



Annual Report
December 9, 2014



A LETTER TO OUR SHAREHOLDERS

Over the past sixteen weeks, INC. has developed and maintained a sustainable business plan for the 2014 fall semester. With a team of 23 students, INC. endeavored into three small business plans with 5 different product/service offerings. Each of these teams: Cedarville Gaming Network, The Hunger Games Dodgeball Rebellion, and White Lightning planned their strategy, marketed their product or service, and made sales while still holding to INC.'s mission, "Inspiring Community, Incorporating You". Each of the individual small business units incorporated this goal into how they marketed their business and promoted this sense of community throughout their events.

INC. faced many obstacles throughout the course of business this semester. From issues with product meaning misinterpretation to the loss of incentives to participate in an event; we had to adapt and overcome the situation, while still holding to the goal we set out to accomplish. Through effective planning, teams were able to cut costs and redevelop marketing strategies to adapt to these changes and still provide a profitable experience for all. Through cohesive teams, each business was able to switch gears and work vigorously towards the new plan without hesitation. INC. demonstrated in these moments the uniqueness of the community we had, as well as incorporating everyone in effectively pulling together as a company to make these plans a reality.

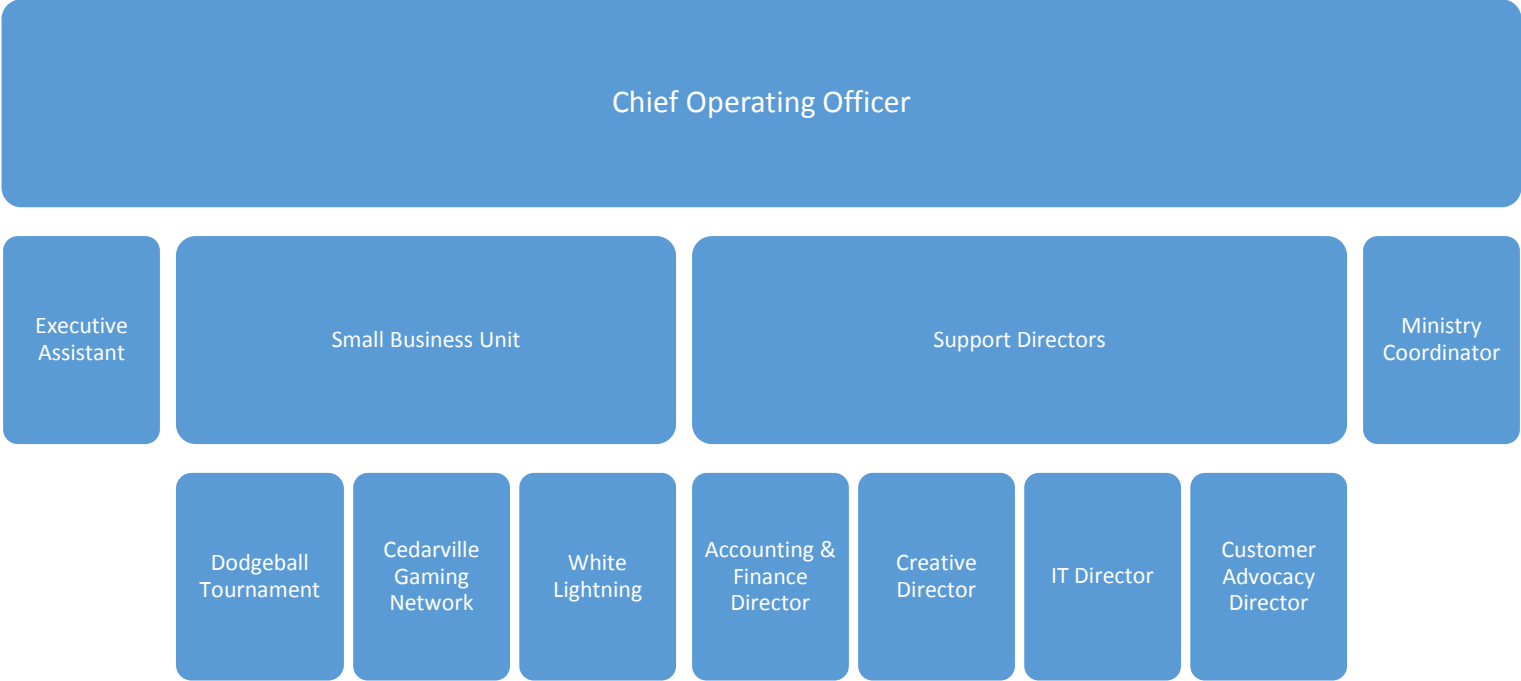
Despite some obstacles, there were many successes this semester. One major success to highlight was that the sales of gloves went above what was expected to be sold this semester by selling 175% more than what was anticipated. White Lightning has provided excitement and community around the Cedarville body and President White through the t-shirts that had individuals excited to purchase and wear around campus. Cedarville Gaming Network pulled off a successful first event with over 70 people showing up to compete against each other; thus setting a great tone for the second event to occur. The Hunger Games Dodgeball Rebellion was able to successfully alter their budget and attract teams to their tournament to still bring in a profit – as well as bring in over 20 spectators for the event. Due to these successes, INC. paid off the initial loan of \$6,400 in full on Tuesday, November 25th, 2014.

Setting out to achieve a lofty goal, INC. worked with dedication and passion towards making it a reality this semester. Through the experience of this business, many lessons and concepts were learned, as well as applied during the process. With a team of 23 students, 3 small business units, and 5 different product/service offerings, INC. created over \$6,425 in revenue and \$1,806 in profit. This success and effort belongs to the leadership and passion that each of these students had for this company. With this success, our effort and profits will go to support our non-profit this semester, Matthew 25, with a monetary donation and over 210 service hours to their sorting and distribution center in Blue Ash, Ohio.

Sincerely,

Chief Operating Officer

ORGANIZATIONAL STRUCTURE



SUPPORT STRUCTURE

INC. is comprised of three individual Small Business Units (SBUs). The Small Business Units are the driving forces of the company. Each SBU is guided by a President and internally supported through Accounting & Finance, Marketing, Logistics and other departments as sought by each individual SBU.

Assisting the SBUs in daily operations are 4 support departments; Finance & Accounting, Information Technology, Creative, and Customer Advocacy. These supporting departments provide insight and solutions to each individual business as requested. Support department Accounting and Finance is also responsible for compiling and organizing all SBU financials into one financial structure of INC. as a whole.



TABLE OF CONTENTS

CORPORATE

02 | LETTER TO SHAREHOLDERS

03 | ORGANIZATIONAL CHART

03 | SUPPORT STRUCTURE

05 | CORPORATE

SMALL BUSINESS UNITS

Events:

06 | CEDARVILLE GAMING NETWORK

13 | THE HUNGER GAMES DODGEBALL REBELLION

Products:

20 | WHITE LIGHTNING

SUPPORT GROUPS

23 | INC. FINANCIALS

26 | MINISTRY SERVICE

27 | APPENDIX

CORPORATE



Management

Chief Operating Officer:

Evan Stark

Executive Assistant:

Katherine Wormald

Accounting & Finance Director:

Michael Miller

Creative Director:

Jordan Lee

IT Director:

Connor Haskins

Customer Advocacy Director:

Matthew Smith

Ministry Coordinator:

Gloria Shaw

EVENTS

CEDARVILLE GAMING NETWORK

Ownership and Management

President: Jonathan Shumaker

Director of Operations: Jonathan Gurge

Director of Accounting and Finance: Laura Krizo

Director of Marketing: Zachary Case

Marketing Coordinator: Mark Wynalda



Overview

CGN has had a busy semester full of triumphs and struggles. Our focus for these last nine weeks has been orchestrating our two events, Smashfest and 90's Game Night. While we did have some struggles and setbacks in our efforts, both events were very well received by the attendees and fostered community by bringing together people who otherwise would not have had an outlet to enjoy a common pastime together.



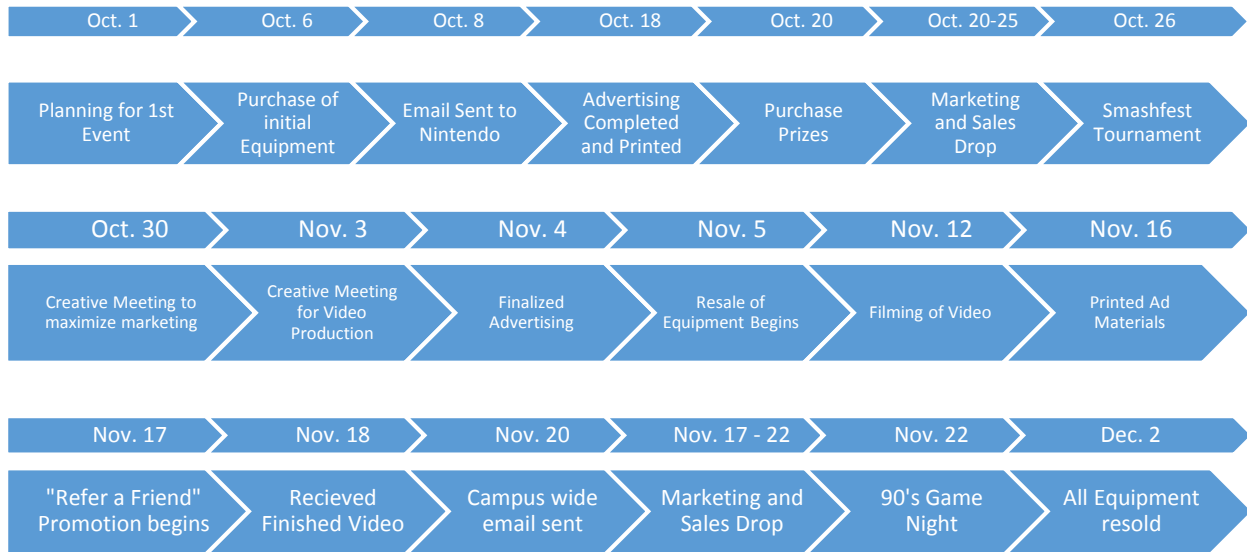
Smashfest Overview

Smashfest was a double elimination, 2 vs. 2, tournament for the game Super Smash Brothers Melee that was targeting the more competitive people within our demographic. The event was held from 6-10pm on Sunday, October 26 in the SSC Event Rooms. Competitors purchased entry for \$7 per person during the week prior to the event, and those who signed up without a partner were paired with another individual of similar skill level. We were able to achieve 72 tickets sold for a total of 36 teams participating. Upon arrival, pairs of competitors were assigned a team number. Eight game stations were set up around the room, most of which were easily visible on projectors so spectators could follow the action. A CGN staff member monitored each game station to ensure fair play and report the match winners. A pre-made tournament bracket was used to organize the 36 teams participating. For each match, our bracket coordinator would announce which teams were competing at which station, and record the reports from the station monitors on match results. As the tournament progressed, and fewer game stations were needed to accommodate the remaining teams, some stations were opened to allow for eliminated teams to play more casually. At the conclusion of the tournament, prizes of a Nintendo Gamecube, two plush toys of characters from the game, and two White Lightning T-Shirts were awarded to the First, Second, and Third place teams respectively.

90's Game Night Overview

90's Game Night catered towards the more casual video game players within our demographic. Patrons were able to purchase a \$7 ticket before the event or at the door on the day of the event. Halfway through the event, we offered \$5 tickets to incentivize more walk-in ticket sales. In addition to these tickets, those who had been competitors in our Smashfest event were given the option to sign up with a friend, and they would both receive a discounted \$6 ticket. We attained 31 tickets sold for this event. The event was held on Saturday, November 22, from 2-6pm in the SSC Event rooms. Upon arrival, patrons would check in and receive a wristband allowing them to come and go from the event as they pleased. Ten game stations were set up on televisions and projectors around the room. These game stations featured a variety of games ranging from 1990's classics to modern favorites, including the highly popular Super Smash Bros for Wii U, which was released for sale one day before the event. Attendees were able to go to a central game table and pick out games to play from our wide selection, and then play them at one of the game stations. This event also featured cartoons from the 90's as well as music from some of the 90's most popular bands, such as The Newsboys, The Backstreet Boys, and Audio Adrenaline. Attendees were encouraged to meet and play with other patrons in order to promote community and bring together groups that would otherwise not have played together.

Timeline




Marketing

The following two events shared very similar marketing strategies in which customers were met and informed about the two events. To condense space the marketing strategies will be listed once for both events and specified if only used for one event. Posters were designed and crafted specifically and differently themed for each event that was hosted. They were approved by Student Life and posted around campus. A chapel slide was created for each event; the chapel slide was shown every morning before chapel for the week of the event. These slides were also constantly being shown in the Steven's Student Center TVs the week of the event. Handout cards were miniaturized versions of the chapel slide, which were handed out to people at our booth. These were used to be reminder for people to sign up or help encourage the customer to also invite their friend to come. During the sales of our events, we featured specific game(s) at our table when selling tickets to help encourage the customer to buy tickets to our events. The possible customer was able to play a few rounds of the game that day for free.

For both of our events we went around to dorms that we knew were heavily influenced with gamers to help influence word of mouth, and to possibly receive a few more ticket sales.

The following were only used for our 2nd event, the 90's Game Night

We created a video for our second event where we featured the Student Government Chaplain, Steve Clark (an avid gamer), and our Director of Accounting/Finance, Laura



Krizo, playing some of the games we would be offering at the event. Our graphic designer gave the video a 90's type feel to it, so it felt a little bit like a 90's commercial. This video was spread via social media, and other forms of communication.


Unfortunately, it could not be put in chapel due to the amount of time it would take to get it through, and we did not have the time to do that. We used a Facebook event page for our second event to also help spread the word around and to have an easy way to access our customers to inform them of any offers we were having and or any changes that needed to be made. We created a special discount for our second event, and we called it the "refer a friend discount". This offer was only extended to the people who participated in our first event, if the person from that event was able to find a friend to sign up with for our second event, them and the friend would get \$1 off their ticket.

Obstacles

Marketing Obstacles: The possibility of not being able to use Nintendo characters in our ad material for our first event. We emailed Nintendo's legal team about the matter, and they respond to us saying they could not give us direct permission to use the characters, but summed up the email by giving us indirect permission to use the characters. This could have caused a major stir up in our ad campaign, because our marketing was all ready to go when Nintendo emailed us back.

Due to certain circumstances with our graphic designer we had to change the date of when we would finalize our video, and the remaining time did not allow for our video to go through the chapel approval process in time for our event. Therefore we had to change it to personal media, and spreading the video personally through Facebook, email, YouTube. We were planning to get sponsors for our second event, but due to timing and slow sales at the beginning of the week, we felt it was not a wise choice to go about and get local sponsors for our second event. Our pre-event sales were very low for the 90's Game Night, especially at the beginning of the week. We decided to send out a campus wide email through Jacqueline Pyles to inform the student body of our event.

Operations Obstacles: One of the major obstacles that were faced by operations was equipment malfunctions. During the first event, Smashfest, our team dealt with multiple game stations going down due to malfunctions with the equipment. Thanks to our team members with extensive experience with equipment of this type, we were able to quickly troubleshoot and resolve most of the malfunctions. In the cases where we couldn't immediately remedy the problem, we had back-up equipment at the ready to replace malfunctioning equipment. Getting approval for the list of games we wished to use was more of an obstacle that initially anticipated. The process of arranging a meeting to obtain approval became very drawn out. After much longer than expected, we were able to have all the games on our list approved. We were also the first group



that has gotten approval from Student Life for the two blockbuster games Halo and Call of Duty.

Sales Obstacles: The main obstacle we faced in sales was lower than desired ticket sales. This was caused by a combination of difficulty generating brand recognition and, in the case of the second event, potential attendees having conflicting responsibilities. We combated this obstacle through the use of more aggressive sales and marketing practices, such as door-to-door sales and sales promotions, such as the "refer a friend" discount.

Sales Controls

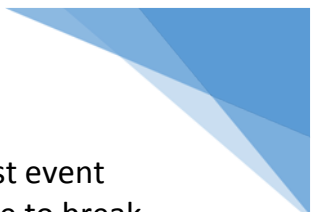
For our sales controls we made certain that two people were always present with the cash box at all times. Any time a deposit was made, two people went to the cashier's office with the money. They both counted it, as well as the cashier. The money was counted before the day of selling and at the end of the selling period each day. The director of accounting and finance kept the key to the inventory cabinet, but there were always two people present any time the cabinet was opened, whether for removing inventory to set up for the events, selling inventory, or counting inventory. All borrowed inventory was locked in the cabinet, as well as inventory belonging solely to CGN.

Online Sales

We created a website link for online sales, in the hopes that it would boost our sales due to the convenience. However, due to difficulties with IT, it was not available until the week before our second event. In addition, due to technical limitations, we were not able to offer our "Refer-A-Friend" discount online. For these reasons, online sales were not taken advantage of by our customers.

Customer Advocacy

Demographics: We were not surprised with the makeup of our customers. Video games, particularly the competitive styled games we offered are more popular among the male demographic. This was mirrored in our exit poll, which indicated that our attendees were comprised of ten percent female and ninety percent male participants. In addition, the age range was completely composed of university student-aged (age 18-24) participants with none coming from an older or younger range. While there were a few non-student attendees, the vast majority were current Cedarville students. Our original goal was to have 90 participants for our first event, and 75 participants for our second event. As each event approached, it became apparent that, despite taking extra measures such as door-to-door sales in the dorms and sales promotions, it



became apparent that we would not be able to reach our sales goals. Our first event attracted a total of 72 people (36 teams); this was more than enough revenue to break-even for both of our events. Our second event once again fell short of expectations as we only had 31 attendees. Despite not meeting our sales goal, we were still able to orchestrate two high-quality events that left our customers wanting more.

Customer Satisfaction: Our customer satisfaction data was collected through an exit poll emailed to attendees after each event, which fifty percent of the attendees opted to participate in. The results for the first event, Smashfest, are as follows:

Overall, how satisfied were you with the event? - 8.5

How satisfied were you with the overall pace of the event? - 8.6

How likely would you be to participate in another event that is similar the Smashfest? - 9.4

Overall, how satisfied were you with the price of the event? - 6.4

How likely would you be to recommend this event to someone else? - 8.9

How important was the prize to you in Smashfest? - 5.0

The results for our second event, the 90s Game Night, are as follows:

Overall, how satisfied were you with the event? - 6.7

How satisfied were you with the games offered at the event? – 7.8

How did you hear about the event? – posters (4), word of mouth (3), booth (4), email (1)

How likely would you be to attend a similar event? – 7.5

How satisfied were you with the price of the event? – 5.5

How likely would you be to recommend this event? – 6.6

How important was the date/time of the event? – 6.0

While lower numbers of attendees were not preferable, it allowed us to be more flexible and do more for the customer. In addition to our exit poll, participants repeatedly came to us and reported having their expectations exceeded by our great service.

Lending Agreement

Since we were borrowing as much as we could from the community of Cedarville, we wanted to have a legal agreement in place to assure that in the worst possible case we had a contract in place to cover the possibilities. We wrote up an agreement and had it approved by the Cedarville legal counsel to cover what happened if an accident happened in the handling and use of borrowed equipment. We had no incidents, but were prepared in the event of one

Projected vs. Actual Income

CGN			
Final Income Statement			
		Projected	Actual
Revenue (@ \$7.00)		\$ 1,155	\$ 669.54
Cost of Goods Sold			\$ -
	Plus: Resale of Equipment	\$ 447	\$ 346.00
Gross Profit		\$ 1,602	\$ 1,015.54
Operating Expense			
	Marketing Expense	\$ 220	\$ 150.40
	Equipment Expense	\$ 526	\$ 340.78
	Miscellaneous Expenses	\$ 50	\$ 93.89
	Credit Card Expense (2.75%)		\$ 2.78
	IBC Reserve	\$ 58	\$ 33.48
	Total Operating Expenses	\$ 854	\$ (621.32)
Operating Income (EBIT)		\$ 748	\$ 394.21
Interest Expense		\$ 4	\$ 2.88
Earnings Before Tax (EBT)		\$ 744	\$ 391.33
Taxes		\$ -	\$ 23.36
Net Income		\$ 744	\$ 367.98

THE HUNGER GAMES DODGEBALL REBELLION

Ownership and Management

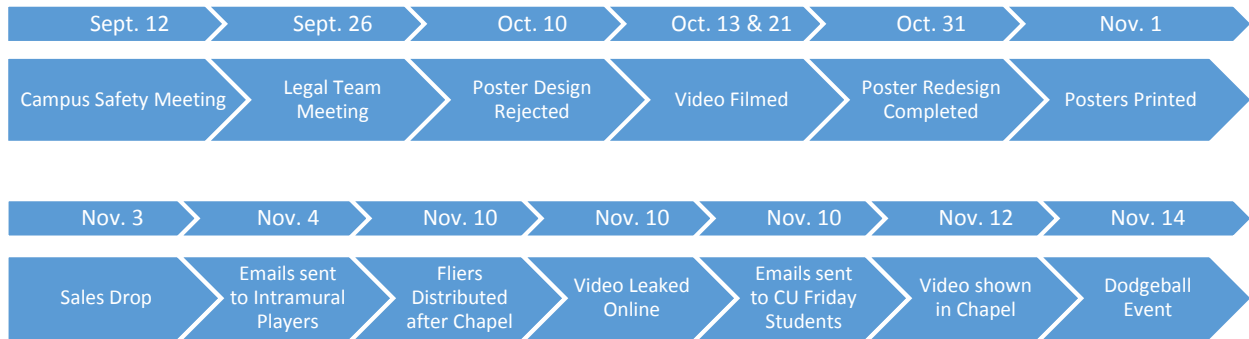
Co-Presidents:	David Miller & Jessica Evanoff
Accounting & Finance:	Katie Daniels & Jordan Adams
Marketing:	David Green & Scott Kneeland
Sales & Customer Service:	Deborah Obielodan
Tournament Director:	Andrew Cutting



Overview

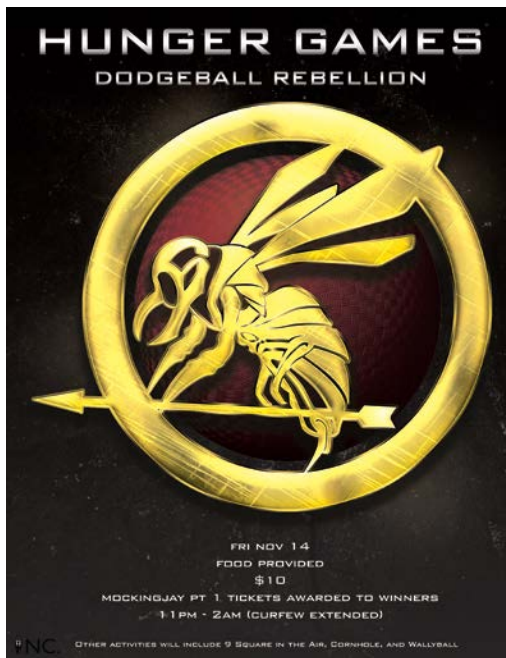
Our SBU set out to create an event and an experience that facilitated a connection between students, offered a unique activity or set of activities unavailable elsewhere, and left those who attended satisfied with an exciting night. We encountered several obstacles that arose along the way, some quite suddenly, which threatened the success of our goal. Due to the vision, planning, and hard work of our team, we pursued and accomplished our primary goal. The Hunger Games Dodgeball Rebellion provided an electric atmosphere through its theme, gaming and concessions. Teams of eight people competed in matches of four teams, consisting of hectic cross court action. Music, food and side games provided an alternative while teams were between matches. In spite of some hiccups both in and out of our control, the late night event proved to be a success with our team and the student body.

Timeline

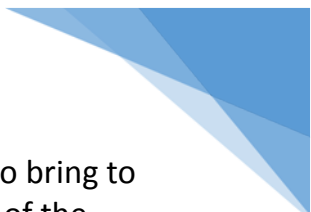


Marketing

Posters: Our poster was designed by Steve Kneeland. Two weeks prior to our event we placed posters in prominent buildings around campus.



Sales Table: The sales table utilized by our team played a major role in gaining the attention and interest of the Cedarville student market. The team set up the table in the lower section of the Stevens Student Center from 11 a.m. until 2 p.m. during the weekdays from November 3rd until November 14th. It is a high traffic area where the vast majority of students populate every day. Our sales team gained the attention of students in the area and explained what our event offered. To attract attention, a flat screen TV also played our video and songs from the Hunger Games soundtrack.



Chapel Video: We wrote a script and worked with a film student on campus to bring to life an exciting video promoting our event. The video drew from the imagery of the Hunger Games and incorporated the unique style of dodgeball being played at our event. The video was shown in chapel on Wednesday, November 12th. Ticket sales increased as a result of the greater exposure, which peaked the interest of those unsure and reinvigorated the excitement of those delaying in signing up.

Flyer Blitz: On Monday, November 10th, the team "blitzed" the student body with the help of other small business units. Shortly before chapel ended, company members met in the Dixon Ministry Center forum. After the students were dismissed from chapel, our team handed out flyers to everyone leaving the auditorium. This directly placed information about our event into the hands of most of the student body.

Intramural Players: We reached out to all of the students that played intramural dodgeball last year. We sent a mass email to each person encouraging them to invite friends and make teams for the tournament. We felt that these students would be more inclined to be team leaders and encourage others to play with them.

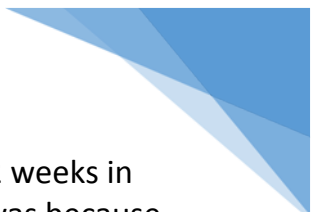
Facebook Event Page: We made a Facebook page to market the tournament. With so many people using social media we figured it would be one of the best ways to promote it. We invited over 700 people to the page. We put all the information on the page that participants would need such as the date, time, rules, and so on. We also used it to spread the online sign up link so people could sign up without having to go to the SSC.

CU Friday students: The Cedarville admissions team placed our fliers into the folders that each CU Friday student receives when they arrive on campus. The link to our online registration was also sent to them by admissions in an email.

Obstacles

Poster Design: We initially wanted to use the CU athletic yellow jacket in the design for our poster. However, we were informed by the athletic department after we had the design completed that we were prohibited from using it. We were told it was not mutually beneficial for us and the athletic department. We then redesigned our poster to feature a Hunger Games 'tracker jacker', which delayed our marketing campaign for several weeks.

Basketball Game: Far in advance, we planned for our event to take place November 14, 2014 at 11:00 PM to 2:00 AM. This date, according to the Cedarville online calendar, had no other activities being held on campus. However, due to some circumstance we could



not control, the very first varsity men's basketball game got scheduled only 2 weeks in advance for 11:00 PM the night of the 14th. The reason for this scheduling was because our women's volleyball team was the number one seed in the GMAC volleyball tournament and got to host the tournament at home, pushing the men's basketball game to very late in the evening. The basketball game received much hype because it had a pajama theme and curfew extensions were granted to everyone on campus. This mass curfew extension removed one of our major competitive advantages. As a result, we lost ticket sales to the basketball game.

Chapel Video Delay: Our chapel video was a great asset to our marketing scheme. We intended it to be the main source of hype for our event. However, due to external complications, we were unable to achieve the desired time to play the video in chapel. Originally we planned to show the video during the junior class chapel on October 27th. This did not happen because the editing took longer than expected and we had to push the air date back. We finally were promised a solid air date Monday the 10th during sophomore class chapel only four days before our event. Unfortunately, we received an email late the evening the night of the 9th informing us that they would not show it when they promised. Their reason was that another video would be shown because the sophomore class did not want to show it during their chapel. In order to maximize our video's impact, we decided to leak in online early. We posted the video on several social media sites. The video was finally shown in chapel on Wednesday, November Wednesday, November 12, only 2 days before our event. This delayed our sales significantly.

Projected vs. Actual Income

Income Statement		
Projected vs. Actual		
	Projected	Actual
Revenue		
Sales	4,160	972.00
Less: Cost of Goods Sold	-	-
Gross Profit	4,160	972.00
Operating Expenses		
Marketing Expense		
Chapel Video	150	175.00
Flyers and Posters	50	104.06
Total Marketing Expense	200	279.06
Food Expense		
Pizza	500	150.00
Chips	120	32.92
Lemonade	60	7.76
Plates, Napkins, Cups	80	14.10
Total Food Expense	760	204.78
Supplies Expense		
Decorations	500	36.72
Drawing Price	-	11.47
Ball	-	4.24
Painters Tape	-	31.35
Wristbands	35	21.35
Movie Tickets Prices	80	60.00
Total Supplies Expense	615	165.13
Miscellaneous Expense		
Security	250	90.00
Credit Card Transaction Fee	52	12.15
IBC Reserve	208	48.60
Total Operating Expense	2,085	799.72
Operating Expense	2,075	172.28
Interest Expense	11	5.00
Net Income	2,064	167.28



Costs

After analysis of our projected and actual costs, we have examined the following eye catching numbers. Initially, we had set aside a marketing cost of \$200 dollars. However, we surpassed this expense by \$79.06 due to the cost of getting the flyers and posters printed at print services instead of our originally planned printers. We had to switch because we had some difficulty with trademarks used on our initial design, therefore a new design had to be made, leaving us with the last resort of print services. We estimated \$760 dollars for food during the event. However, due to a decrease number of participants, the food expense decreased dramatically. The actual food cost was only \$204.78, including everything initially factored into the projected costs. Also, a large gap was found between the projected and actual supplies expense. Projected costs were estimated to be \$615 dollars, however, because a large portion of this was set aside for decorations for the gym, and we were designated to the field house due to the basketball game, we were able to save a large amount of money in terms of supplies as well. Actual supplies expense was \$165.13 dollars, displaying the large difference that the reduction in decoration expense made. Overall projected operating expense amounted to \$2,085. However, due to a decreased number of participants, a different venue, etc. we were able to reduce our operating expenses to \$799.72 dollars.


Sales

We sold 93 \$10 tickets and 21 \$2 tickets. We had 11 teams of 8 play in the tournament and 21 spectators. Originally we planned on having a late registration fee of \$12 dollars. However, due to the lateness of the showing of our promotional video in chapel, we resorted to a flat \$10 dollar charge for the duration of our ticket sales. Also, we introduced the concept of spectator tickets for a reduced price of \$2 after the basketball game allowed curfew extensions for everyone. Out of the 93 \$10 tickets sold, 28 were online credit sales, 16 were credit from the iPad Square, and 49 were cash.

Sales Controls: In order to efficiently regulate sales, we designed a registration sheet for customers. Every time a customer paid for a ticket, the customer's name, team name, ID number, and e-mail address, and payment type was recorded. The e-mail addresses were used to contact customers, mostly team captains, in case there were changes relating to the event or they needed to be reminded to fill in any open spots on their team of 8. The information from the registration sheet was recorded daily into an excel spreadsheet.

Waiver Forms

For liability purposes, we required each customer playing in the tournament to sign a waiver form. These forms were approved by the Cedarville University legal team. The



waiver states that the IBC and Cedarville University are not liable for any physical harm resulting from the event. (See waver form on following page.)

Customer Advocacy

A very diverse group of participants attended the Hunger Games Dodgeball Rebellion. Our marketing plan was geared towards Cedarville University students and CU Friday students. A total of 86 Cedarville students participated in the dodgeball game including 3 CU Friday students. Twenty-one people also came to spectate. A majority of players expressed excitement for the event and enjoyed the style of play. Most in attendance were satisfied with the experience. However, only half were satisfied with the price for the event. Almost everyone would participate again in an event similar to the Dodgeball Rebellion.

PRODUCTS

WHITE LIGHTNING

Ownership and Management

President: Chris Batts

Marketing Director: Alyssa Barkley

Department Relations Director: David Elgersma

Assistants: Katherine Wormald, Jordan Lee, Mike Miller, Matt Smith, and Connor Haskins



Product Overview

The White Lightning T-shirts have an aspect of symbolism of Karate and fighting. These shirts sold as a picture of the Christian's duty in his spiritual battle for God's kingdom. Each shirt was sold for \$10 earning a little over \$4 in profit per unit. The CU Jacket Gloves sold with a motto of "Support the Jackets!" and the touchscreen-enabled gloves sold for \$8 per unit, earning White Lightning approximately \$2.75 per pair. We initially intended on having coffee mugs be a part of White Lightning's product line, but we decided to cut the idea after realizing much more success with the gloves than we had intended.

Marketing

Our marketing technique was centered on Dr. White's chapel display of breaking the board over his head while wearing our t-shirt design. After that initial marketing drop, we switched to a largely word of mouth and personal selling technique, coupled with posters and recognizable graphics. Customers were informed through chapel slides that pictured the White Lightning symbol and mentioned how and where to obtain a t-shirt. Posters were also placed in prominent buildings, and poster designs were simplistic yet recognizable graphics. These were sometimes overlaid with text to reinforce the message of the shirts. The chapel announcement about the shirts, coupled with the SGA band wearing the t-shirts and the demonstration with Dr. White created our largest marketing advantage since the latter was comical enough to hold the attention of the whole student body.



Obstacles

The display in chapel with Dr. White was weeks before we even began selling. Because of this, some of the excitement died out and people lost interest before we could even begin to provide the shirts. Association with the alcoholic beverage caused some confusion and concern, specifically among some faculty and staff members. To combat this, we sent out an email informing the whole faculty and staff regarding the true meaning of the shirts and what we and Dr. White intended for them to represent. Many people did not know the underlying message of the shirt. This made it difficult to market to those who were not simply attracted to the design of the t-shirt. To resolve this issue we slightly changed the design of our posters to include a text overlay which described the true message. Limited selling time at the table in the lower SSC was

another problem. We resolved this issue by switching to more personal selling and online sales. The website for sales was advertised on posters around campus.

Projected vs. Actual Income

INC				
White Lightning Consolidated Income Statement				
For the period ending December 12, 2014				
	Projected		Actual	
Revenue	\$ 6,248		\$ 4,758	
Cost of Goods Sold	\$ (3,418)		\$ (2,889)	
Plus: Donations	\$ -		\$ 6	
Gross Profit		\$ 2,830		\$ 1,876
Operating Expense				
Marketing Expense	\$ 200		\$ 34	
Credit Card Expense (2.75%)	\$ 105		\$ 24	
IBC Reserve	\$ 312		\$ 238	
Misc Expense	\$ -		\$ 140	
Total Operating Expenses		\$ (417)		\$ (436)
Operating Income (EBIT)		\$ 2,412		\$ 1,439
Interest Expense		\$ 60		\$ 25
Net Income		\$ 2,352		\$ 1,415

Sales

Different sales strategies were implemented for each of the products. Gloves were sold at homecoming, sporting events, and a table in the lower level of the student center. T-shirts were initially sold at a table in the lower level of the student center. Online sales were a part of White Lightning's revised marketing plan/launch. Posters with website information resulted in \$270.00 in online T-shirt sales.

Projected vs. Actual Sales

The projected vs. actual sales was a win and lose situation for the White Lightning products. The two products that we offered were the white-lightning tee shirts and the Cedarville gloves. The projected sales revenue for the T-shirts was: \$3,000.00. For the gloves: \$1,600.00. The cost of goods sold for both of the products was simply the cost of the products themselves. The shirts were \$4.50 per shirt and the cost of gloves were, on average, \$2.50 per glove (\$5.00 per pair).



Sales Controls

The sales controls that were implemented was an inventory control after each selling period as well as periodic checks in the inventory. The inventory and petty cash were locked in a cabinet and only a few people were authorized to access it.

Overall, White Lightning accomplished the goals of satisfying customers, developing successful relationships with different departments around campus, and making a profit.

INC. FINANCIALS

INC.		
Consolidated Income Statement		
For the period ended December 12, 2014		
Revenue		
Products		
Gloves	\$ 2,611	
T-Shirts	\$ 2,147	
<i>Total product revenue</i>		\$ 4,758
Events		
Hunger Games Dodgeball Rebellion	\$ 972	
Cedarville Gaming Network	\$ 670	
<i>Total events revenue</i>		\$ 1,642
Total revenue (net of 6.75% sales tax)		\$ 6,399.62
Cost of Goods Sold		\$ (2,889)
Gross Profit		\$ 3,511
Operating Expenses		
Marketing expense	\$ 463	
Supplies/Equipment expense	\$ 506	
Sale of Equipment (CGN)	\$ (346)	
Credit card expense (2.75%)	\$ 39	
Food expense	\$ 205	
Miscellaneous expense	\$ 324	
<i>Total operating expenses</i>		\$ (1,191)
Operating Income		\$ 2,320
Other Income (Expenses)		
IBC reserve	\$ 320	
Loan fee	\$ 50	
Loan proposal fees	\$ 101	
Loan interest expense	\$ 34	
<i>Total other exepenses, net</i>		\$ (505)
Net Income		\$ 1,814

Percentage of Actual Achieved vs. Projected Income

INC.		
Consolidated Income Statement		
For the period ended December 12, 2014		
Revenue		
Products		
Gloves		
T-Shirts		
<i>Total product revenue</i>		76.13%
Events		
Hunger Games Dodgeball Rebellion	23.37%	
Cedarville Gaming Network	57.97%	
<i>Total events revenue</i>		30.89%
Total revenue (net of 6.75% sales tax)		55.34%
Cost of Goods Sold		83.12%
Gross Profit		43.40%
Operating Expenses		
Marketing expense	74.75%	
Supplies/Equipment expense	44.34%	
Sale of Equipment (CGN)		
Credit card expense (2.75%)		
Food expense	26.94%	
Miscellaneous expense	107.96%	
<i>Total operating expenses</i>		42.23%
Operating Income		44.03%
Other Income (Expenses)		
IBC reserve	46.71%	
Loan fee	100.00%	
Loan proposal fees	100.00%	
Loan interest expense	117.93%	
<i>Total other expenses, net</i>		58.41%
Net Income		41.20%

Return

Return on Investment			
Revenues		\$ 6,400	
Expenses		\$ 4,585	
Net Income		\$ 1,814	
Loan Amount		\$ 6,400	
Return on Investment		28%	

MINISTRY SERVICE

Matthew 25 Ministries

Matthew 25 Ministries is a humanitarian aid organization that helps more than 15 million people around the world each year and sends more than 15 million pounds of aid such as food, personal care items, medical supplies, and other products to the poorest of the poor and seek to provide much needed aid to the poor and fight against world poverty.

Our Achievements

INC fulfilled its company objective of *Inspiring Community, Incorporating You* here at Cedarville University, and in its service at Matthew 25 Ministries (M25M).

When we volunteered at M25M we mixed paint, folded clothes, sorted out inventory, separated recycling materials, and wrapped up boxes to be shipped. Volunteering at M25M was a wonderful experience for us and we are thankful to have worked alongside the M25M staff and other volunteers. We were privileged to fulfill our community Service commitment to them while growing closer to each other and the staff at Matthew 25 Ministries and it was encouraging time for us students to get to know each other in an environment outside Cedarville's campus.

We are proud to say that we were able to donate 210 service hours and \$1,806 of our profits to Matthew 25 Ministries. While two of our members were unable to serve directly with Matthew 25, these members have served at least 10 hours in the ministries that they are already involved with. This brings our service hours to a grand total of 230 hours.

Ministry Coordinator:

Gloria Shaw

APPENDIX

CEDARVILLE UNIVERSITY

RELEASE AND AGREEMENTS

IN CONSIDERATION for permission and support by Cedarville University for me to participate in the Hunger Games Dodgeball Rebellion to be held on Friday, November 14, 2014, at the Cedarville University's Doden Field House (location) **I, the undersigned, do hereby release, hold harmless, indemnify, waive and discharge** Cedarville University and all of its officers, agents and employees from and against any and all claims, demands, actions or causes of action arising from any injuries or damages I may suffer or sustain by my participation in this activity. Furthermore, in full recognition and appreciation of the potential dangers and hazards inherent in such activity and event, **I do hereby agree to assume all the risks and responsibilities surrounding my participation in this activity and event or any activities undertaken in addition thereto.**

The undersigned acknowledges having read and understood the foregoing informed consent form.

(Participant's Signature)

(Date)

I attest that my child or ward's attendance and involvement in such activities is fully voluntary, that I am allowing my child or ward to participate at his or her own risk, and that I have read the foregoing terms and conditions of this document. By signing in below, I am agreeing to all stipulations as stated above.

(Parent or Guardian Signature if Participant is under 18)

(Date)