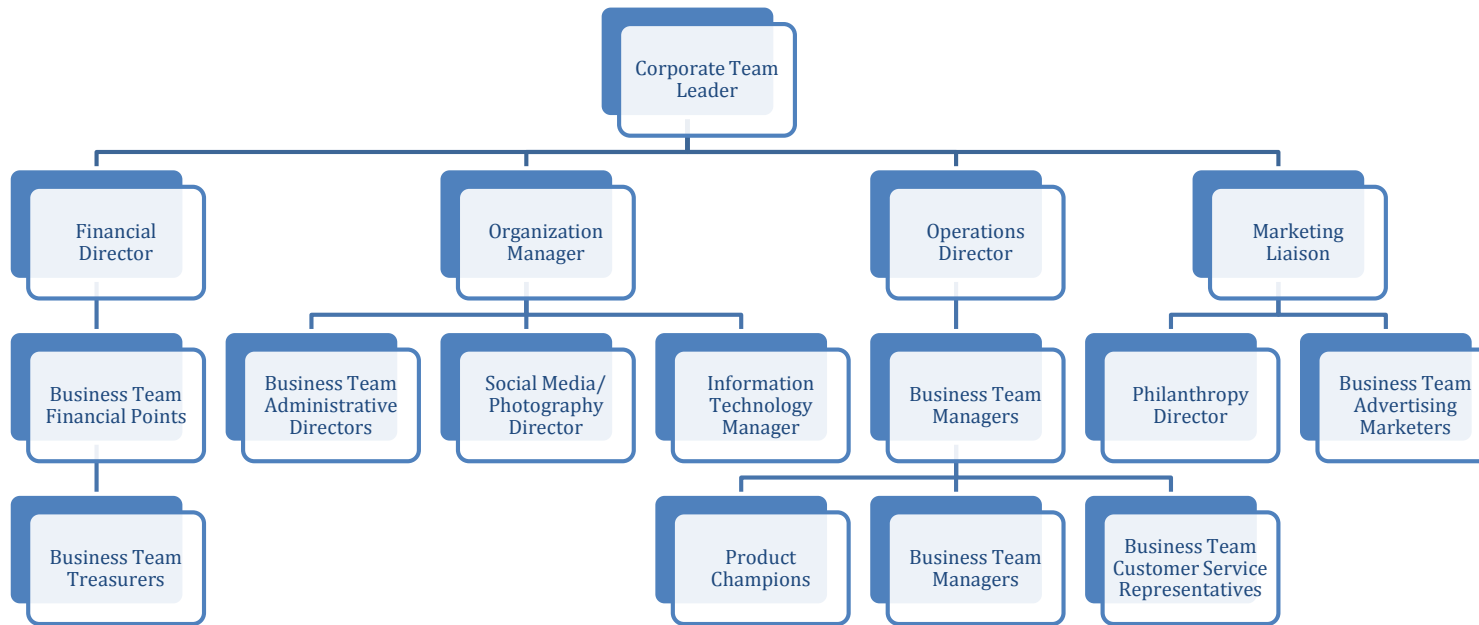
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Our Mission:

It is the mission of our company to develop positive brand recognition for IBC by providing desired products and services with exceptional customer service at high-value price points - all for the glory of God.

Organization Structure:

Commented [JSG1]: Need an org. chart with specific names



SGA Partnership/Philanthropy:

SGA Partnership:

We have the opportunity this year to partner with Cedarville University's Student Government Association (SGA). SGA has a positive recognition on campus and a number of various marketing advantages and connections that will greatly help IBC. SGA can help with reserving tables in the lower Steven's Student Center, setting up meetings with key administration, allowing us to access their media and design resources, as well as a number of other important marketing innovations.

Philanthropy:

We are excited to partner with SGA because we are also joining them in their mission to serve the local community through several different charities.

Changing Lives Now:

Changing Lives Now is a ministry located in Springfield Ohio. They are currently working on building the "Celebrate Recovery" home, which is a "half-way" house. Changing Lives Now focuses on the physical, emotional, and spiritual rehabilitation of hurting individuals. IBC will be providing this organization with the finances necessary to help build the home.

Shoes for the Shoeless:

Since January of 2010 Shoes for the Shoeless have been providing students in the Dayton Area with a free pair of socks and shoes. Volunteers go to the school and serve by fitting and handing out a pair of socks and shoes to each student. Their goal for 2015 is to give socks and shoes to 7,000 Dayton area children.

Target Dayton Ministries:

Target Dayton Ministries served more than 45,000 hot meals to the poor and homeless last year. The volunteers not only serve meals but also are able to eat meals with them and build personal relationships proclaim Christ.

Our goal for IBC is to provide \$4,000 that will be split between Changing Lives Now, Target Dayton Ministries and Shoes for the Shoeless. Aside from financially assisting these ministries IBC is planning trips to serve at the ministry. We are excited to give our financial resources and time to further the growth of God's kingdom, through serving in our local community.

FIFA Tournament

Event Overview:

This will be an evening-long FIFA 16, World Cup formatted video game tournament.

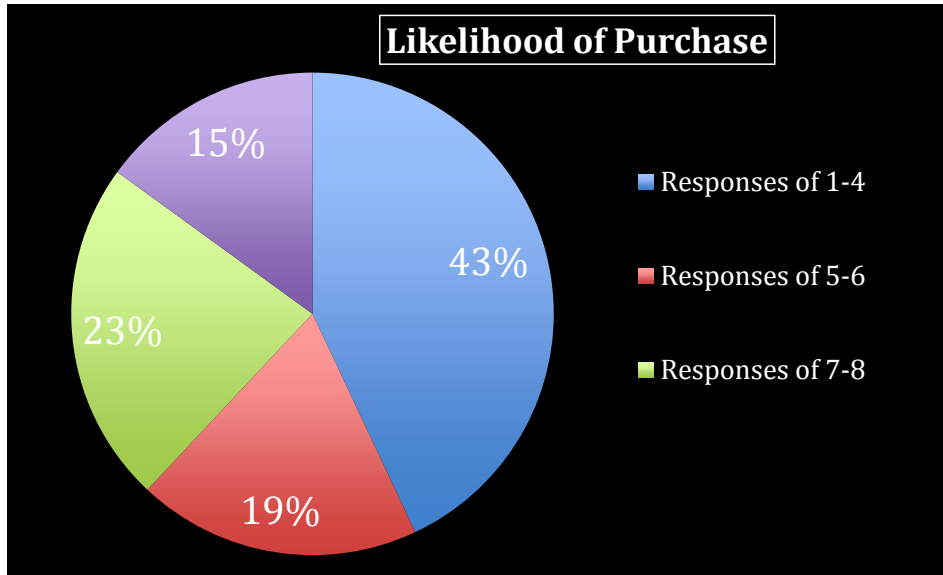
Event Description:

The IBC is looking to host a world cup style FIFA 16 tournament. This event is going to be taking place October 23rd in the Annex, which was the former game room next to the hive in the lower SSC. Registering for the event will be \$10, or \$16 for two people. At the event there will be Xbox Ones connected to televisions around the annex. Individuals will choose a soccer team on the Xbox for the tournament and will play face-to-face against each other in each game. The goal is to win each match in order to earn a grand prize, which is a copy of FIFA 16.

Event Format:

This tournament will be presented in the same structure as the World Cup. In the first stage of the tournament, the group stage, the players will be placed into groups of four. Within those groups, games will be played 1v1, with one person controlling one team of 11 and the other person controlling the second team. The games will be set to 4 minute halves for a total of 8 minute games. Scoring within the groups will be: three points awarded for a win, one for a draw, and zero points for a loss. The player with the most points will advance to the single elimination tournament. If there is a tie with scores the tie breaker will be the number of goals scored then number of goals allowed.

Appeal:



Likelihood of Purchase:

To determine if there was a potential need on campus for the FIFA tournament, 232 students were surveyed. For an honest assessment of whether this was a legitimate idea, we decided only scores of 9 out of 10 and 10 out of 10 would be considered potential buyers. The results of the concept test returned with 15% of the surveyed students saying they would attend the event. There was a high amount of excitement and passion expressed by a significant number of students. Furthermore, if that 15% is extrapolated to the entire student body of 3,200 students (resulting in about 480 potential buyers), we are convinced there is a significant need on campus. Our testing also resulted in 36% of the students responding that they would recommend this event to a friend. The high percentage implies that excitement for this event would spread, resulting in a higher interest.

Event Distinction:

The FIFA 16 Tournament will be unique because there is currently nothing that fulfills this need of a large-scale video game tournament. Playing in this tournament is different from playing in the dorms because of increased competition, excitement, and camaraderie. In this tournament, individuals will see many competitors with different styles of play. In addition, this tournament will instill community among many players with the similar interests.

Marketing Strategy:

Awareness of this event will be done with posters throughout campus with a focus on male dorms and other academic buildings. We have contacted President White and Vice President Wood to promote the FIFA tournament during chapel. We've asked that they play a short game before the chapel service starts. We plan to set up a console in the Dixon Ministry Center (DMC) and the upper Steven's Student Center (SSC) while members of the IBC play the game. We have contacted the principals of Cedar Cliff and Xenia Christian high schools. The date of the tournament falls on a "CU Friday" – where 150-400 high school students visit campus. We have contacted admissions to market this event and allow prospective students to register before they arrive on campus.

Supplier Information:

We currently have six Cedarville students who are willing to let us borrow their Xbox Ones for the tournament, significantly lowering the costs by not renting systems. A copy of FIFA 16 will be purchased as the grand prize. The members of the Strategic Business Unit (SBU) will acquire rentals of FIFA 16 through an online rental service subscription at no cost.

Contracts:

Cedarville University has approved lenders, which covers all liabilities to borrowed systems and accessories. Participants sign a liability waiver agreeing to cover the costs of any damages they caused. Both waivers state that IBC is not liable normal wear to the systems.

Information Technology:

Online registration will be offered through Cedarville University's website. The participants may fill out this form at the registration table in the lower SSC, using cash or credit cards. The registration form can be accessed by individuals from their personal computers, with the option to pay with a credit card.

FIFA Financial Information:

Commented [JSG2]: Low risk, medium reward

FIFA Event	
Net Income Projections	
Ticket Sales*	\$645
Operating Expenses	
Marketing expense	\$100
Supplies expense	
Xbox rental	30
Prizes	90
Total supplies expense	120
Refreshment expense	50
Credit Card Transaction fees	8
IBC reserve (5%)	32
Interest expense	1
<i>Total operating expenses</i>	\$312
Net Income	\$333
# of Tickets to Breakeven	37

*75 ticket sales. 70% sold at discount of \$8/ticket. Last 30% at flat \$10/ticket.

FIFA Event	
Breakeven Analysis	
Projected costs:	
Marketing expense	100
Total supplies expense	120
Refreshment expense	50
Credit Card Transaction fees	8
IBC reserve (5%)	32
Interest expense	1
<i>Total projected costs</i>	\$311
# of tickets sold to breakeven	37

<i>FIFA Tournament</i>	Present - 10/17	10/18-10/20	10/21-10/23	Summary
Cash Receipts				
Projected Sales (plus previous sales)	0	258	387	645
Loan Disbursement	100	0	0	100
<i>Total Cash Receipts</i>	100	258	387	745
Cash Payments				
Marketing Expense	100			100
X Box Expense			30	30
Refreshments Expense			50	50
Prize Expense			90	90
Transaction Fee		3	5	8
IBC Reserve			32	32
Loan Repayment		50	50	100
Interest Expense			1	1
<i>Total Cash Payments</i>	100	53	258	411
Cash Increase (Decrease)	0	205	129	333
Beginning Cash Balance	0	0	205	
Ending Cash Balance	0	205	333	

FIFA Event	
Loan Request	
Marketing expense	100
Total loan requested	\$100

Timeline:**18 October**

- Posters are Hung

19 October

- Chapel Marketing
- Registration Begins

23 October

- Registration Ends
- The Event

Contingency Plan:

Potential problems with this event may consist of low attendance numbers, technical difficulties, and damage to controllers and systems. To solve for low attendance, we will offer a prize and discounted price for dual sign-ups. To solve for technical difficulties, we have obtained extra: Xboxes, controllers, and televisions. To solve for potential damage, we will require all of our customers and suppliers to sign a liability waiver.

Glow Golf Tournament

Event Overview:

Glow-Golf is a late night co-ed Campus Golf Tournament with glow in the dark tennis balls and glow in the dark hole-markers.

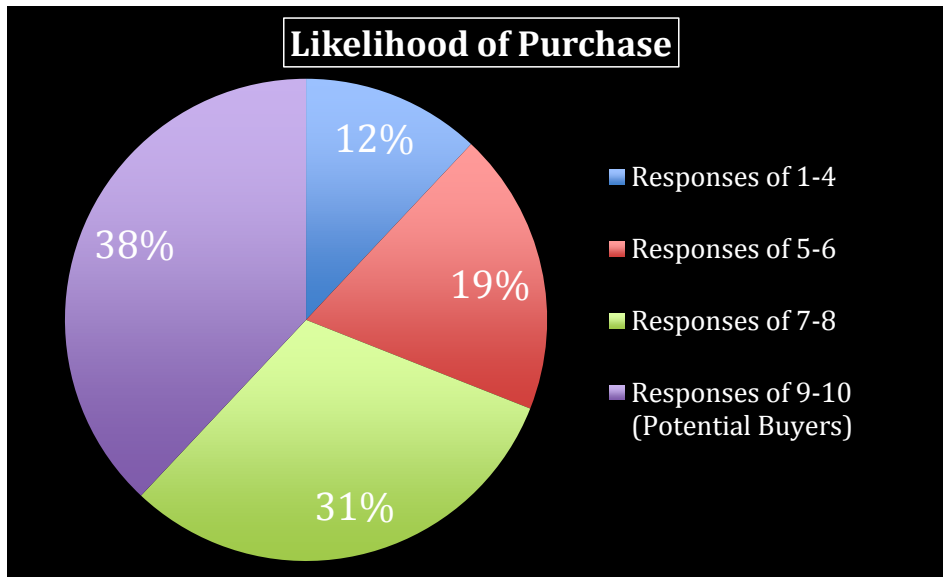
Event Description:

Nighttime golf played on campus using glow in the dark tennis balls and golf clubs. Strategic objects around campus will be covered in glow in dark duct tape to be used as “holes” for the event. The team with the lowest score at the end of the round will receive a prize along with the best-dressed glow team, the ball closest to the pin, as well as the longest drive on a designated hole. When people finish their round of golf, there will be fun glow in the dark activities, refreshments, and music for them to enjoy while they wait for the awards ceremony. There will be two 9-hole courses – the “blue course” and the “yellow course” – that players can choose from at registration. The list of tee times is set in 10 minute intervals, beginning at 7:30pm and ending at 10:00pm.

Event Format:

The tournament will be a four-man scramble. A “scramble” format means each of the four players on a team hit their golf ball and the location of the next shot is decided by the “best” ball position from the first stroke. This process is repeated until the ball gets in the hole – or in Campus Golf, until the ball hits the pre-determined object. This format creates an environment where even those who do not golf can participate and compete while still having fun. The score of the team will be recorded on the scorecards that are given out the teams before they begin.

Appeal:



Likelihood of Purchase:

Determining if there was a potential market for a unique event, such as the Glow Golf Tournament, on campus made concept testing critical. We surveyed 289 students on campus to decide if this was an idea that should be pursued. When asked if they would buy tickets, 38% of the surveyed students responded with a 9-10, with 10 being “extremely likely”. These results were very positive, suggesting a large amount of interest for the Glow Golf. When asked if they would recommend this event to a friend, 41% of students responded with 9-10. This high response of recommendation should increase awareness across campus and promote groups signing up together.

Event Distinction:

Campus Glow Golf differs from “normal” campus golf, because it gives teams the opportunity to play in the dark. The glow-in-the-dark atmosphere paired with the scramble format gives Glow Golf a unique distinction.

Marketing Strategy:

We will be marketing Glow Golf in a variety of ways. Our graphic designer is creating posters for the event. The posters will be a high quality design, posted in the SSC and in the lobbies of the dorms. Our team will be painting “the rock,” located between the Dixon Ministry Center and the Steven’s Student Center, with glow in the dark paint. Our video will be played at the beginning of chapel on October 6th. The video and the painted rock will grab people’s attention and create a sense of mystery and anticipation. We have contacted the principals of Cedar Cliff and Xenia Christian high schools. The hope is to hang posters in the schools and create a way for them to register easily during their school day. We have contacted the youth leaders of Grace Baptist and Southgate Churches with the intention that this event can be extended to multiple youth groups. We’ve contacted the Resident Directors on campus asking them to encourage this event to the Resident Assistants as a “bro-sis” event; this will help engage both genders. A Campus Golf hole will be set up outside of the Steven’s Student Center from 11pm-2pm on October 6th, the day the video is played, to introduce people to campus golf and raise awareness about our event. The goal is to engage females and freshman to encourage them to try campus golf, allowing people who have never held a club before to have fun trying and getting comfortable with it. We have planned a meeting with Brian Burns about having a “human statue” on a stand in the upper SSC. If we receive approval, someone will be dressed in all black and covered in glow sticks to create more excitement about the event.

Supplier Information:

We have obtained permission to borrow golf clubs from the golf shed at Cedarville University’s driving range for this event. We are obtaining our tennis balls for free from the Cedarville University tennis team. The only purchases that we will have to make will be the glow-in-the-dark paint, glow sticks, and glow tape. Amazon.com is our supplier for the glow-in-the-dark materials.

Written Contracts:

For any equipment that is lent to us, there will be written contracts signed by both the lending parties and IBC. The contracts will state that we are not responsible for normal wear and tear on the equipment borrowed. There will be a waiver provided from Cedarville University ensuring that liability for safety issues is covered for both the IBC and the University.



Information Technology:

Online registration will be offered through Cedarville University's website. The participants may fill out this form at the registration table in the lower SSC, using cash or credit cards. The registration form can be accessed by individuals from their personal computers, with the option to pay with a credit card.

Glow Golf Financial Information:

Glow Golf Event		
Net Income Projections		
Ticket Sales*		\$1,219
Operating Expenses		
Marketing expense		\$200
Supplies expense		
Glow bracelets/course markers	114	
Glow paint	120	
Prizes	75	
L.E.D Lights	80	
Total supplies expense		\$389
Refreshment expense		60
Credit Card Transaction fees		15
IBC reserve (5%)		61
Interest expense		8
<i>Total operating expenses</i>		\$733
Net income		\$486
# of Tickets to Breakeven		91

*150 ticket sales. 75% sold at discount price of \$8/ticket. Last 25% at flat \$10/ticket

Glow Golf Event		
Breakeven Analysis		
Projected costs:		
Marketing expense	200	
Total supplies expense	389	
Refreshment expense	60	
Credit Card Transaction fees	15	
IBC reserve (5%)	61	
Interest expense	8	
<i>Total projected costs</i>		\$733
# of tickets to Breakeven		91

<i>Glow Golf Tournament</i>	Present - 10/4	10/5-10/6	10/7-10/9	Summary
Cash Receipts				
Projected Sales		406	812	1,219
Loan Disbursement	650			
Total Cash Receipts	650	406	812	1,868
Cash Payments				
Marketing Expense	200			200
Supplies Expense	389	60		449
Transaction Fee		5	10	15
IBC Reserve			61	61
Loan Repayment		325	325	650
Interest Expense			8	8
Total Cash Payments	589	390	404	1,383
Cash Increase (Decrease)	61	16	408	486
Beginning Cash Balance	0	61	77	
Ending Cash Balance	61	77	486	

Glow Golf Event	
Loan Request	
Marketing expense	200
Supplies expense	390
Refreshment expense	60
Total loan requested	\$650

Timeline:

24 September	• Materials Purchased
4 October	• Poster are Hung
5 October	• Registration Begins
6 October	• Video Plays in Chapel
9 October	• Event Date

Contingency Plan:

The Glow Golf Tournament will be a rain or shine event. The event will not be cancelled unless it starts to thunderstorm and there is visible lightning. If it does thunderstorm, then our event will be pushed back to the following night. There will be no refunds provided if players are not able to make it to the rescheduled date.

Moonlight Madness T-shirts

Product Overview:

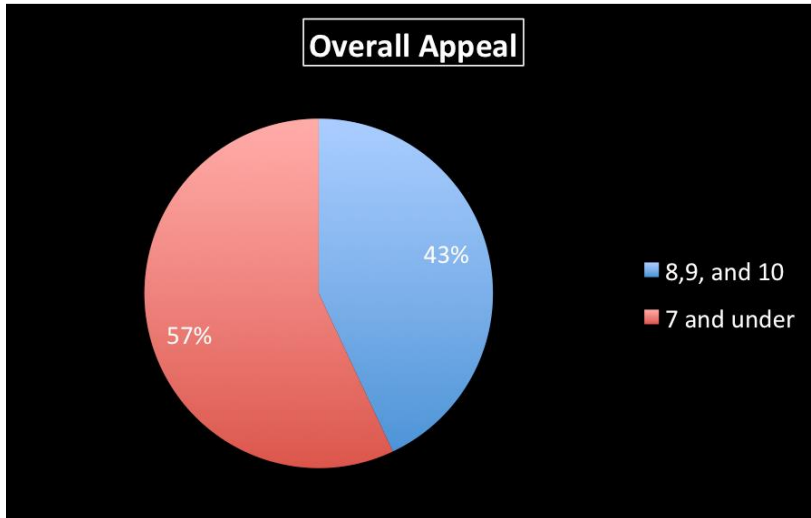
We will be selling t-shirts that feature this year's Moonlight Madness logo.

Product Description:

Glow-in-the-dark Moonlight Madness t-shirts will be sold prior to, and at the Moonlight Madness basketball event, as well as at the *BlackOut* basketball home opener. The front side of the shirt will feature the logo of a moon along the side of a basketball with the slogans "Moonlight Madness" and "Cedarville University". The back of the shirt will have the words "#BacktheJackets" as well as our IBC logo. The shirts will be sold for \$5, and will be available to all who wish to purchase and support Cedarville athletics.



Appeal:



Overall Appeal:

We concept tested 250 students on campus, asking them their thoughts on the moonlight madness t-shirt. For the appeal rating, we had an average of 7 out of 10, with 10 being extremely likely to purchase. Therefore, 43% of voters gave an appeal rating of 8, 9, or 10. We concept tested the shirts at \$12 per shirt, as opposed to the new \$5 per shirt price. With the new lower price, we anticipate the product to become more of an impulse buy. The event was two months away when concept testing took place. At that time the freshman class (25%+ of campus) had no knowledge of the event. We know that because of these factors, our concept testing was not 100% accurate. Finally, we expect that the desirability will continue to rise as the event draws closer, which averages an attendance of nearly 2,500 people.

Marketing Strategy:

On the day prior to the Moonlight Madness event, the chapel band will wear our shirts and briefly announce selling information. SGA will use our shirts in the Moonlight Madness video that will be played in chapel. We will have 40 posters spread throughout campus to raise awareness and excitement. During the week prior to the event, we will be selling shirts in the lower SSC, as well as personally selling in the dorms. We are working directly with the men's and women's basketball coaches in order to promote the t-shirts by having each of the basketball players wear the Moonlight Madness shirt the week before the event.

Inventory Details:

We will purchase 800 Moonlight Madness t-shirts in our initial order. Of those 800 t-shirts, 50 will be provided for free to the men's and women's basketball teams, the chapel band, and the participants in the Moonlight Madness video.

Financial Information:

Commented [JSG3]: Loan Committee believes that a \$5 price point is too low; double the cost
Idea: partner w Rinnova: shirt & coffee for \$10

Moonlight Madness Shirts			
Net Income Projections			
Revenues			
Shirt sales*	4,000		
Less: COGS	(3,800)		
Gross profit			\$200
Operating Expenses			
Marketing expense	150		
Giveaway expense (50 shirts)	240		
Credit Card transaction fees	50		
IBC reserve (5% of sales)	200		
Sales tax (6.75% of sales)	270		
Interest expense	54		
Total operating expenses			964
Other Income			
Coaches sponsorship	1,500		
Tentative sponsorship	1,000		
Total other income			\$1,500
Net income			\$736
# of Shirts to Breakeven			653

*800 shirt sales at \$5/shirt

Moonlight Madness Shirts			
Breakeven Analysis			
Projected costs:			
Cost of goods sold	3,800		
Less: Sponsorships	(1,500)		
Marketing expense	150		
Giveaway expense (50 shirts)	240		
Credit Card transaction fees	50		
IBC reserve (5% of sales)	200		
Sales tax (6.75% of sales)	270		
Interest expense	54		
Net projected costs			\$3,264
# of shirts sold to breakeven			653

<i>Moonlight Madness T-shirts</i>	Present - 11/1	11/2-11/7	11/8-End	Summary
Cash Receipts				
Projected Sales		3,560	200	3,760
Sponsorship		1,500		1,500
Loan Disbursement	3,950			3,950
<i>Total Cash Receipts</i>	3,950	5,060	200	9,210
Cash Payments				
Product Cost	3,800			3,800
Marketing Expense	150			150
Sales Tax		257	14	270
Transaction Fee		48	2	50
IBC Reserve			200	200
Loan Repayment		3,950		3,950
Interest expense		54		54
<i>Total Cash Payments</i>	3,950	4,308	216	8,474
Cash Increase (Decrease)	0	752	-16	736
Beginning Cash Balance	0	0	752	
Ending Cash Balance	0	752	736	

Moonlight Madness Shirts	
Loan Request	
COGS	\$3,800
Marketing expense	\$150
Total loan requested	\$3,950

Timeline:

October 12

- Order 800 T-Shirts

October 28

- Receive and Pay for Order

October 29

- Selling Begins

November 6

- SGA Chapel Announcement

November 7

- Moonlight Madness Event

November 11

- Continue to Sell T-Shirts

November 13

- Blackout Basketball Home Opener

Class T-shirts

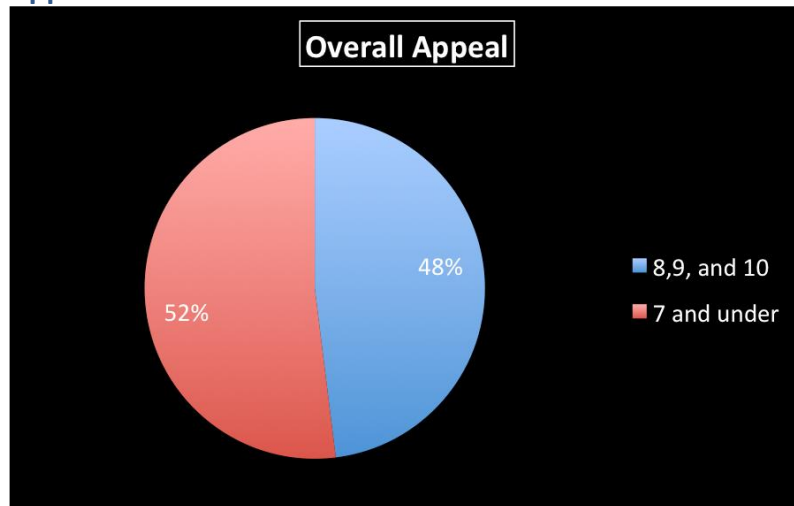
Product Overview:

We will be selling t-shirts uniquely designed for each class, and selected by each of the classes.

Product Description:

High-quality, CU class (Freshmen, Sophomores, Juniors, and Seniors) t-shirts that will have a unique, creative, and meaningful design created and submitted by members of the respective class. Members of each class will then vote to determine the winning design based on how well it represents that class. The 4 design winners will receive a \$25 payment for his design and receive his class t-shirt for free. Each t-shirt will be sold for \$12.

Appeal:



Overall Appeal:

Class T-Shirts build unity and camaraderie, while giving students a fun competition. This product is a unique memento that each student at Cedarville can look back at and remember the great times they had during the respective year. The contest is also a great opportunity for design majors to display their talents and build their project portfolio. After concept testing 304 people on campus, we interpreted some exciting results for this product. On a scale from 1-10, with 10 being extremely high, over 48% of the people selected an 8, 9, or 10 for overall product appeal.

Marketing Strategy:

We are working with Cedarville's class councils, who are able to get each class excited about our design competition. Class council will also advertise our shirts during "class chapels" throughout the semester. We will also have our shirts appear in PowerPoint slides in chapel, as well as on posters throughout campus.

Inventory Details:

After we have received our preorders, we will use those results to determine if the quantity ordered needs to increase.

Financial Information

Class Shirts			
Net Income Projections			
Revenues			
Shirt Sales*	7,200		
Less: COGS	(3,450)		
Gross profit		\$3,750	
Operating expense			
Marketing expense	100		
Design payment	100		
Credit Card Transaction fees	90		
IBC reserve (5%)	360		
Sales tax (6.75%)	486		
Interest expense	48		
Total operating expenses		\$1,184	
Net income		\$2,566	
# of Shirts to Breakeven		387	

*600 shirt sales at \$12/shirt

Class Shirts			
Breakeven Analysis			
Projected costs:			
Cost of goods sold	3,450		
Marketing expense	100		
Design payment	100		
Credit Card Transaction fees	90		
IBC reserve (5%)	360		
Sales tax (6.75%)	486		
Interest expense	48		
Total projected costs		\$4,634	
# of shirts to Breakeven		387	

<i>Class T-shirts</i>	Present - 10/9	10/10 - 10/31	11/1 - 11/30	Summary
Cash Receipts				
Projected Sales (plus previous sales)		1,800	5,400	7,200
Loan Disbursement	3,650			3,650
Total Cash Receipts	3,650	1,800	5,400	10,850
Cash Payments				
Marketing Expense	200			200
Product Cost			3,450	3,450
Sales Tax Expense		122	365	486
Transaction Fee		23	68	90
IBC Reserve			360	360
Loan Repayment (- previous sales)		913	2,737	3,650
Interest expense			48	48
Total Cash Payments	200	1,057	7,028	8,284
Cash Increase (Decrease)	3,450	744	-1,628	2,566
Beginning Cash Balance	0	3,450	4,194	
Ending Cash Balance	3,450	4,194	2,566	

Class Shirts	
Loan Request	
COGS	3,450
Marketing expense	100
Design payment	100
Total loan requested	\$3,650

Timeline:

September 22	• Start of Design Contest
October 5	• End of Design Contest
October 7	• Best Design Voting Begins
October 9	• Best Design Voting Ends
October 12-20	• Pre-Order Dates
October 21	• Initial Order
November 4	• Arrival/Payment of Initial Order
November 5	• Distribution of the Pre-Orders
November 9	• Selling Begins
November 24	• Selling Ends

Creative Team

Winter Hats with Bluetooth:

Concept Statement:

Bluetooth Beanie hats in a variety of colors and designs that connect with music players that have Bluetooth capability and are within 10 meters of the hat. Beanies will be sold at soccer games, Moonlight Madness, and at a table in the lower SSC starting mid-October until late November. They will be marketed and sold to Cedarville students, faculty/staff, alumni, the Bookstore, and potentially other school campuses. Price to be determined upon finalizing supplier.

Appeal:

The hats are fun, stylish, and keep the consumer warm. The consumer has the ability to listen and connect to various forms of technology, like smartphones and laptops. Also, there's a zipper that allows speakers to be removed so that the beanie can be washed.

Supplier/Pricing Information:

We have a few options for suppliers with unit prices ranging from \$8.49-\$26.39 based on a number of factors (quality, quantity, shipping time, etc.).

Cedarville Slippers:

Concept Statement:

Cedarville styled slippers, with either the Yellow Jacket or Cedarville symbol on top. We will market and sell to students, faculty, and Cedarville family members. We will sell at events, in the bookstore, and at a table in the lower SSC at a price of \$12.

Appeal:

Cedarville Slippers would keep feet warm while walking around in the dorms. Further, this product promotes unity within Cedarville University.

Supplier/Pricing Information:

One possible supplier for this product is Branders.com. Branders charges \$5.15 per pair if more than 250 pairs are purchased.

"I Passed" Mugs:

Concept Statement:

A navy blue 8oz coffee mug that has a large, yellow "I Passed" printed on the side. On the inside there is GPA "ruler" listed in descending order, starting at 3.99 at the rim and going down by .5 increments until it reaches the bottom where a large 2.0 is prominently displayed. These mugs would sell for \$10 each.

Appeal:

A mug with a functional use for coffee, tea, hot chocolate drinkers, etc. The mug will also be appealing because of the nostalgic fact that it plays off of the 4.0 mug that Cedarville University gives out. Rachel is setting up a meeting with Brian Burns to discuss possibilities for the mugs.

Supplier/Pricing Information:

Our current top supplier is DiscountMugs.com. Discount Mugs offers a price of \$2.02 per mug.

Inventory Management

Summary:

In order to keep track of inventory, equipment, and sales, we have designed a tracking system where sales, inventory inputs, and inventory outputs can be recorded, analyzed, and controlled. Our system has three primary components: inventory and sales tracking, physical inventory management, and internal controls.

Inventory and Sales Tracking:

Our inventory and sales tracking system consists of two connected spreadsheets: one to record sales transactions and the other to record changes in inventory. By regularly entering sales and checking inventory in and out, we hope to obtain a detailed and timely picture of how many items we currently have. Additionally, by recording both the sales and the inventory components, we can compare data from two different sources to ensure the amount sold matches the amount removed from inventory. This will improve our internal controls.

Physical Inventory Management:

Our physical inventory management process sets out the procedures for taking deliveries, checking out inventory and equipment to sell and use, as well as checking in any unsold inventory at the end of the selling period. For the sake of accountability, our internal controls require two individuals to be present whenever inventory is checked in or out, and they must note their names whenever they handle items. Currently, SBU sales managers and business team managers are responsible for handling the inventory or equipment necessary for each SBU. Their duties include breaking down deliveries into usable inventory units, labeling, and storing all inventory and equipment items.

Internal Controls:

Finally, our internal controls consist of a few components that will add a layer of accountability and protection when dealing with our products or equipment. The spreadsheets recording sales and inventory changes will be locked to everyone not responsible for handling inventory; additionally, a record of who makes changes to the spreadsheets will be kept. The inventory itself will be kept in locked cabinets, and keys will again be limited to those responsible for inventory. Finally, the inventory check-in/check-out system will add an additional layer of accountability, allowing us to identify and correct mistakes in a timely fashion.

Finance Management

Finance:

The two Business Team Treasurers will meet with the Business Team Financial Points on a regular basis to review transactions; ensuring accuracy between inventory and cash received. In the event of a reimbursement, all transactions must go through the consultation of the Financial Director as well as Business Team Financial Points. The business team financial points and financial director will keep running statements for each project as well as the IBC as a whole

Cash Box Guidelines:

At the beginning of the selling day, the appointed Business Team Treasurer will retrieve the cash box. Two IBC members will record inventory and beginning cash amount before each selling shift and reconcile the differences. In case of discrepancy, one will note the error and report it to the Business Team Treasurer. At the end of each group's shift, two IBC members must reconcile cash with inventory and sales recorded. They will sign the sales ledger form to affirm that all cash is accounted for. Cash boxes will be stored in the closet in the IBC room and the cash/checks will be deposited daily. The cash box will contain at least \$50 petty cash.

Consolidated Financial Information

Integrated Business Core			
Projected Consolidated Income Statement			
For the period ended December 7, 2015			
Revenue			
Products			
Moonlight Madness T-Shirts	4,000		
Class T-Shirts	7,200		
<i>Total product revenue</i>			\$11,200
Events			
Glow Golf	1,219		
FIFA	645		
<i>Total service revenue</i>			1,864
Total revenue			\$13,064
Cost of Goods Sold			(7,250)
Gross Profit			\$5,814
Operating Expenses			
Marketing expense	790		
Supplies expense	719		
Sales tax (6.75%)	756		
Credit Card Transaction fees	163		
Interest expense	112		
IBC reserve	653		
Loan closing fee	50		
<i>Total operating expense</i>			(3,243)
Operating Income			\$2,571
Other Income (Expenses)			
Coaches sponsorship	1,500		
<i>Total other income</i>			1,500
Net Income			\$4,071

<i>Overall</i>	<i>Present-10/4</i>	<i>10/5-10/17</i>	<i>10/18-10/31</i>	<i>11/1-11/15</i>	<i>11/16-11/30</i>	<i>Summary</i>
Cash Receipts						
Projected Sales		1,219	2,445	7,360	1,800	12,824
Coach Sponsorship				1,500		1,500
Loan Disbursement	8,350					8,350
Total Cash Receipts	8,350	1,219	2,445	8,860	1,800	22,674
Cash Payments						
Marketing Expense	200	300		150		650
Supplies Expense	389	60	170			619
Product Cost				7,250		7,250
Sales Tax			122	452	182	756
Transaction Fee		15	31	83	34	163
IBC Reserve					653	653
Loan Repayment			1,688	5,606	1,406	8,700
<i>Loan Closing Expense</i>					162	162
Total Cash Payments	589	375	1,985	13,254	2,399	18,602
Cash Increase (Decrease)	7,761	844	460	-4,394	-599	4,072
Beginning Cash Balance	0	7,761	8,605	9,065	4,671	0
Ending Cash Balance	7,761	8,605	9,065	4,671	4,072	4,072

Integrated Business Core	
Total Loan Request	
Products	
Class Shirts	3,650
Moonlight Madness Shirts	<u>3,950</u>
<i>Total</i>	\$7,600
Events	
FIFA	100
Glow Golf	<u>650</u>
<i>Total</i>	\$750
Total loan amount request	\$8,350

Integrated Business Core	
Return on Investment	
Revenues	13,064
Costs	10,493
Sponsorships	<u>1,500</u>
Net Income	<u>4,071</u>
Loan Amount	\$8,350
Return on Investment	48.8%