



12 December, 2016

Executive Summary

This semester has been a great experience for all 27 of us students involved in the IBC. We were able to experience the ups and the down of a start-up business, and each gained some new perspectives into the business world. Through the 6 different projects we ran we were able to generate a net income of \$219 with a \$3,000 loan. While our financial success was significantly lower than we had originally hoped for our branding efforts were strong through our posters, announcements in chapel, videos, and a significantly improved social media presence. We were also able to further relationships with Cedarville's Athletic Department, Student Government Association, local businesses, and other departments on Cedarville's campus.

In addition to our company operations we also were able to volunteer 314 service hours split between Gospel Mission and Changing Lives Now Ministry. Our profits will be divided up between the two organizations and presented to them as another gift from our organization.

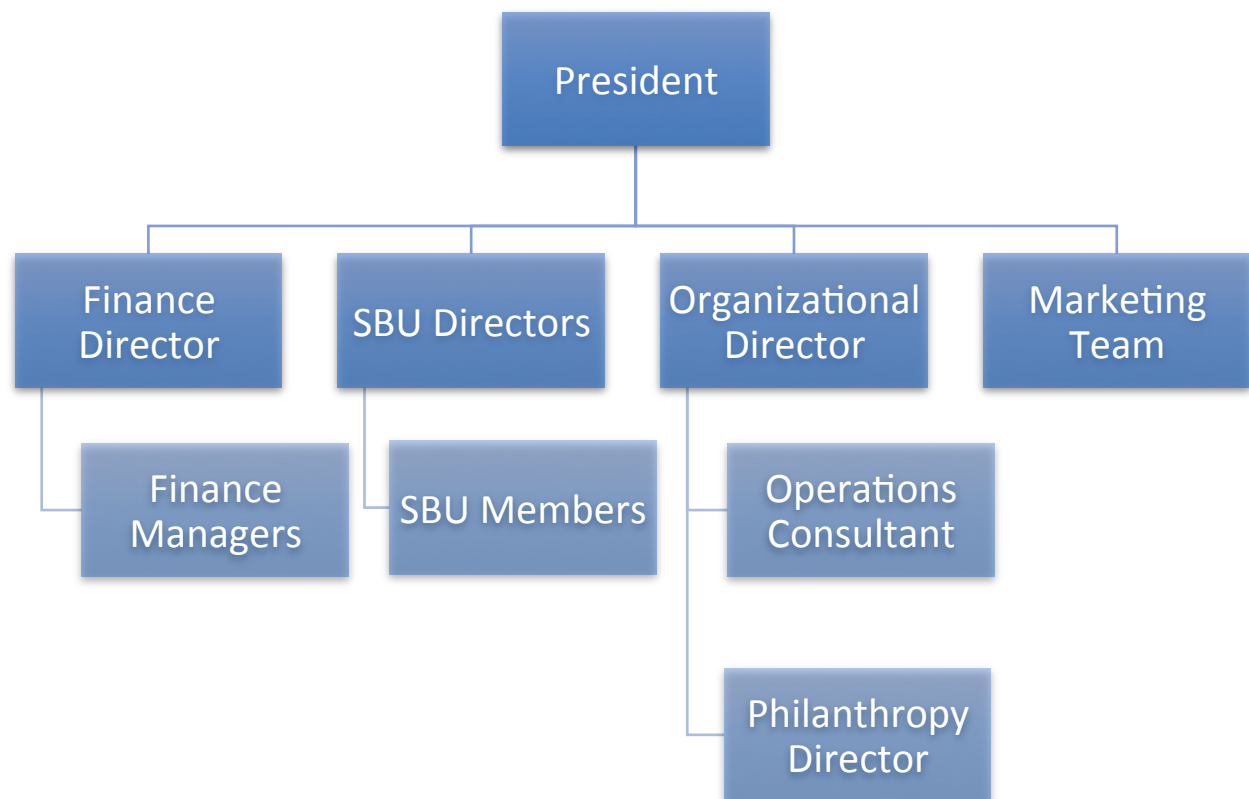
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Mission

It is the mission of our IBC to further the IBC brand by developing lasting relationships with other departments and organizations on Cedarville's campus, providing exceptional products, and creating a culture that reflects our values – all for God's glory

Organization Structure



Philanthropy Overview

Philanthropy Project

The Integrated Business Core (IBC) partnered with two charitable organizations this semester joining them in their mission to serve the local community.

The Gospel Mission

The Gospel Mission has served the community since it was started in 1912 giving a home to the homeless, food to the hungry, and reaching others with the life changing good news of the gospel. Volunteers filled with the love of Christ make it their mission to help where the need is great serving with the hopes of complete restoration and transformation. Through the sacrificial giving of countless supporters, The Gospel Mission makes an impact showing the love of Christ to families and individuals in need.

The IBC was given the opportunity to volunteer at The Gospel Mission's Camp Jabez. As a team, the IBC painted the outside face of the fence surrounding Camp Jabez. This process consisted of scraping away all of the old paint left on the fence to create a smooth surface for the application of the new, black paint. One of the IBC members, Kaelyn Armstrong (pictured left) said upon reflecting on her experience, 'Not only was it great knowing that we were helping people out, but it was amazing to see how something so simple as painting a fence could really bring people together. Volunteering can be very sobering because you think you're there to help someone else out or help an organization grow, but in reality they're the ones helping you grow.' Volunteering was a great blessing and those who participated will never forget the memories made, lessons learnt, and friendships forged.

Changing Lives Now Ministry

Changing Lives Now Ministry works within the community investing in relationships to turn around lives, strengthen morale, and train up men and women in righteousness to be followers of Christ. Their ministries include but are not limited to a Friday night street ministry called Doors of Hope, meals for the homeless, a discipleship school for men addicted to drugs and alcohol (LIBRE), as well as evangelistic youth programs.

The IBC got the opportunity to participate in Changing Lives Now Ministry's Adopt-A-Block Ministry where we were split into teams of 5-7 members and went door to door praying with different members of the community. The IBC attended a church service and then served the attendees a hot meal. After the meal was served, we were able to chat with the guests and get to know them a bit. Later, we helped with Kids Club and even planned part of the future month's syllabus. Sarah Vahhoihniang, a member who led the worship segment of Kids Club said, 'I really enjoyed my time with the kids! I loved that I was able to share my love for action songs and connect with the kids on that level.'

It also gave me an opportunity to share the gospel with them as we sang the words, “Jesus is alive”.’ Every member of the IBC was able to grow together in unity through the different philanthropy projects embarked on throughout the semester.

Our goal for the IBC this semester was to equally divide the sum of our profit between both charitable organizations. The ministries this profit will be funding are The Gospel Mission and Changing Lives Now Ministry. We served a total of 314 hours between The Gospel Mission and Changing Lives Now Ministry.

Yellow Jackets Socks

Product Overview

The IBC designed and sold Cedarville Yellow Jacket themed Under Armour socks. The goals of these socks were to promote campus unity and the sense of school spirit/pride.



Product Description

The design of the sock can be seen in the picture above. It is the Cedarville Yellow Jacket on a yellow background, with navy and grey filling out the remaining colors of the sock. The socks were initially designed with a wraparound logo, but through changing suppliers we adapted to a simpler logo on each side of the sock. The socks were purchased through the Athletic Department and through their Under Armor representative, Kollege Town Athletics. The Athletic Department charged us \$11.20 a pair, and we sold the shirts for \$18 a pair, generating around \$6 in profit per pair of socks sold.

Marketing Strategy

Planned Marketing Efforts

We had three main aspects to our planned marketing strategy. First, a presidential endorsement. Our university's president Dr. White is very popular around campus, so we asked him to make an announcement for our product during one of his chapel announcements. The second aspect to our planned marketing strategy was a video with an athletic team. We were aiming to sell our socks mainly to people who care about various aspects of athletics, so we thought creating such a video would be beneficial. The final aspect of our planned marketing strategy was to create posters to be hung all around campus, to go along with chapel slides. This would immerse people in the knowledge of our socks, hopefully increasing the chances of them purchasing our socks.

Implemented Marketing Efforts

With our marketing efforts, we sought to highlight the gift, school spirit, and sportiness aspects of our product as well as the high quality of Under Armour. We began by creating discount cards that we offered to all of the prospective students who visited campus on CU Friday. We also offered our socks to Cedarville alumni through their Facebook page. We continued our marketing and selling campaign by building up awareness and interest in our Black Friday Sale. This involved use of chapel slides, daily Facebook announcements, and campus-wide emails. We continued after Black Friday with a series of new chapel slides and Facebook posts while adding posters placed strategically around campus. Dr. White showcased our socks before a chapel bringing widespread awareness and excitement for the product to our market. We ended our marketing communications by raising awareness of various discounts for our product as a way to say thank you to our loyal customers. Additionally, we had Resound Radio, Cedarville's radio station, continually talk about our product on air and encourage listeners to buy it.

At our table, we used a Christmas theme in alignment with our gifting message. We included a miniature Christmas tree as the table as well as Christmas lights. We sold our product in the lower Steven's Student Center as well as at four different Cedarville NCAA basketball games. We additionally offered our product online through links and QR codes found on our promotional materials.

We also attempted sales to people and groups on campus that are not specifically students. We first attempted this with bulk sales to the sports teams, especially the basketball team since we sold at their games. We contacted all of the sports teams on campus to see if they were interested. We also made an intentional effort to connect with the faculty and staff on campus. We did this first, by contacting each department and leaving our products along with a sign-up sheet with the administrative assistant for each department. We wanted them to be able to easily purchase our products if they so desired. Secondly, we sold at two faculty events; the faculty and staff Christmas Lunch, along with the all-faculty meeting. The latter was a much larger success than the former.

Inventory Details

We initially purchased 285 pairs of socks with the intention to use 17 for giveaways, 35 for pre-order sales to Alumni and Admissions, and then to sell the remaining 233 socks.

Obstacles

Supplier

One of the major obstacles that we faced regarding the socks was the supplier. We researched many sock companies, but most were very expensive or cheaply made. We initially planned to go through Customized Elite Socks, but upon receiving a sample, we were highly displeased with the quality of the sock. During this time, we were still pursuing a potential relationship with the Athletic Department, but we hadn't received confirmation until a later date.

Once we received confirmation about being able to use the discount with Under Armour through the Athletic Department, we immediately began shifting our focus to the new design and process of ordering. Unfortunately, this process was slower than we anticipated due to having to the process of communication that had to be received and approved by various parties. As a result, our shipping date was pushed farther than we originally had planned. Unfortunately putting us past the season of warmer weather where these socks were more trendy.

Unsuccessful Sales

Another obstacle we faced regarded unsuccessful sales to the sports teams and at the games. Many of the sports teams showed interest, but they did not act on that. Only the men's basketball team purchased socks. We attempted to sell socks at the game, but all in all we only sold about five pairs over four games.

Communicating to our Markets

Lastly, an obstacle we faced was communicating and justifying the price of the socks. At first sight, people typically offered a negative reaction, but upon explaining the fact that they're made by Under Armour and custom printed, people were more understanding. Therefore, we don't think it was necessarily the price itself that turned people away, but rather the challenge of communicating the value to our customers. Additionally, we may have overestimated the eager target market for these socks.

Financials

Yellow Jacket Socks		
For the Year Ended 12/10/2016		
Income Statement		
Revenue:	Actual	Projected
Sales Revenue (net)	\$2,897.30	\$3,635.00
Less: Cost of Goods Sold	\$2,391.36	\$2,610.00
Sales Discount	\$6.45	\$0.00
Gross Profit	<u>\$499.49</u>	<u>\$1,025.00</u>
Expenses:		
Marketing Expense	\$62.22	\$100.00
Giveaway Expense	\$78.96	\$190.00
Write Off Expense	\$606.68	\$0.00
Total Expenses	<u>\$747.86</u>	<u>\$290.00</u>
Net Income (Loss)	-\$248.37	\$735.00
Based on # of socks purchased 285 socks		250 socks

Moonlight Madness T-Shirts

Product Overview

For the past two years, the IBC has worked alongside the Sports Business Management Organization by providing t-shirts for their “Moonlight Madness” basketball event. Last year the IBC designed a black shirt with a white ‘moonlight’ logo that glowed in the dark. Our design team took the concept of an old logo, improved it, and made it much larger for a stronger appeal.



Product Description

The shirt’s front design, as seen above, has a combination of white glow-in-the-dark and regular bright green ink promoting the Moonlight Madness basketball event. The back of the shirt sponsors the IBC along with the hashtag “Back the Jackets” which connects students to Yellow Jacket social media. The bookstore charged us \$5.55 per shirt, we sold the shirts for \$10 each, generating about \$4 of profit for each shirt sold. The IBC decided upon the design based on positive survey results.

Marketing Strategy

Planned Marketing Strategy

We planned to rely heavily on a sort of symbiotic relationship between our company and the Sports Business Management Org which was actually putting on the event. The idea was that they would benefit our needs while we would help them achieve their goals. We also planned to use social media in order to raise awareness and drive appeal for our product. Our goal was to launch our product while building enthusiasm for the Moonlight Madness event itself. Posters and chapel slides were planned and we sought to sell our shirts in the lower Steven's Student Center.

Implemented Marketing Strategy

We launched our marketing campaign with a video featuring the basketball teams that was played in chapel and shared across social media in order to bring widespread awareness for our product. We also made a deal with Beans-n-Cream offering a discount on their coffee for anyone who wore their shirt to their coffee shop. As planned, we created chapel slides and social media ads to continually bring awareness and excitement for our product. We had a day where the women's basketball team all wore our shirts around campus acting as a sort of traveling billboards for the product. Throughout the week we had the DJs at Resound Radio, Cedarville's radio station, talk about the shirts on air.

Inventory Details

Based upon 2015's sales results of selling over 700 shirts and running out of various sizes, we decided to purchase 800 shirts of more popular sizes. About 50 were for planned for the basketball team with the remainder to be sold to the student body and participating faculty. By the end of the event, we sold a total of 384 shirts.

Obstacles

Financial Funding

One of our largest challenges with the Moonlight Madness shirts came down to the basketball team's financial funding that we received. We were able to get a generous subsidy from them but it fell short of last year's. Due to this, we had to charge \$10 per shirt instead of our planned \$8. Our next challenge was determining the percentage of returning Cedarville students that would purchase a new Moonlight Madness shirt after buying one last year. To our downfall, we assumed that our improved design would not only be a hit sale for freshmen, but also be reason for a second purchase for those returning sophomores, juniors, and seniors. As the IBC did in the previous year, we attempted to sell a discounted bulk order to the pep band, who would be performing during the event. Although the pep band director, Ed Supplee, did not have the funding for this, we were able to pass around a clipboard during one of their rehearsals to attain a large number of pre-sales.

Financials

Moonlight Madness Shirts		
For the Year Ended 12/10/2016		
Income Statement		
	Actual	Projected
Revenue:		
Sales Revenue (net)	\$2,942.32	\$6,538.00
Less: Cost of Goods Sold	\$2,068.10	\$4,275.00
Gross Profit	<u>\$874.22</u>	<u>\$2,263.00</u>
Expenses:		
Marketing Expense	\$58.67	\$50.00
Giveaway Expense	\$249.75	\$0.00
Write Off Expense	\$2,082.15	\$0.00
Total Expenses	<u>\$2,390.57</u>	<u>\$50.00</u>
Other Income:		
Donation Revenue	<u>\$570.00</u>	
Net Loss (Income)	<u>-\$946.35</u>	<u>\$2,213.00</u>
Based on # of shirts purchased	800	800

Psalms Mug

Product Overview

A 15 oz. Cobalt Blue mug that features the phrase “Keep Calm and Read Psalms” and the Cedarville pillar and sunburst logo in all white. These mugs will remind the students to read Psalms every day. They will be sold for \$10.



Product Description

A 15 oz. Cobalt Blue mug that features the phrase “Keep Calm and Read Psalms” and the Cedarville pillar and sunburst logo in all white. These mugs will remind the students to read Psalms every day. They will be sold for \$10.

Marketing Strategy

Overall Strategy

Reading and meditating on God's word is the lifeblood of a Christian's spiritual walk. Cedarville University's SGA (Student Government Association) and the IBC partnered to challenge the student body, faculty, and staff with the "Keep Calm and Read Psalms" reading plan as a resource to study the Scriptures. This reading plan is a guide to read the Psalms in one month, and the IBC encouraged the Cedarville family to follow this plan during November of 2016. A purchase included a “Keep Calm and Read Psalms” mug and a bookmark which included the reading plan.

SGA Partnership

Several of the specific marketing strategies for this product were as follows. First, the IBC partnered with SGA to create greater awareness for the reading plan and the mugs. The

SGA chaplain agreed to help market our reading plan and mugs through various forms of media. The reading plan was sent to the student body and faculty through SGA and IBC email accounts to make sure that the entire Cedarville family had access to the plan. Our marketing team also created posters featuring “famous” people from campus to create initial awareness of the campaign. Several announcements were made in chapel by Dr. White and the SGA chaplain to generate awareness for the product, and to explain the heart of the campaign to the student body.

Social Media

Social media was also a large part of our marketing strategy. This year, the IBC Facebook account was revamped and used extensively to communicate new information to the student body - to promote and remind students of the IBC’s offerings. Various graphic designs and clever posts were used to generate interest and to capture the attention of those who had some connection with the IBC’s Facebook page. Posters and slides were also used to remind the Cedarville family about the product, including details about how and when they could make their purchase.

Inventory Details

The IBC ordered 250 mugs in order to sell to the public. We gave 10 away for marketing purposes and we gave 20 to Bean n Cream in order for them to sell. We then sold out of the remaining mugs. We then had to place another order of 108 mugs which also sold out due to pre orders.

Obstacles

Suppliers

The first problem that we ran into was our partnership with the bookstore. We determined that the wholesale cost of the mugs through the bookstore would be too high, so we were forced to go with an outside supplier. Along with this, after we changed suppliers, we also had a miscommunication about the logo that would be used for our mugs.

Miscommunications

In addition, we distributed the Psalms Mugs reading plan through a campus-wide email through the SGA email account. However, the plan that was sent had an error on it causing some miscommunication.

Planning

We also had a problem with the timing of chapel announcements and getting confirmation on each announcement. There was a time when we thought there was going to be a chapel announcement, but at the last minute, it got canceled. We had to work through this in order to promote our product effectively.

Posters

Our last problem was when a student brought a concern to our attention about the Psalms Mug posters. The student had an issue thinking that the posters were creating a spiritual bandwagon mentality on campus. However, we were able to effectively deal with this problem and move on for the rest of the semester with no further issues regarding the posters.

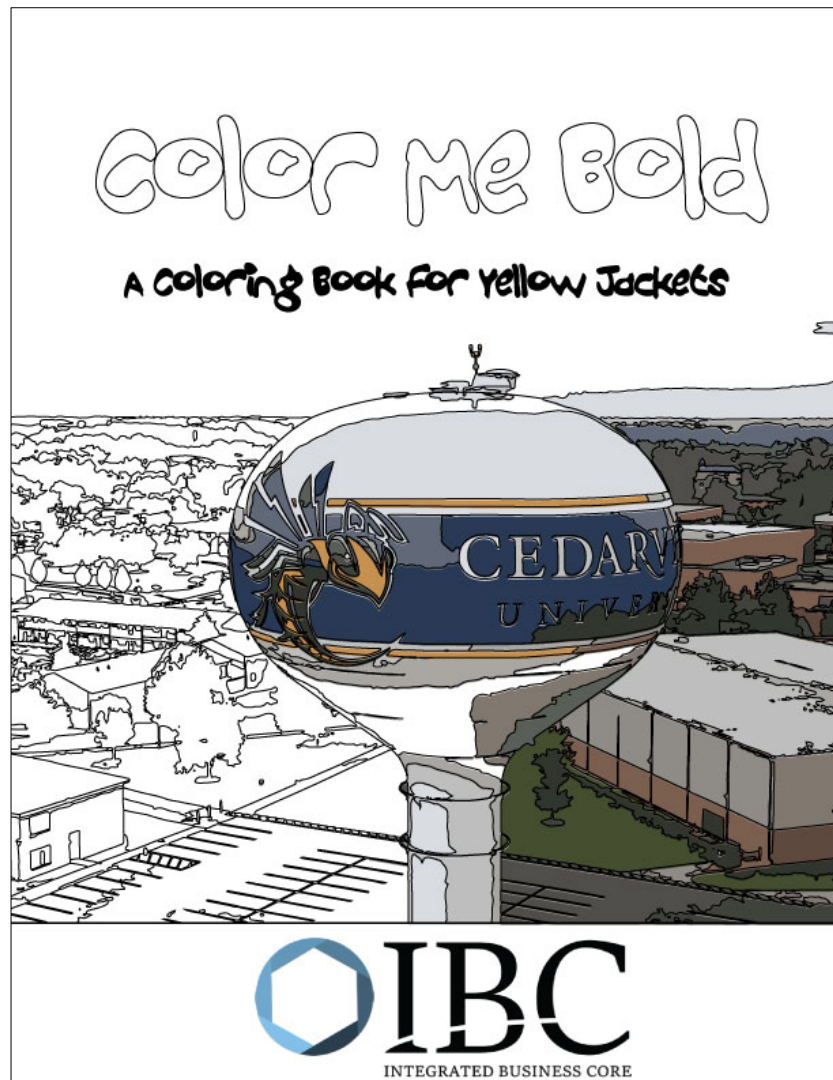
Financials

Psalms Mugs		
For the Year Ended 12/09/2016		
Income Statement		
	Actual	Projected
Revenue:		
Sales Revenue (net)	\$2,717.66	\$2,094.00
Less: Cost of Goods Sold	\$973.48	\$1,104.00
Gross Profit	<u>\$1,744.18</u>	<u>\$990.00</u>
Operating Expenses:		
Marketing Expense	\$70.60	\$96.00
Shipping Expense	\$27.50	\$0.00
Write-off Expense	<u>\$7.83</u>	<u>\$0.00</u>
Total Expenses	<u>\$105.93</u>	<u>\$96.00</u>
Net Income	\$1,638.25	\$894.00
Purchased	356 mugs	250 mugs

Color Me Bold

Product Overview

Community is at the heart of Cedarville University. This sense of community was enhanced through the IBC teaming up with student artists on campus to create this Cedarville-themed coloring book. We also wanted this product to be a piece of memorabilia that someone could look back at twenty years from now and remember their time spent here on campus.



Product Description

A coloring book that provides a way to connect with people through the different pages that contain CU experiences, a unique source of entertainment as well as a way to de-stress, and a piece of memorabilia that will last for a long time.

Marketing Strategy

We had 4 main marketing strategies. Our first strategy was to place posters on campus in high-trafficked areas in order to remind students of purchase opportunities in the lower SSC and to encourage people to buy the books as a Christmas gift as well as a way to de-stress before finals. Our second marketing strategy was to hand out promotional postcards to faculty and staff during their Christmas party so that we could bring more awareness to faculty and staff members and encourage them to visit our table. Our third strategy was to have promotional pictures posted on the IBC Facebook page and put on televisions in the different department buildings to bring awareness of the coloring books to students, faculty, and staff as well as remind them of our product once selling began. Lastly, we had Dr. White make a chapel announcement about our coloring books during our selling period in order to better connect people to the coloring books through Dr. White's influence.

Inventory Details

We originally planned on ordering 500 books. Due to sales performance of the other products, we decided to order 300 books of medium-grade paper quality, digital print, and un-perforated pages. Our supplier then brought our books to Cedarville for free.

Obstacles

Overestimations

We overestimated the number of artists that would make designs for us. As a result of this, we used the university photographer's pictures and transformed them into sketch-form.

Quality

There were many pictures that did not look good when they were transformed into sketch-form, therefore some of our team members had to work on and fix them. We also had another artist transform them. Due to the length of time it took to transform these pictures, this whole process took a week longer than expected.

Overestimated Expected Sales

Due to the lower than expected sales of the other products, our team decided to reduce our quantity from 500 to 300 books. This caused the pricing to change numerous times. Thankfully, however, our supplier was easy to work with and gave us pricings relatively quickly.

Approvals

Our team had to meet with and get the approval of the people in our book, and one meeting would not be able to be scheduled until after we had planned on ordering inventory, so we delayed ordering inventory.

Contributions Page

After all of the books had already been printed, our team noticed that one of the names on the "Thank You" page had the wrong first name. Our team then spent a few hours cutting out each "Thank You" page and replacing it with a new "Thank You" page that would be printed off on blue paper and stuck inside the front cover.

Financials

Color Me Bold		
For the Year Ended 12/10/2016		
Income Statement		
	Actual	Projected
Revenue:		
Sales Revenue (net)	\$1,203.40	\$4,367.00
Less: Cost of Goods Sold	\$354.39	\$1,425.00
Gross Profit	<u>\$849.01</u>	<u>\$2,942.00</u>
Expenses:		
Supplies Expense	\$261.40	\$500.00
Giveaway Expense	\$29.51	\$0.00
Marketing Expense	\$31.79	\$85.00
Shipping Expense	\$12.77	\$0.00
Write off Expense	<u>\$246.30</u>	<u>\$0.00</u>
Total Expenses	<u>\$581.77</u>	<u>\$585.00</u>
Net Income	\$267.24	\$2,357.00
Purchased	300 books	500 books

Ready, Set, Glow!

Event Overview

Ready, Set, Glow is an event hosted by the IBC that puts a new twist on sports and entertainment. The event will take place October 22, 2016 from 8pm-12:30am. It will include bubble soccer, volleyball, basketball, spike ball, ultimate frisbee, food trucks, campus golf, and a comedy show put on by the DTR organization. The twist on the sports and show is that everything will glow.



Event Description

Ready, Set, Glow is an event that puts a new twist on sports and entertainment. The event took place on October 22, 2016 from 8pm-12:30am. Tickets were sold starting a week prior to the event on October 15. Prices for tickets were \$10 for just the event, and \$11 for the event plus the DTR show. The first 100 students who buy a ticket received a free Bill's donut.

Marketing Strategy

Promotional Video

In order to spread awareness about the event, we created a promotional video. This video contained various activities that would be featured the night of the Glow Night. Each of us also shared the video on Facebook to reach more markets.

Posters and Stair Stickers

We also utilized posters around the SSC to promote the Glow event. And after getting permission from custodial services, we placed event stickers on the SSC staircase to further promote the event.

Painting the Rock

The rock on campus is an icon on Cedarville campus. Various organizations paint the rock in preparation for an event to spread awareness amongst the student body. We painted the rock before the Glow event but because of unforeseen circumstances, our design on the rock was painted over.

Inventory Details

Supplies

We borrowed golf clubs from the Golf Team by contacting the coach, Chris Reese. This way when customers came to the event they did not have to bring their own clubs. Also, we put glow tape on the clubs in order to allow participants to see while it was nighttime. We also contacted the women's tennis team coach, Dee Morris, and she gave us tennis balls that the tennis team no longer used. Glow sticks and hairspray was how we 'glowed' the tennis balls. We cracked open the glow sticks to put the glow liquid on the balls and sealed this by spraying them with hairspray. 100 glow sticks were purchased online from Walmart for \$37.96. Hairspray was purchased from Dollar General for \$4.75. Glow spike tape was used to tape the golf clubs as glow decoration. Fluorescent flags were also used these to mark important points on the courses. Flashlights were used to place at each hole to light it up. Purchased from Walmart and collected from IBC members houses and the IBC closet. Glow Spray Paint was used to mark different parts of the courses, but it didn't really end up showing very much.

Bill's Donuts

Donuts were purchased from Bill's Donuts for \$57.40. We received a 10% discount for purchasing in bulk. However, 100 donuts was very excessive. We did not end up giving all 100 out, it was not communicated well enough to the golfers that there were donuts inside.

Tickets

Tickets for Bubble Soccer and DTR were different neon green and neon orange wristbands purchased from customizedwristbands.com. We purchased 500 of each color wristbands for \$12.99 each for a total of \$25.98. We purchased wristbands for the Bubble Soccer but we ended up not using them because Knockerball supplied their own wristbands for the tickets. We purchased 600 glow bracelets and 50 glow necklaces for the event, which we handed out to people as they came in. We purchased from glowuniverse.com for \$74.49. Arrival was timely and the glow sticks were of good quality.

Face Paint

Face paint was purchased from amazon for \$59.90. We purchased two packages which ended up being too much, we could have just purchased one. It ended up being UV paint and therefore did not glow as we were expecting it to.

Spike Ball

The spike ball sets were provided by the gym. We purchased a set of two Spikeballs from Walmart for \$12.99. We planned to spray paint them with glow paint, however, not sure if that actually happened. We purchased a set of two glow-in-the-dark frisbees from Walmart for \$6.95.

Obstacles

Time Constraints

Because of our time limits, we only a month and a half for our team to form and plan for this event. Events have a lot of detail work that we did not take into account from the beginning.

Cost and Ineffectiveness of Glow Materials

Glow materials are very expensive. They also do not glow extensively long which made golf not turn out as well. The campus is also very well lit which diminished the effect of materials as well.

Low Involved Market

We found it hard to engage an audience that has many other entertainment and community options available to them. E-sphere and other bro/sis activities were going on at this time. These events are free or very inexpensive compared to our event.

Lack of early planning

There was a lack of understanding the need for detailed planning early on, much of the contingency plans and logistics were delayed and underperformed.

Lack of urgency

Not understanding the amount of work that goes into an event like this, there wasn't as much of a push to get work done more quickly.

Unforeseen Circumstances

There was a miscommunication and it turned out the Athletic department double booked us for the time of the event. We compensated by planning the set up process to be more efficient. We also were able to set up most of the equipment that was not in the main court area.

Faulty equipment arose in terms of lights going on strobe instead of the set lighting pattern that we were hoping for. This diverted time spent on setup to troubleshooting and took away from the look of the atmosphere. We went back to the company and received a full refund

Cold weather was not necessarily unforeseen, but it was an element that took away from people's desire to be involved in the event. It was one reason that glow golf was not highly attended.

A knockerball team did not show up which ruined the tournament style bracket we had set up. Luckily, we were able to sign another team up for discount price to play the game last minute.

Financials

Ready, Set, Glow!		
For the Year Ended 12/10/2016		
Income Statement		
	Actual	Projected
Revenue:		
Sales Revenue (net)	<u>\$895.34</u>	<u>\$3,913.00</u>
Expenses:		
Supplies Expense	\$588.71	\$522.00
Sports Equipment Expense	\$420.00	\$750.00
Giveaway Expense	\$0.00	\$78.00
Miscellaneous Expense	\$0.00	\$100.00
Marketing Expense	<u>\$79.34</u>	<u>\$150.00</u>
Total Expenses	<u>\$1,088.05</u>	<u>\$1,600.00</u>
Net Income (loss)	-\$192.71	\$2,313.00
Based on # of tickets	63	400 tickets

Campus Connect

Product Overview

The goal of this business is to provide unique marketing access and advice to local business who wishes to increase name and/or product awareness on Cedarville University's campus. This service is run through the Integrated Business Organization, which is an on campus business internship program. Our goal, is to advertise for our clients in a way that will be noticed. As students, we have a personal and accurate understanding of the most strategic and effective ways to reach students. We have an exclusive understanding concerning trends amongst the student body, and how to best motivate them to patronize our clients. After all, who would better understand the student body than students?



Campus Connect

Product Description

Campus Connect made or attempted to make many business connections this semester. We emailed, called, and personally visited 10 companies. We would first email or call a company and give a brief description of Campus Connect's goal to help local businesses improve sales to college students. Many of these businesses were hard to reach and busier than we expected. We managed to schedule meetings with Bean's, Bill's, and Dayton Metropolitan Arts. Bean's early on agreed to use our marketing consulting services for \$200 this semester.

Marketing Strategy

Most marketing was done by either cold calling a store, or walking in and handing the people there information about our services. This was a normally successful method if we were able to contact the owner of the business (whether in person or by email) however most the time, we were unable to establish contact with the owner, as they were very hard to catch when they were in store. However the hardest time was even showing up to the store or calling at a time when the owner was there to speak to you. This was no easy task as their schedules are often hectic, filled, and undetermined (so they could never give us a good time that they would be free).

Obstacles

Establishing a Sales Team

In hindsight, it would have been better to have had the sales team at a much earlier time. Most people we contacted were willing to do business with Campus Connect, but not until the start of the next school semester when it would no longer benefit the IBC. Plus when the first client (Beans) was contracted, it became harder to reach out to other potential clients as the only person contacting businesses had to spend most of his time consulting and planning marketing for Beans.

Cash Flows

We should have done a better job of establishing cash flows or ways that we can benefit from the ROI that we bring to the company. This is why we will try to go forward with our “percentage of profit per item sold” strategies concerning our relations with Bill’s Donuts and The Dayton Theatrical Society.

Financials

Campus Connect		
For the Year Ended 12/10/2016		
Income Statement		
	Actual	Projected
Revenue:		
Service Revenue (net)	\$200.00	\$1,425.00
Expenses:		
Marketing Expense	\$11.50	\$20.00
Sales Packets Printing	\$0.00	\$50.00
Miscellaneous	<u>\$0.00</u>	<u>\$50.00</u>
Total Expenses	<u>\$11.50</u>	<u>\$120.00</u>
Net Income	\$188.50	\$1,305.00

Consolidated Financial Statements

Integrated Business Core		
For the Year Ended 12/10/2016		
Consolidated Income Statement		
	Actual	Projected
Revenues:		
Services:		
Ready, Set, Glow	\$895.34	\$3,913.00
Campus Connect	<u>\$200.00</u>	<u>\$1,425.00</u>
Total Service Revenue	\$1,095.34	\$5,338.00
Products:		
Moonlight Madness T-Shirts	\$2,942.32	\$6,538.00
Psalms Mugs	\$2,717.66	\$2,094.00
Yellow Jacket Socks	\$2,890.85	\$3,635.00
Color Me Bold	\$1,203.40	\$4,367.00
Blowout Sale	<u>\$145.42</u>	<u>\$0.00</u>
Total Product Revenue	<u>\$9,899.65</u>	<u>\$16,634.00</u>
Total Revenues (Net)	\$10,994.99	\$21,972.00
Cost of Goods Sold	<u>\$5,502.62</u>	<u>\$9,414.00</u>
Gross Profit	<u>\$5,492.37</u>	<u>\$12,558.00</u>
Expenses:		
Marketing Expense	359.86	\$501.00
Giveaway Expense	\$358.22	\$190.00
Supplies Expense	1099.45	\$1,022.00
Sports Equipment Expense	\$420.00	\$750.00
Miscellaneous Expense	\$0.00	\$150.00
Write Off Expense	\$2,942.96	\$0.00
Loan expense	\$75.00	
Interest Expense	<u>\$17.44</u>	
Total Expenses	<u>\$5,272.93</u>	<u>\$2,613.00</u>
Net Income	\$219.44	\$9,945.00

Integrated Business Core: Consolidated		
For the Year Ended 12/10/2016		
Balance Sheet		
Assets		
	Cash	\$5,915.24
	Accounts Receivable	3417.37
	Inventories	\$377.30
	Supplies	\$ -
	Marketing Supplies	\$0.00
	Items in process	\$122.01
Total Assets		\$9,831.92
Liabilities		
	Accounts Payable	\$5,237.89
	Sales Tax Payable	\$608.07
	Loan Payable	\$3,000.00
	Interest Payable	\$17.44
	IBC Payable	\$621.70
	Transaction Fee Payable	\$53.88
	Shipping Expense Payable	\$73.50
Total Liabilities		\$9,612.48
Equity		
	Retained Earnings	\$219.44
Total Equity		\$219.44
Total Liabilities and Stockholder's Equity		\$9,831.92

IBC 2016	
Return on Investment	
Revenues	\$10,994.99
Costs	10,775.55
Net Income	219.44
Loan Amount	\$3,000
Return on Investment	7.31%

Appendix A: Our Employees

Executive Team

Tim Flavin—President

Jessica Smith—Organizational Director

Caroline Watson – Finance Director

Gillian West—Operations Consultant

Philanthropy

Corinna Ward—Philanthropy Director

Apparel SBU

Jameson Burns—SBU Director

Lora Ireland—SBU Financial Manager

Ryan Lee—SBU Marketing Manager

Katie Carmichael—SBU Member

Noah Marley—SBU Member

Psalms Mug SBU

Andrew Machan—SBU Director

Abigail Gingrich – SBU Financial Manager

Daniel Cable—SBU Marketing Manager

Nathaniel Cotter—SBU Member

Carly Rose—SBU Member

Color Me Bold SBU

Kaelyn Armstrong—SBU Director

Zachary Meyers – SBU Financial Manager

Sarah Vahhoihninag—SBU Marketing Manager

Jacqueline Kuykendall—SBU Member

Rebecca Somma—SBU Member

Ready Set Glow SBU

McKenna Wright—SBU Director

Ashley Wessels—SBU Financial Manager

Makaela Shannon—SBU Marketing Manager

Joseph Cross—SBU Member

Briana Elias—SBU Member

Campus Connect SBU

Joshua Ruhlmann—SBU Director

Kurtis DePree—SBU Financial Manager

Appendix B: Christmas Blowout Sale

The IBC decided to put on a Christmas Blowout sale that the Psalms Mug team would be in charge of. This was a way to sell excess inventory that the company had as well as sell products from previous years. There were posters that were put up to attempt marketing but the blowout sale had no other marketing efforts. The sale resulted in a profit of about 60 dollars. The sales were mostly internal because of the lack of marketing and no mass email to the students.

Appendix C: Balance Sheet

The account “Items in Process” on the balance sheet exists because of a discrepancy between the assets, and the liabilities and equity. This will not be resolved until the full amount of accounts receivable is collected and all payables are paid. This difference will be resolved in January when the books are officially closed out.