



26 September, 2016

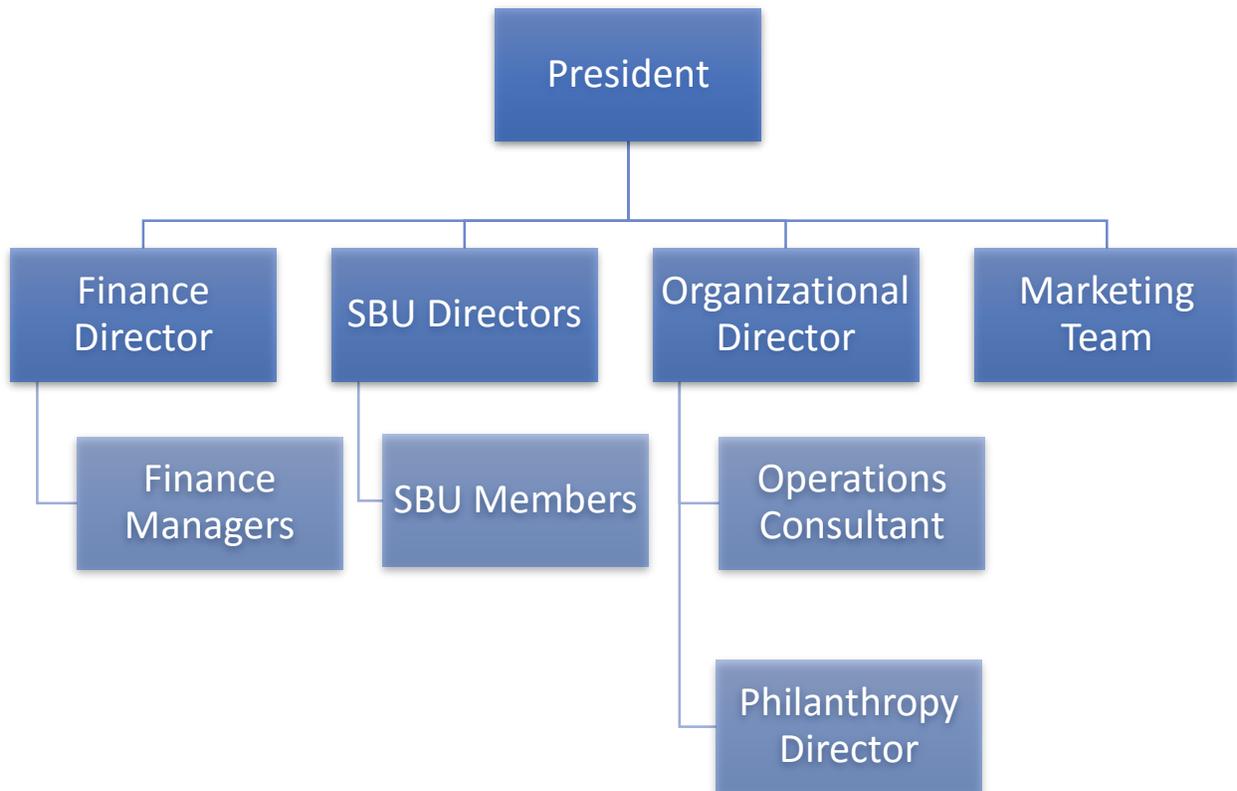
Table of Contents

Mission Statement	2
Organization Structure	3
Philanthropy Overview	4
Yellow Jacket Socks	5
Product Overview	5
Marketing	5
Financials	8
Timeline	10
Moonlight Madness T-Shirts	11
Product Overview	11
Marketing	11
Financials	14
Timeline	16
Psalms Mug	17
Product Overview	17
Marketing	17
Financials	20
Timeline	22
Color Me Bold	23
Product Overview	23
Marketing	24
Financials	26
Timeline	28
Ready, Set, Glow!	29
Product Overview	29
Marketing	30
Financials	34
Timeline	36
Campus Connect	37
Product Overview	37
Marketing	37
Financials	39
Consolidated Financial Statements	40
Master Timeline	43
Internal Controls	44
Appendix I	46

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

Throughout the semester, the IBC will give a total of roughly 270 service hours to Gospel Mission and Changing Lives Now Ministry. At the end of the semester, all profits generated by the IBC will be presented to Gospel Mission and Changing Lives Now Ministry equally so that through our business venture we are able to benefit and raise up others. For Colossians 3:17 declares, 'And whatever you do, whether in word or deed, do it all in the name of the Lord Jesus, giving thanks to God the Father through him.' We are thrilled to have the opportunity to serve both of these organizations this year and benefit them through all of our business endeavors. In all that we do, to God be the glory!

Gospel Mission

Gospel Mission's headquarters is located in downtown Dayton, Ohio where many poverty-stricken families and individuals live. Their mission is to apply God's love for people to the inner-city by meeting physical, emotional, and spiritual needs. They have acquired Camp Jabez where the IBC will be serving in Xenia, Ohio. Camp Jabez encourages children in all walks of life by providing a place where the beauty of God's creation is on full display combined with discipleship efforts to truly transform personal worldviews from the inside out. The IBC will aid in their mission by developing nature trails through the application of a tread surface, and performing various maintenance repairs such as clearing away underbrush and stripping away cracked paint followed by the repainting process.

Changing Lives Now Ministry

Changing Lives Now Ministry located in Springfield, Ohio has implemented a program called "Adopt-A-Block" in order to build lasting relationships that meet the needs of people within the area. Their ministry supports urban families, reaches out to children in at-risk homes, provides meals for the homeless, conducts children and youth programs, directs a one-year live-in discipleship school (LIBRE) for drug and alcohol addicted men, and conducts neighborhood cleanup efforts throughout the year. The IBC can serve this ministry through starting up a new initiative to provide clothing for underprivileged children in the surrounding area giving them a safe space where meals are served, games are prevalent, and the gospel is preached.

Yellow Jackets Socks

Product Overview

A crew sock that features the Cedarville Yellow Jacket.

Product Description

A customized pair of Cedarville themed crew socks, designed to promote campus unity. These crew socks will feature the Yellow Jacket logo wrapped around the mid-calf. Socks will be priced at \$18 per pair, and will be sold to individuals who are wishing to show off some school spirit.



Marketing

Presidential Endorsement

Cedarville University's President, Dr. Thomas White, has expressed an interest in what we are doing in the IBC this year. He is willing to help us promote our product, because one of his main goals is to encourage campus unity. Our goal is to have Dr. White promote our socks as a sense of school pride and spirit, and even have him make an announcement during chapel about our socks. Those who purchase our socks will be able to identify with that pride and spirit. Having Dr. White's endorsement and support of the socks would help raise awareness to a large audience.

Video with the Athletics Team

We are planning to create a short video featuring a Cedarville University Athletic team wearing our socks. This would help promote our product, and the feeling of school spirit and pride we are trying to create.

Posters and Chapel Slides

Our chapel slides will be configured for maximum effectiveness and our posters will highlight specific needs inherently met by the product. The posters will be strategically placed around campus, as to raise the most awareness. Both mediums of promotion will be aimed towards creating a feeling of school pride and spirit that can be associated with the socks.

Overall Appeal

The overall appeal of these customized socks is a trend among millennials, especially males. Many college students are wearing these while exercising, participating in a sporting activity, or going out with friends. The Cedarville socks are not only functional and trendy, but they are also unique in the sense that they are the only available socks with the Yellow Jacket logo.

Our survey results showed that out of the 158 surveyed males, when asked how appealing they found the product, 8% gave the product a 10, 11% rated it at a 9, and 11% rated it at an 8. These results show a very high level of interest amongst our target market of males on campus.

In addition to that, when asked about their likelihood to make a purchase of our product, 7% of males answered with a 10, 5% a 9, and 8% an 8. Clearly, there is a large amount of potential for this product.

Purchase Product (Males)	
Rank	Percentage
1	11%
2	9%
3	9%
4	9%
5	15%
6	15%
7	13%
8	8%
9	5%
10	7%

Supplier Information

We will be purchasing the socks through Under Armour with the Cedarville University Athletic Department's wholesale discount of 40%. This will allow us to purchase the socks, with sublimation, for \$11 per pair. Socks will take 4-6 weeks to arrive after placing the order.

Inventory Information

A purchase of 250 pairs of socks will be made. 233 of those pairs will be available for purchase, and the other 17 pairs will be used as giveaways. Once we receive the socks, the inventory will be stored in the IBC storage closet.

Potential Problems

One potential problem we may face is the price-point of the sock. During testing, we received feedback that our price-point seemed high for socks. However, we believe that the fact that these are sublimated, Under Armour socks will make this price not seem high. Socks of similar quality, and style (sublimated with a logo), tend to sell roughly \$20-25. Our price is below this price-point, and we are confident that our target market will see the value of our high-quality, sublimated, Cedarville Yellow Jacket Socks.

Financials

IBC 2016		
Yellow Jacket Socks		
Projected Income Statement		
Revenue :		
Price	\$ 18	
Number Sold*	233	
Price Revenue		\$4,194
Less: Sales Tax	\$265	
Total Revenue		\$3,929
Expenses:		
Price Per Pair of Socks	\$ 11.20	
Number sold	233	
COGS		2,610
Gross Profit		\$1,319
Loan Expenses		
Marketing expense	\$100	
Giveaway Expense	190	
Total Loan Expenses		290
Other Expenses:		
Credit Card Fee**	\$ 68	
IBC Reserve	196	
Interest Expense	29	
Total Other Expenses		294
Total Operating Expenses		584
Net Income		\$ 735
# of Socks to Break Even (Pairs)		186

*See Appendix I

**50% of sales as credit card sales – projected

IBC 2016			
Yellow Jacket Socks			
Breakeven Analysis			
Projected costs:			
Fixed Costs			
COGS		\$2,610	
Marketing expense		100	
Giveaway Expense		190	
Interest Expense		29	
Total Fixed Costs			\$2,929
Variable Costs per Unit			
Credit Card Fee	\$	0.29	
IBC Reserve		0.84	
Total Variable Per Unit			\$ 1.14
Costs			\$ 17
Selling Price Per Unit			\$ 17
Breakeven Calculation			186

IBC 2016				
Yellow Jacket Socks				
Budgeted Cash Flows				
<i>Yellow Jacket Socks</i>	Present - 10/4	10/5 - 10/31	11/1 - 11/30	Summary
Cash Receipts				
Projected Sales (plus previous sales)		1,964	1,964	3,929
Loan Disbursement	2,900			2,900
<i>Total Cash Receipts</i>	2,900	1,964	1,964	6,892
Cash Payments				
Marketing Expense		100		100
Giveaway expense		190		190
Product Cost	1,305	1,305		2,610
Credit Card Fee		34	34	68
IBC Reserve		98	98	196
Loan Repayment (-previous sales)			2,900	2,900
<i>Interest expense</i>			29	29
Total Cash Payments	1,305	1,727	3,061	6,093
Cash Increase (Decrease)	1,595	237	-1,097	736
Beginning Cash Balance	0	1,595	1,833	736
Ending Cash Balance	1,595	1,833	736	

IBC 2016	
Yellow Jacket Socks	
Loan Request	
COGS	\$2,610
Total Loan Expenses	\$290
Total loan requested	\$2,900

Timeline



Moonlight Madness T-Shirts

Product Overview

We will be selling t-shirts that feature a creative logo for the Moonlight Madness event.

Product Description

A new version of Moonlight Madness T-shirts. This shirt will be used to promote the Moonlight Madness event in November, which is the kick-off event/pep-rally for the Cedarville Basketball team. On the front side, the shirts will feature a full moon basketball graphic that will glow in the dark. It will also feature the slogan "Moonlight Madness" with Cedarville University and the year listed on the shirt as well. The backside of the shirt will feature the IBC logo, and "#BackTheJackets." They will be sold for \$10 (including tax) prior to the event.



Marketing

Partnership with Sports Business Management Organization

We will be coordinating with the Sports Business Management Organization – who are planning the event side of Moonlight Madness – to promote the event, and our shirt. Our plan is to create a short video for the event, which will feature the shirts. This will emphasize the novelty, availability, and exclusivity of our glowing shirts. The video will be shown during chapel and be shared across pre-established social networks.

Posters, Chapel Slides, and Social Media

In order to raise awareness for the product, we will develop posters and chapel slides. These slides will be formatted to maximize message effectiveness. The posters will highlight specific needs inherently met by the product and demonstrate the fun energy, novelty, and glowing aspect of the shirt.

We will also be creating strategic social media posts for our Facebook page that will be designed to raise awareness and excitement for our product.

Overall Appeal

The appeal of the Moonlight Madness t-shirt comes directly from the correlation to the event itself. The Moonlight Madness event is a highlight of the year at Cedarville, and it always draws a large crowd. In our surveys, when we asked how appealing people found our t-shirt, 22% responded with an 8, 12% responded with a 9, and 10% responded with 10 (1 being extremely low, and 10 being extremely high on our scale). This data shows that the student body is largely interested in this product and willing to make a purchase.

Appeal of Product	
Rank	Percentage
1	3%
2	3%
3	6%
4	5%
5	5%
6	15%
7	19%
8	22%
9	12%
10	10%

Supplier Information

The Moonlight Madness T-Shirts will be purchased through the Cedarville University Bookstore. Shirts will cost us \$5.70 to purchase, and will take roughly 4 weeks to arrive.

Inventory Information

We will place an order of 800 shirts, and all will be available for purchase. We will sell the shirts the week leading up to the event. Once the inventory has been received, it will be stored in the IBC inventory storage closet.

Potential Problems

One potential problem relates to inventory. It is difficult to judge the proper amount of each size to order. Thus, we will be examining selling reports from the 2015 year sales to ascertain the proper amount of each size to purchase.

Financials

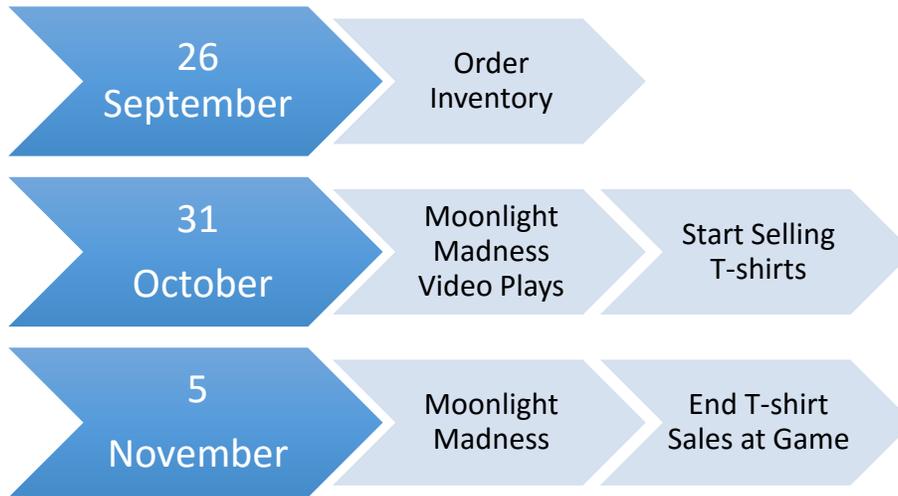
IBC 2016		
Moonlight Madness T-Shirts		
Projected Income Statement		
Revenue :		
Price	\$ 10	
Number Sold	750	
Price Revenue		\$7,500
Less: Sales Tax	\$474	
Total Revenue		\$7,026
Expenses:		
Price Per Shirt	\$ 5.70	
Number sold	750	
COGS		4,275
Gross Profit		\$2,751
Loan Expenses		
Marketing expense	\$ 50	
Total Loan Expenses		50
Other Expenses:		
Credit Card Fee	\$ 94	
IBC Reserve	351	
Interest Expense	43	
Total Other Expenses		488
Total Operating Expenses		538
Net Income		<u>\$ 2,212</u>
# of Shirts to Break Even		500

IBC 2016			
Moonlight Madness T-Shirts			
Breakeven Analysis			
Projected costs:			
Fixed Costs			
COGS		\$4,275	
Marketing expense		50	
Interest Expense		43	
Total Fixed Costs			\$4,368
Variable Costs per Unit			
Credit Card Fee	\$	0.13	
IBC Reserve		0.47	
Total Variable Per Unit Costs			\$ 0.60
Selling Price Per Unit			\$ 9.33
Breakeven Calculation			500

IBC 2016				
Moonlight Madness T-Shirts				
Budgeted Cash Flows				
<i>Moonlight Madness T-Shirts</i>	Present - 10/22	10/22 - 11/22	11/22 - 12/15	Summary
Cash Receipts				
Projected Sales (plus previous sales)		7,026		7,026
Loan Disbursement	4,610			4,610
<i>Total Cash Receipts</i>	4,610	7,026	0	11,636
Cash Payments				
Marketing Expense	50			50
Product Cost	2,138	2,138		4,275
Transaction Fee		94		94
IBC Reserve		351		351
Loan Repayment (-previous sales)			4,610	4,610
<i>Interest expense</i>			43	43
Total Cash Payments	2,188	2,583	4,653	9,423
Cash Increase (Decrease)	2,423	4,443	-4,653	2,212
Beginning Cash Balance	0	2,423	6,866	2,212
Ending Cash Balance	2,423	6,866	2,212	

IBC 2016	
Moonlight Madness T-Shirts	
Loan Request	
COGS	\$4,275
Total Loan Expenses	\$50
Total loan requested	\$4,325

Timeline



Psalms Mug

Product Overview

We will be selling coffee mugs with the phrase, “Keep Calm and Read Psalms” on them.

Product Description

A 15 oz., cobalt blue, ceramic coffee mug with white lettering displaying the phrase, "Keep Calm & Read Psalms." Above the phrase will be the “Pillar and Sunburst” logo. This product will provide a coffee cup for students, and also serve as an encouragement to read the Psalms. The mugs will be priced at \$10 (including tax), and will be available for all who wish to purchase them.



Marketing

Psalms a Day SGA Campaign

The Chaplain of Cedarville’s Student Government Association (SGA) has mentioned a plan to read the Psalms in a month in one of his messages already this semester. Through this product, we are seeking to expand this idea and encourage the students to do the same. This will involve partnering with SGA to challenge the students to read through the book of Psalms in a month. A partnership between SGA and the IBC will be able to effectively communicate this message through chapel videos, SGA social media, and posters around campus. This affiliation will create an incentive for students to purchase the product both before and during the Psalms campaign.

Mug as a Gift

During concept testing, we found that many people responded favorably to the idea of buying a mug as a gift, specifically those who were captivated by the message but felt that they already had enough mugs of their own. We would like to further promote the idea that the mugs would be a unique gift idea for family and friends, especially when Christmas approaches. The emphasis of this message being a reminder to “Keep Calm and Read Psalms” can be a simple gift with a profound message that can be enjoyed by family and friends alike.

Purchase as Gift	
Rank	Percentage
1	6%
2	7%
3	4%
4	7%
5	15%
6	10%
7	18%
8	16%
9	10%
10	7%

Posters with “Mug Shot” theme

The IBC will launch posters featuring the mug with a “Mug Shot” theme. They will include well-known Cedarville icons like the SGA Chaplain, the SGA President, and other well-known personalities on campus. These aspects of the posters will create an excitement for students who may not be sure if they want to buy a mug or not. Creating posters and promoting the mugs through social media will effectively create awareness about the product. As the life cycle of the mug begins to mature, the posters will serve as an entertaining image to remind consumers of the product.

Overall Appeal

To determine the overall appeal of our product we surveyed 240 students on campus. The questions asked were on a scale of 1-10, 1 being extremely low and 10 being extremely high. Of the 240 students surveyed 18.8% gave a rating of 8; 9.2% gave a rating of 9; and 7.1% gave a rating of 10. These results showed a strong attraction to the product. In addition to being attracted to the product themselves, as many as half of the students displayed a strong desire to purchase the mug as a gift for someone else (shown above). When asked about the likelihood of buying a mug to give as a gift 16.3% of students rated it as an 8; 10% gave a rating of 9; and 6.7% rated the question as a 10.

Appeal of Product	
Rank	Percentage
1	3%
2	2%
3	7%
4	9%
5	8%
6	10%
7	26%
8	19%
9	9%
10	7%

Supplier Information

We will be purchasing our mugs through the Cedarville Campus Bookstore. The bookstore will order the mugs through Neil Enterprises – one of their longstanding suppliers. Since the bookstore is a recurring customer of Neil Enterprises we are confident in the supplier’s credibility, reliability, and quality.

Inventory Information

250 of the mugs will be ordered at an estimated cost of \$4.60 each. 10 of the mugs will be given away for promotions. The mugs will be stored in the cabinets of the Integrated Business Core meeting room in the Milner Business Administration Building. Members of the Integrated Business Core will be selling the mugs in the lower level of the Stevens Student Center directly across from Rinnova – the campus coffee shop.

Potential Problems

A potential problem we may face is the fact that the Cedarville University bookstore sells coffee mugs. Even though this is a reality, our product differentiates itself from the other coffee mugs that are being sold in the Cedarville University bookstore. Some ways that our product differentiates itself from other coffee mugs include the “Keep Calm” phrase that we have attached to the mugs and our own emphasis of generating the need to read Psalms. Therefore, while we are offering another coffee mug, our product is a more specialized product that serves a particular purpose.

Financials

IBC 2016		
Keep Calm and Read Psalms Mugs		
Projected Income Statement		
Revenue :		
Price	\$ 10	
Number Sold*	240	
Price Revenue		\$2,400
Less: Sales Tax	152	
Total Revenue		\$2,248
Expenses:		
Price Per Mug (including shipping; \$1)	\$ 4.60	
Number sold	240	
COGS		1,104
Gross Profit		\$1,144
Loan Expenses		
Marketing expense	\$ 50	
Giveaway Expense	46	
Total Loan Expenses		96
Other Expenses:		
Credit Card Fee**	\$ 30	
IBC Reserve	112	
Interest Expense	12	
Total Other Expenses		154
Total Expenses		\$250
Net Income		\$ 894
# of Mugs to Break Even		138

*See Appendix I

**50% of sales as credit card sales – projected

IBC 2016			
Keep Calm and Read Psalms Mugs			
Breakeven Analysis			
Projected costs:			
Fixed Costs			
COGS		\$1,104	
Marketing expense		50	
Giveaway Expense		46	
Interest Expense		12	
Total Fixed Costs			\$1,212
Variable Costs per Unit			
Credit Card Fee	\$	0.13	
IBC Reserve		0.47	
Total Variable Per Unit			\$ 0.60
Costs			\$ 9.37
Selling Price Per Unit			
Breakeven Calculation			138

IBC 2016				
Keep Calm and Read Psalms Mugs				
Budgeted Cash Flows				
<i>Psalms Mugs</i>	Present - 10/31	11/1 – 11/30	12/1 – 12/15	Summary
Cash Receipts				
Projected Sales (plus previous sales)		2,248		2,248
Loan Disbursement		1,200		1,200
<i>Total Cash Receipts</i>	0	3,448	0	3,448
Cash Payments				
Marketing Expense		50		50
Giveaway expense		46		46
Product Cost		1,104		1,104
Credit Card Fee		30		30
IBC Reserve		112		112
Loan Repayment (-previous sales)			1,200	1,200
<i>Interest expense</i>			12	12
Total Cash Payments	0	1,342	1,212	2,554
Cash Increase (Decrease)	0	2,106	-1,212	894
Beginning Cash Balance	0	0	2,106	894
Ending Cash Balance	0	2,106	894	

IBC 2016	
Keep Calm and Read Psalms Mugs	
Loan Request	
COGS	\$1,104
Total Loan Expenses	\$96
Total loan requested	\$1,200

Timeline



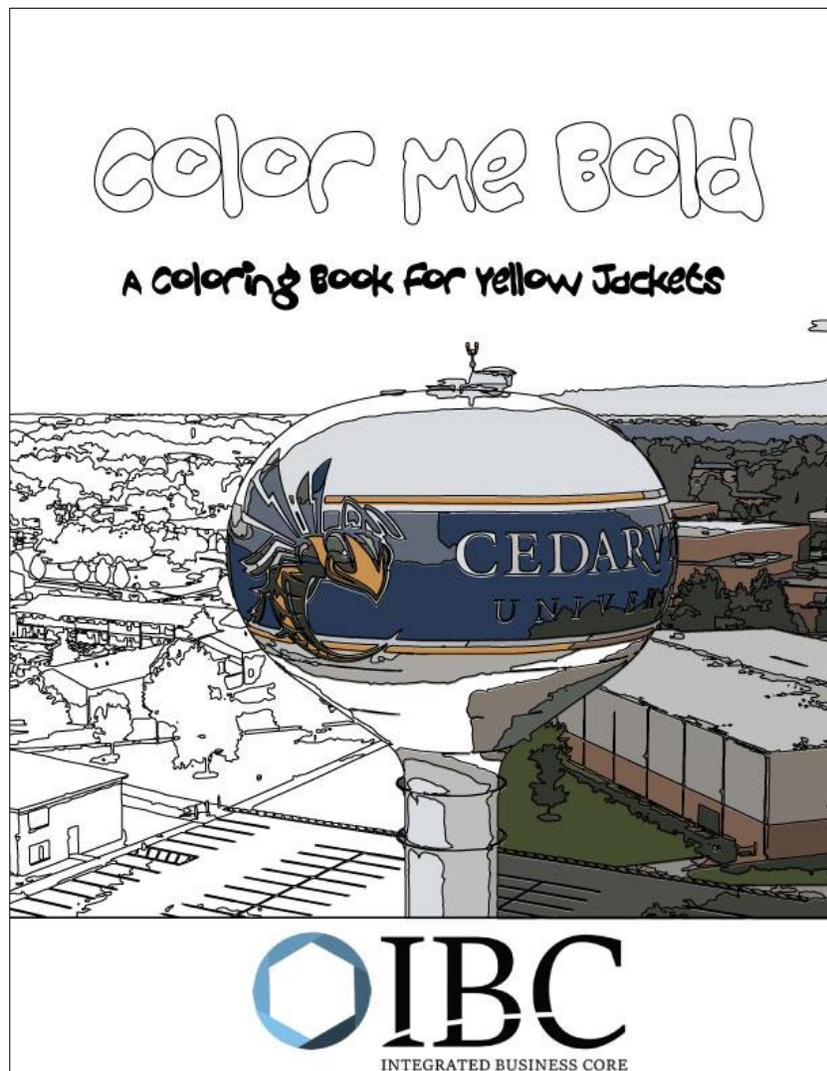
Color Me Bold

Product Overview

We will be selling intricate, Cedarville-themed coloring books.

Product Description

A Cedarville-themed coloring book containing drawings designed by students. Coloring pages will include intricate designs, pictures of favorite CU memories, and crossword puzzles. This book will be made up of 50 different coloring pages, and sold for \$10.



Marketing

Coloring Contest

The coloring book is centered around Cedarville landmarks, Cedarville students, and well-known Cedarville jokes. We hope to create a sense of nostalgia and community amongst Cedarville students with this coloring book. To help with that we will host a coloring contest on the IBC Facebook page to facilitate friendly competition and give another incentive for students to buy our product. The students will compete on a designated page, such as a blank drawing of “the Rock” which is a Cedarville landmark. The winner of this contest will receive a dozen of Bill’s Donuts.

Chapel Slides, Posters, Social Media

Chapel slides will be created to feature information about the product and also the cover of the coloring book. Chapel slides will begin showing a week before the start of the coloring book sales.

We will strategically place posters in high traffic areas such as the lower Stevens Student Center. These posters will be an intricate, black and white design that resembles an uncolored coloring page. With the posters we will provide colored pencils to allow students to color the posters which will create more excitement for the product.

We will also make an announcement on the IBC Facebook page informing students that the coloring books are for sale.

Overall Appeal

To determine overall appeal for Color Me Bold, we concept tested 153 students on campus. This concept test contained questions on gender, class, appeal, likelihood to buy the product for self, and likelihood to buy the product for someone else. The last three questions on the concept test were on a scale of 1-10, 1 being extremely low and 10 being extremely high. In terms of appeal, 14.4% of respondents rated the product as an 8, 17% rated it as a 9, and 17.6% rated the product as a 10. For likelihood to buy, 12.4% rated the product as an 8, 5.9% rated it as a 9, and 8.5% rated it as a 10. For likelihood to buy as a gift, 17% rated the product as an 8, 13.7% rated it as a 9, and 14.4% rated it as a 10.

Purchase Product	
Rank	Percentage
1	12%
2	9%
3	7%
4	11%
5	11%
6	10%
7	15%
8	12%
9	6%
10	9%

Supplier Information

We will be purchasing the coloring books through Globus Printing and Packaging in Minster, OH. It will cost \$2.85 per book, and take roughly 3 weeks to be ready for pickup. We plan to pick the books up directly from Globus to avoid shipping costs.

Inventory Information

500 coloring books will be purchased for \$2.85 per book. Once we have picked up the inventory, we will be storing it in the IBC storage closet.

Potential Problems

There is a possibility that there will not be enough art submitted by Cedarville Art Department students. We are currently discussing a partnership with the Art Department that will compensate students \$5 per page of artwork completed. In this event, we have explored a software program that allows users to upload digital photos and take the color out. This makes them look like a coloring book design. If we do not receive enough art submissions, we can discuss use of Cedarville photos with Scott Huck, the University Photographer, and Chad Jackson, the University Marketing Director.

There is also a possibility that the University Marketing Department will not allow Color Me Bold to use Cedarville branded items. Since the entire coloring book is Cedarville-themed, the product will need to undergo a massive change. One of the contingency plans we have in place for the possibility of this event is changing the product into a “create your own Christmas card” book. To continue pushing the gift idea, we believe that this would be a viable plan to re-concept test and explore if Cedarville-themed items are not available.

Financials

IBC 2016		
Color Me Bold		
Projected Income Statement		
Revenue :		
Price	\$10	
Number Sold*	500	
Price Revenue		\$5,000
Less: sales tax	316	
Total Revenue		\$4,684
Expenses:		
Price Per Book	\$ 2.85	
Number sold	500	
COGS		1,425
Gross Profit		\$3,259
Loan Expenses		
Marketing expense	\$ 85.00	
Art Expense	500.00	
Total Loan Expenses		585
Other Expenses:		
Credit Card Fee**	\$ 63	
IBC Reserve	234	
Interest Expense	20	
Total Other Expenses		317
Total Expenses		902
Net Income		\$ 2,357
# of Books to Break Even		231

* See Appendix I

**50% of sales as credit card sales – projected

IBC 2016			
Color Me Bold			
Breakeven Analysis			
Projected costs:			
Fixed Costs			
COGS		\$1,425	
Marketing expense		85	
Art expense		500	
Interest Expense		20	
Total Fixed Costs			\$2,030
Variable Costs per Unit			
Credit Card Fee	\$	0.13	
IBC Reserve		0.47	
Total Variable Per Unit			0.60
Costs			0.60
Selling Price Per Unit			\$ 9.37
Breakeven Calculation			231

IBC 2016				
Color Me Bold				
Budgeted Cash Flows				
<i>Color Me Bold</i>	Present - 10/9	10/10 - 10/31	11/1 - 12/15	Summary
Cash Receipts				
Projected Sales (plus previous sales)			4,684	4,684
Loan Disbursement		2,010		2,010
<i>Total Cash Receipts</i>	0	2,010	4,684	6,694
Cash Payments				
Marketing Expense			85	85
Product Cost		713	713	1,426
Art Expense		500		500
Transaction Fee			63	63
IBC Reserve			234	234
Loan Repayment (-previous sales)			2,010	2,010
<i>Interest expense</i>			20	20
Total Cash Payments	0	1,213	3,125	4,338
Cash Increase (Decrease)	0	797	1,559	2,356
Beginning Cash Balance	0	0	797	2,356
Ending Cash Balance	0	797	2,356	

IBC 2016	
Color Me Bold	
Loan Request	
COGS	\$1,425
Total Loan Expenses	\$585
Total loan requested	\$2,010

Timeline



Ready, Set, Glow!

Event Overview

“Ready, Set, Glow!” will be an action-packed event with many different activities – in a spectacular glowing fashion

Event Description

Ready, Set, Glow is an event that puts a new twist on sports and entertainment. The event will take place on October 22, 2016 from 8pm-12:30am. Tickets will be sold starting a week prior to the event on October 15 and come in the form of a paper wristband that will need to be worn during the event to be able to participate in the night’s activities. Prices for tickets will be \$10 for just the event, and \$11 for the event plus the DTR show. The first 100 students who buy a ticket will also receive a free Bill’s donut.



Event Details

This event will be held in the Callan Athletic Center, the building that houses Cedarville's Stranaham Gymnasium, directly outside the Athletic Center, around Cedarville's Campus (for glow golf), and in the DeVries Theatre. These activities will all glow giving students a unique experience not typically seen on campus.

Callan Athletic Center

In the Athletic Center, we will primarily be using the gymnasium. However, the lobby area directly adjacent to the gym will be used to sell tickets for people who had not previously purchased tickets, and also to check people in to the event. In the actual gym we will be hosting Bubble Soccer, Volleyball, and Basketball. The gymnasium environment will match our glowing theme.

Outdoors

Outside of the gymnasium, participants will have the opportunity to play Ultimate Frisbee, Spike Ball, and Campus Golf – a fun twist on golf that is widely played among students on campus. Ultimate Frisbee and Spike Ball will take place directly outside of the gymnasium, and Campus Golf will have a marked course all around campus. Food trucks will also be available for participants to grab a bite to eat throughout the night

DeVries Theatre

In the theatre, we will be hosting Cedarville's very own comedy organization, DTR. Shows put on by DTR are experiences that draw in crowds by the hundreds throughout the semester.

Marketing

Promotional Video

A videographer has been hired to create a video showcasing some of the glow event's activities. The video will be played in chapel to introduce the students to the event.

Bill's Donuts

During the selling period, the first one hundred customers to buy tickets will receive a free donut from Bill's Donut Shop in Centerville.

Make the Rock Glow

Glow-in-the-dark spray paint will be used to paint the Cedarville rock, an icon which is easily visible and is often used to place announcements. This will create more excitement around the event.

Partnership with SGA

A marketing partnership between the IBC and the Student Government Association (SGA) for this event has begun. The sphere of influence on campus SGA possesses is significantly larger than that of the IBC. Thus, we have asked the president of the SGA and IBC alumnus Rahul Jacobs to help us advertise and produce the glow event. We hope to continue to deepen this partnership with SGA for future IBC teams.

Posters

Posters will be designed specifically for the event to grab the attention of students. They will be strategically placed around campus in order to generate the most awareness of the event.

Overall Appeal

After surveying 131 people, we discovered that this event had very good appeal to our target market of Cedarville students. When asked the question of how appealing they found this event, 15% rated it a 10, 15% a 9, and 27% an 8 (on a scale of 1-10; 1 being extremely, 10 being extremely high). In addition to the general appeal, when asked how likely they would be to purchase a ticket at our \$10 price point, 69% said they would.

Purchase Ticket	
Yes	No
69%	31%

Equipment and Supplies

Due to the large nature of this event, there will be many different purchases that need to be made in order to cover all the activities we will be hosting. As a result, we will be working with a few different companies to acquire all of the supplies and equipment we need.

Bill's Donuts

We will be purchasing 100 donuts from Bill's Donuts in Centerville, OH for the first 100 people to register for the event. This will be a total of \$78.

Glow Universe

100 Glow bracelets will be purchased from Glow Universe. These bracelets will cost \$39.52 and have free shipping.

Knockerball

Knockerball is the company we will be renting the Bubble Soccer suits from. It will cost us \$600 for 10 suits, and 2½ hours of play time.

MediaPlex

The MediaPlex, located in Cedarville University's library, is where we will be printing off our promotional posters. We will be creating 10 posters, and they will cost us \$2 per poster.

Pro Lighting Rentals

We will be renting a total of 16 lights from Pro Lighting Rental. 12 up lights (slim par 56) for \$17 a piece, and 4 mini movers for \$22 each. This brings our lighting expenses to a total of \$292.

Spirit Halloween

The glow in the dark spray paint used to paint the Cedarville Rock will be purchased from Spirit Halloween. We will purchase 5 cans of paint for a total of \$46.94. That price includes a \$6.99 shipping cost.

Walmart

Hairspray will be used to coat the tennis balls after applying the glow liquid from the glow bracelets. The hairspray helps the liquid stick to the balls, without rubbing off. We will purchase 3 cans of hairspray from Walmart, for a total of \$10.

Potential Problems

Because the event is extensive with many different functions the expenses are higher than an average product. 160 tickets will have to be sold at \$10 to break even. The historic average attendance for IBC events is roughly 90 students. We plan to counteract this historically low attendance rate with SGA's marketing partnership. SGA has a much wider sphere of influence on campus than the IBC, so partnering with the SGA president will allow us to spread the word and create excitement for the event.

Another problem we may face is that only 10 bubble soccer suits will be rented which means only two teams of five can play at one time. A lot of excitement surrounds bubble soccer so those time slots will fill in quickly and when they are filled people may be less inclined to pay \$10 to play basketball and volleyball which they can play for free in the gym. To counteract this, we have included a prize for the winner of the glow golf tournament to incentivize students to sign up for glow golf.

One final potential problem is the weather. Since parts of our event will be held outdoors, if there is inclement weather we will have to adjust our plans accordingly. Thankfully, we have plenty of events going on inside, so we will still be able to make this night an amazing, glow-filled, extravaganza.

Financials

IBC 2016	
Ready, Set, Glow!	
Projected Income Statement	
Revenue	
Price	\$10
Price + DTR	\$11
Number Sold	400
Total Revenue	<u>\$4,200</u>
Loan Expenses	
Marketing expense	\$150
Giveaway expense	78
Sports equipment expense	750
Supplies expense	522
Miscellaneous Expenses	100
Total Loan Expenses	<u>\$1,600</u>
Credit Card Transaction fees	\$53
IBC reserve (5%)	210
Interest expense	24
Total operating expenses	287
Total expenses	<u>\$1,887</u>
Net Income	<u>\$2,314</u>
# of Tickets to Breakeven*	165

**at 50-50 split between \$10 and \$12 tickets*

IBC 2016	
Ready, Set, Glow!	
Breakeven Analysis	
Projected costs:	
Marketing expense	\$150
Giveaway expense	78
Sports equipment expense	750
Supplies expense	522
Miscellaneous expense	100
Interest expense	24
Total fixed costs	<u>\$1,624</u>
Variable costs per unit	
Credit Card Transaction fees	0.13
IBC reserve (5%)	<u>0.53</u>
Total variable costs per unit	0.66
Selling price per unit	<u>\$10.50</u>
# of tickets sold to breakeven	165

IBC 2016				
Ready, Set, Glow!				
Budgeted Cash Flows				
<i>Ready, Set, Glow!</i>	Present - 10/4	10/5 - 10/22	10/23 - 11/30	Summary
Cash Receipts				
Projected Sales (plus previous sales)		4,200		4,200
Loan Disbursement	1,600			1,600
<i>Total Cash Receipts</i>	<u>1,600</u>	<u>4,200</u>	<u>0</u>	<u>5,800</u>
Cash Payments				
Marketing Expense		150		150
Product Cost	725	725		1,450
Credit Card Fee		53		53
IBC Reserve		210		210
Loan Repayment (-previous sales)			1,600	1,600
<i>Interest expense</i>			24	24
<i>Total Cash Payments</i>	<u>725</u>	<u>1,138</u>	<u>1,624</u>	<u>3,487</u>
Cash Increase (Decrease)	875	3,063	-1,624	2,314
Beginning Cash Balance	0	875	3,938	2,314
Ending Cash Balance	875	3,938	2,314	

IBC 2016	
Ready, Set, Glow!	
Loan Request	
Total Loan Expenses	<u>\$1,547</u>
Total loan requested	\$1,547

Timeline



Campus Connect

Product Overview

A custom marketing service provided to local businesses and directed toward Cedarville University students.

Product Description

Campus connect is a service which provides a medium with which local businesses can present their products to the Cedarville student and faculty population with custom marketing services. These marketing services are designed to promote awareness for any aspect of a business. The principle way this product will serve these companies is through a weekly email sent to participating students. This email will contain advertisements from various local businesses and at least one coupon or discount designated for the upcoming weekend.



Campus Connect

Marketing

Businesses

We will make personal and customized sales to local businesses through the direct contact of phone calls or initial emails in the next few weeks. We will then meet with them personally to determine how we may tailor our services to best fit their companies' need. At the beginning, we plan to accumulate customers by targeting local business that were willing to partner with the Integrated Business Core in the past, such as Young's Jersey Dairy and Cousin Vinny's Pizza. When these companies accept our service, other companies who have not interacted with us in the past will perceive us as a credible business and will take part in our service. We will also grant a first movers discount to these first few businesses. After this consultation process is completed, we will be better able to meet to the needs of other companies with this marketing service.

Students

We will place sign ups in the Lower Stevens Student Center, a central hub for students. In addition, there will be various posters about our service around campus to make students aware of this opportunity. Since it is the main form of communication on campus, we will send informational emails to students about this service.

Overall Appeal

It is difficult to assess the appeal of this service to businesses. Thus far, we have only evaluated the demand of students. In order to determine the amount of interest we created a panel of students who completed three surveys. The panel was comprised of an equal representation of the Cedarville student body. These surveys contained questions regarding how often they go to a restaurant outside of Cedarville and the student's likelihood to visit new restaurants. Through this process, we established that there is significant approval of the idea from the student body. 94% of respondents said that they would use a free email coupon/discount service.

Despite the difficulty in estimating the appeal of our service to businesses, we do believe there is appeal. Based on similar products, we believe that our service will be welcomed by local businesses. Our service also incorporates customizable marketing. Many local businesses have historically struggled in trying to establish brand recognition and product awareness on campus. Students have become a hard market to reach due to a kind of isolation. Campus Connect provides a way for businesses to advertise within this closed environment. Campus email is a communication stream that is checked frequently by students. Participating businesses can use this medium to contact interested students. The service provides unique insider access to the University that can only be given by students.

Potential Problems

Businesses may not want to use our marketing services for the price we have stated. On the other side, students may not be interested in signing up to receive information about different businesses and coupons. If students do not sign up, then businesses will have no reason to buy our service. Another problem could be that students do not regularly go to the businesses that are advertised which in turn might lead businesses to reconsider our service.

Financials

IBC 2016		
Campus Connect		
Projected Income Statement		
Revenue :		
Price	\$150	
Number Sold*	10	
Total Revenue		\$1,500
Expenses:		
Price Per Unit	\$ 0	
Number sold	10	
COGS		0
Gross Profit		\$1,500
Loan Expenses		
Marketing expense	\$20	
Sales Packets Printing	50	
Miscellaneous	50	
IBC reserve	75	
Total Loan Expenses		195
Net Income		\$1,305
# Companies to Break Even		2

Consolidated Financial Statements

IBC 2016		
Consolidated Projected Income Statement		
For Period Ended Dec 9, 2016		
Revenues		
Products		
Moonlight Madness T - Shirt	\$7,500	
Coloring Book	5,000	
Socks	4,194	
Keep Calm and Read Psalms		
Mugs	2,400	
Total Product Price Revenue		\$19,094
Less: Total Sales tax	\$1,207	
Net Product Revenue		\$17,887
Events/Services		
Glow Event + DTR	\$4,200	
Campus Connect	1,500	
Total Event/Service Revenue		\$5,700
Total Revenue		23,587
Total Cost Of Goods Sold		9,414
Gross Profit		\$14,173
Operating Expenses		
Marketing expense	\$455	
Giveaway expense	236	
Art expense	500	
Sports equipment expense	750	
Supplies expense	522	
Miscellaneous expense	150	
Sales packets printing expense	50	
Loan Closing Expense	50	
Total Operating Expenses		\$2,713
Other Expenses		
Credit Card Fee	\$307	
IBC Reserve	1,179	
Interest Expense	128	
Total Other Expenses		\$1,615
Total Expenses		4,328
Net Income		\$9,845

IBC 2016												
Consolidated Statement of Cash Flows												
<i>Overall</i>	Present- 10/4	10/5- 10/22	10/22- 10/30	10/31	11/1 - 11/15	11/16 - 11/29	11/30	12/1- 12/15	12/31		Summary	
Cash Receipts												
Projected Sales (Cash)		2,100	1,732	510		5,332	2866				12,540	
Loan Disbursement	9,060		2010			1,200					12,270	
Projected Sales (Credit, collected at end of month)				3,598			7,448				11,046	
<i>Total Cash Receipts</i>	9,060	2,100	3,742	4,108		6,532	2,866	7,448	0	0	0	35,856
Cash Payments												
Marketing Expense	20	330	50			155						555
Supplies Expense			500									500
Giveaway Expense		190				46						236
Product Cost	4,168	4,167	713			1265	552					10,865
Credit Card Fee				96				172				268
IBC Reserve				422				757				1,179
Loan Repayment						1,550	7,510		3,210			12,270
Loan Interest Expense						23	75		32	50		180
<i>Total Cash Payments</i>	4,188	4,687	1,263	518		3,039	8,137	929	3,242	50	0	26,053
Cash Increase (Decrease)	4,872	-2,587	2,479	3,590		3,493	-5,271	6,519	-3,242	-50	0	9,803
Beginning Cash Balance	0	4,872	2,285	4,764		8,354	11,847	6,576	13,095	9,853	9,803	0
Ending Cash Balance	4,872	2,285	4,764	8,354		11,847	6,576	13,095	9,853	9,803	9,803	9,803

IBC 2016	
Total Loan Request	
Products	
Moonlit Madness T - Shirt	\$4,325
Coloring Book	2,010
Socks	2,900
Keep Calm and Read Psalms Mugs	1,200
Events	
Glow Event + DTR	1,600
Campus Connect	0
Total Request	\$12,035

IBC 2016	
Return on Investment	
Revenues	\$23,587
Costs	13,742
Net Income	9,845
Loan Amount	\$12,035
Return on Investment	81.8%

Master Timeline

October 10 - October 22

- **Ready, Set, Glow!**

October 24 - November 4

- **Yellow Jacket Socks**

October 31 - November 5

- **Moonlight Madness T-Shirts**

November 4 - November 22

- **Psalms Mugs**

November 14 - November 22

- **Color Me Bold**

Internal Controls

Summary

For the purpose of maintaining financial integrity, we have developed an internal control strategy, spreadsheets for financial recording, and documents to report changes in inventory. The main sections of our controls include selling, purchasing, inventory, and cash box controls.

Finance

The finance team will consist of the financial managers and the director. Financial managers will be assigned to a specific SBU and will be responsible for accounting needs and financial planning, as well as the implementation of internal controls. The finance team will meet regularly to discuss the financial position of the IBC and plan for upcoming events, and will be responsible for enforcing internal controls and maintaining the financial statements of the individual projects as well as the consolidated financial statements of the IBC.

Purchasing Controls

For purchases of products and supplies, the finance team must be notified of a purchase the day before it occurs. There will be a requisition form that must be filled out by a team member and approved by the project manager. The form will then be given to the finance team. After purchase, the purchasing member will give the receipt to the finance team. Record of the purchase will be made immediately. Differences in the receipt amount and requisition amount will be reconciled by the finance team. The IBC credit card will be in the possession of the Finance Director. The Finance Director cannot make purchases. The Members of the SBUs may use the credit card for purchases of supplies or inventory, but the card must be returned to the Director of Finance immediately soon after the purchase. For purchases not made with the designated IBC credit card, the individual purchasing items must fill out the reimbursement form and give it to a member of the finance team within 48 hours of purchase.

Inventory Controls

For the purpose of maintaining inventory integrity, there will be three times when an official count of merchandise will be required: upon initial receipt of merchandise from the supplier; when inventory is taken out of storage for sale; and when the inventory is returned after the selling period. In order for inventory to be taken out before a selling period, an individual with access to the inventory storage locker will open it and the individual taking out the inventory will sign a physical sheet inside the locker with their name, the date, and the number of inventory items taken. Inventory will be counted by two team members other than the individual with the locker key will count the inventory. This same process will be used when inventory items are returned to the locker. Weekly, a member of the finance team will update a virtual copy of the inventory document. The ability to edit the inventory tracking system will be limited to the finance team. Informal counts of inventory will be taken during slow selling times.

Selling Controls

Our selling controls will help to maintain consistency and accuracy in the financial statements. The account information for the Square will be restricted to the select members of the finance team. All selling transactions, cash and credit, will be recorded through the Square account. Inventory and sale amounts will be counted at the end of the sale period and compared to the Square account record.

Cash Box Controls

Cash boxes can only be taken out and returned by members of the finance team. Two individuals must be present with a cash box at all times. Cash boxes will be returned at the end of the day if for lower SSC sales, or the next business day for events. Overnight storage of cash boxes will be in the room 105 closet. Deposits will be made at the end of the selling day; if not possible, deposits should be made on the next business day. If there are two products being sold in the same selling period, deposits will be made separately. There will be a document containing the names of those who take out and return cash boxes, the beginning and ending cash amount, as well as those who handle cash during selling periods.

Appendix I

Forecasting Method

This year, we have decided to use a formula when we approached forecasting our projected sales. The formula is based on the results of our market surveys. Answers were given on a scale of 1-10. The results of those individual answers were recorded as percentages of the total number of responses. Percentages were then applied to a rounded number of students on Cedarville's campus and discounted. The discount was applied to the scores of 8, 9, and 10, because those scores represented the most likely purchasing behavior.

Rounded number students on campus: 3,400

Discount for answers scored 10: 75%

Discount for answers scored 9: 50%

Discount for answers scored 8: 25%