

2009

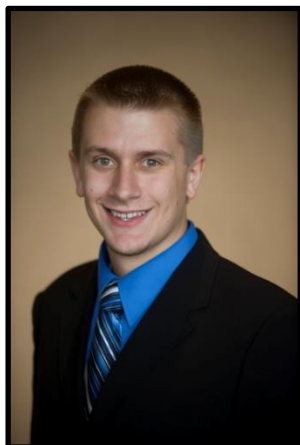
Annual Report

impaks

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## Letter to the Shareholders



Im'Paks (pronounced as impacts) is a student based and operated company, who functions as part of the Integrated Business Core (IBC). IBC allows students to gain hands-on, real-life experience in business while taking credits for three core classes- Principals of Finance, Principals of Management, and Principals of Marketing. Im'Paks consisted of 21 students whose goal was to function as a team in a business environment, while still using individual talents and abilities. Above all else, Im'Paks strived to bring glory to Christ.

After our presentation to the loan committee, Im'Paks was approved for a \$3,056 loan at an interest rate of prime plus two percent. For this amount of money, we were able to order all 600 CHICOBAGS™. These bags were then taken and tagged with a card displaying the Im'Paks company logo, and the CHICOBAGS™ were then sold along with coupons for a free twelve inch sub, a free cheesy garlic bread pizza, and a five dollar twelve inch one topping pizza. These coupons were all redeemable at Winners Village Market across the street from Cedarville, (a value of \$12). Due to complications with the selling process, we were unfortunately not able to sell the CHICOBAG™ directly outside Winners as previously planned. Because of this, we decided to sell the bags door to door in the Cedarville Community. However, the bags that were sold to the community came with three buy one get one free coupons, instead of the original coupons. Im'Paks decided to change the coupons when selling to the community due to concern for store efficiency, as expressed by Brad Winner the owner of the facility. Coupons for a buy one get one free deal would serve to fill both the needs of Winners along with the needs of Im'Paks. It is also worth mentioning that Im'Paks broke new ground in the IBC record books by being the first IBC Company to not only commit, but also follow through with off campus sales. Not only did our company sell products off campus, we sold them door to door covering roughly 65% of the Cedarville community.

Due to the hard work and dedicated people within the Im'Paks Company, our company was able to generate consistent sales throughout the semester. Sales were highlighted by November thirteenth when the company managed to sell 94 CHICOBAGS™. In the end, our company was able to sell exactly 560 CHICOBAGS™, or \$4,355 of sales revenue, to a mixture of students, faculty, staff, and Cedarville community members.

All in all, Im'Paks is excited to announce a Net Income of \$1,181.09, which is a gross margin of 49%. We at Im'Paks are thrilled to have the opportunity to use this profit to assist Changing Lives Now in Springfield Ohio. These funds will be used to assist in the organizations renovations of the church, with the Angel Food ministry, or with the organizations Adopt-A-Block foundation.

This year has been a year of challenges and changes. However, we here at Im'Paks have had the distinct privilege of experiencing how a business runs and operates, from the beginning to the end. Im'Paks is honored to have been given the opportunity to be a part of such a program as IBC and to set a new precedent with community sales. We will always treasure the memories made, but most important, Im'Paks will never forget the lessons we learned and the communities we have impacted.

Sincerely,

CEO of Im'Paks



## Presidential Summary



Rich Williams  
President

Erin Blackburn  
Secretary

The Im’Paks Executive Department served to provide clear direction, efficient organization, and effective collaboration within the company. It was the responsibility of the Chief Executive Officer to oversee the operations of Im’Paks and guide the efforts of each department in accordance to the mission set forth by the company. Furthermore, organizing company meetings and communication through the Vice Presidents to maximize the resources encapsulated by each member also was a role of the CEO. This provided a channel for effective collaboration, which was vital to the success for Im’Paks as an entity. However, the efficiency by which the Executive Department communicated with the company was largely due to the Secretary. As the vital organizational link between the CEO and the respective departments, the Secretary coordinated and facilitated the majority of intracompany communication. With the purpose of serving the company’s best interests through leadership, the Executive Department provided Siesta Solutions with direction, organization, and effective collaboration that was instrumental in the success of the entity.

## Mission Statement

Im'Paks desires to provide Cedarville students, faculty, and family with a product that will not only support the community, but also promote good stewardship. Our company longs to glorify God with the sale of our CHICOBAGs™, through our business practices, and with a partnership with Changing Lives Now Ministry.





## Product Description:



### **Vita ChicoBag™**

- Made of 99% Recycled Materials
- Weight: 2 oz
- Dimensions: 19" x 15.5"  
Pouch 3.5" x 5"
- 8 Colorful selections
- Carries up to 40 Lbs
- Cost \$3.24 per unit
- Production/Shipping is 4 business days



## Marketing Department

Top: Michael Batts, Kevin Ruhlman

Bottom: Audrey Huebert, Amy Fleming, Janelle Yoder, Jenn Yorgey

“The Marketing team this year was made up of six people. We had lot of fun working together however there were challenges. We needed to work together and help others in the community and around campus understand why it is important to use environmentally friendly bags over plastic bags that hurt the environment. We did this by distributing flyers, advertising with posters and BagMonster, visiting departments and offices personally, and even visitng people at their own houses. The work we accomplished helped us to learn a lot and grow in ways we wouldn't have otherwise.”

Amy Fleming. VP of Marketing

## Department Overview

The Marketing department for Im’Paks main goal was to inform our target markets about the product we were selling and what it was providing for them. We used several posters which were displayed in the lower SSC, flyers which were placed in the bathrooms, and other flyers that were delivered to each department office around campus. This part of advertising was essential because it made them conscious of what was being offered and prepared them for purchase. A variety of chapel slides were also used to raise awareness of our product and promotions.

Im’Paks used additional advertising and promotions which included an ipod give away, a \$50 gas card give away, and \$12 worth of coupons included with every purchase which included a \$5 large pizza, a free hot sub, and a free cheesy/garlic bread. In order to participate in the promotions we asked our customers to purchase one of our ChicoBags. Chapel slides were also used at these times to inform our target markets about the promotions going on and how long they would last till.

Our primary method of advertisement for the ChicoBags were the coupons and discounts at Winners. This allowed customers to get cheaper groceries and save money. Our second method of advertisement for the ChicoBag was the bag itself. When customers purchased our others would see it being used. It demonstrated good stewardship and a care for our environment. The advertising department’s most challenging responsibility was connecting Bag Monster to our product and helping people understand that Bag Monster was representing the average shopper per year used an average of 500 bags. Our product will leave an everlasting effect on the environment as we begin eliminating the amount of plastic bags used each year by each shopper.

In addition to promotions, we created a minute long skit in chapel, which had ChicoMan defeating ChicoMonster in chapel. This helped people connect one more time that ChicoBags are the answer to helping eliminate the amount of plastic bags being used each year by each shopper.



## Target Market and Pricing Strategy

**Target Market:** The projected target markets for our ChicoBags were the students, faculty and staff, and the Cedarville community members. We believe that our bags would provide the opportunity to help our environment and save money for each projected target market. We reached the students by selling in the lower SSC daily each week. We reached the faculty and staff by walking around and visiting the offices on campus and taking orders, which we then delivered directly to them. We then reached the community members by obtaining a vendors license and selling door to door for a week straight covering all the main streets in Cedarville, OH.

**Pricing Strategy:** ChicoBags were a great product choice for us because we were able to order them in bulk for cheap and then after we marked them up for profit it was still below the price of our competitors. Each Chicobag was only \$3.24 to order and we were able to sell them for \$8.00, making a profit of approximately \$4.76 per bag. Our bags were on average more than the ones you would find at your local grocery store however our bags had many things to differentiate themselves from your local environmentally friendly grocery bag. We did not design our bags to be bought in bulk however people did buy several at a time because people use more than one bag when they shop and they are good gifts for others.

## Differential Advantage

ChicoBags are new and are unique to the Cedarville University and community. The ChicoBag varies from other competitive products because it is comprised of 99.9% recycled material and it holds up to 40lbs. The ChicoBag also varies from other competitive products because it folds into an extremely small bag that is attached to the inside of the larger bag, resulting in a conveniently sized carrying bag that is attachable to virtually anything via the attached miniature carabineer clip. The ChicoBag also is offered in a wide variety of colors, which most competitors do not take into account with their offered products. Our product also was the lowest selling IBC item out of all three of the on-campus IBC companies. This pricing advantage allowed our product to be even more desirable when compared to the products of the other companies. Along with all of these advantages, our ChicoBags also allowed customers to save money at the local grocery store, as well as provide them with multiple coupons for free items from the same location. All of these advantages of our product allowed us to sell a lot of ChicoBags, break even, gain profit, and therefore obtain our company's main goal.



## Advertising and Promotions

**Chapel:** ImPaks marketing team took steps to ensure that the student body of Cedarville University was aware and informed about our product. One way we did this was through various chapel slides and a skit. On October 12, we revealed our ChicoBags in our first chapel slide. This was the student body's first encounter with a ChicoBag, and they were able to see what it looked like, what colors it came in, some of the benefits, and when and where we would be selling them. This slide was shown for three days. Then on November 2, we released our second slide for chapel, which showed our ChicoBag's attributes and also advertised our promotion of winning an iPod with your purchased ChicoBag. The promotion lasted two weeks, which is also the length of time the chapel slide was shown. On November 17, we advertised through a third chapel slide that promoted good stewardship. Also on November 17, we demonstrated the power of using a ChicoBag instead of plastic bags through a skit in chapel.

**Around Campus:** The ImPaks marketing team also created ways to attract attention for our ChicoBags through actions on and around our campus. On September 1, we created a BagMonster covered with plastic bags and carrying a sign that demonstrated the destructive nature of plastic bags. Over the next three months he walked around campus, carrying his sign and promoted the use of ChicoBags. Then on October 7, we created Facebook pages: one where you could become a fan of ImPaks and another where you could become a friend of the BagMonster. The ImPaks fanpage showed our selling hours and talked about our product and company. The BagMonster profile allowed Facebook users to "friend" the BagMonster and allowed us to get feedback about our marketing. October 9 we hung posters in the lower level of the student center. We had four total, each of which advertised a different part of the benefits of buying a ChicoBag. On October 19, the ImPaks website was finished, which allowed the marketing team to advertise through our website and use the website in our own advertising. Our ImPaks banner was finished on October 20, and we used that consistently to advertise for our company while we were selling. We distributed informational flyers to students and faculty and staff on October 27, which generated interest and sales for our ChicoBags. Our product case and display board in Milner were finished on October 29. This case and board beautifully displayed an actual ChicoBag and information about it and our company. November 2 through 13, we promoted our ChicoBags through a contest where a student who had bought a ChicoBag had the opportunity to win an iPod. We had a second promotion on November 16 through 20, where anyone who purchased a ChicoBag during that time was entered into the drawing for a \$50 gas card.

**Community:** We also marketed our ChicoBags to the community of Cedarville in a variety of ways. On October 30, the marketing team created posters to attract attention at the community high school's football game. We advertised our Chicobag to the community through these posters and through our interaction while we were selling at the football game. We also sold our ChicoBags at Cedarville University women's basketball games and Beans n' Cream which is a local coffee shop in Cedarville. We then marketed to the community by selling door to door and giving information about our ChicoBags on November 17 through 24. During this week, all members of ImPaks sold door to door, promoting our product to those in the Cedarville community.

### Discounts Offered



**360 N. Main St.  
Cedarville, Ohio**

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***Go Green-Save Green!!!***

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***Buy an Eco-Friendly Bag***

***Get these great prices everytime you shop through May 10, 2010***

1/2 Gallon Milk	\$1.49	Limit 1 per visit
8ct Kelloggs Pop-Tarts	\$1.99	Limit 2 per visit
Pint Ben & Jerry's Ice Cream	\$2.99	Limit 1 per visit
8-12ct Lofthouse Cookies	\$1.99	Limit 1 per visit
2ct Box Hot Pockets	\$1.99	Limit 2 per visit
64oz Jug Trauth Orange Juice	\$1.99	Limit 1 per visit
32oz Bottle Powerade Drinks	\$0.99	Limit 2 per visit
Any Variety Bulk Apples	\$0.49	Limit 4 per visit

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**Discounts are for Bag Purchaser ONLY! We reserve the right to revoke discounts at anytime due to misuse.**

## Coupons Given



360 N. Main St.  
Cedarville, Oh 45314  
937-766-1201

Limit One With Coupon

**Authorized By:**

**Store Coupon**  
**Save \$2.99**  
**Garlic or Pizza Bread**  
**FREE**

Phone Ahead or Order and Shop  
6am - 9 pm Monday thru Friday  
8am - 9pm Saturday and Sunday  
Expires: 12/31/09



360 N. Main St.  
Cedarville, Oh 45314  
937-766-1201

Limit One With Coupon

**Authorized By:**

**Store Coupon**  
**Save \$4.99**  
**Any Fresh Hot Pizza**  
**\$5.00**

Phone Ahead or Order and Shop  
6am - 9 pm Monday thru Friday  
8am - 9pm Saturday and Sunday  
Expires: 12/31/09



360 N. Main St.  
Cedarville, Oh 45314  
937-766-1201

Limit One With Coupon

**Authorized By:**

**Store Coupon**  
**Save \$4.99**  
**Any Fresh Hot Pizza**  
**\$5.00**

Phone Ahead or Order and Shop  
6am - 9 pm Monday thru Friday  
8am - 9pm Saturday and Sunday  
Expires: 12/31/09



## Sales Table

The sales table for Im'paks was located in the lower portion of the Stevens Student Center (SSC). This was the primary transaction spot for the selling of our product to the student body at Cedarville University. Our sales table was decorated with our company banner, a colorful ChicoBag poster displaying all of the offered bag colors, a venue displaying most all of the products from Winner's Village Market that the customer receives a discount on when shopping with his or her ChicoBag, as well as guest appearances by BagMonster himself! Along with an attractive appearance, our company was also equipped with everything needed in order to handle the purchasing transactions and desires of our customers. We kept a cash box on hand in order to provide change to the customer, held inventory of every color ChicoBag in stock, and even had a laptop computer setup in order to receive credit card payments on the spot. This was overseen by two company members selling from 11:00am-3:00pm originally, then with modified hours from 11:00am-1:15pm. In addition to regular sales table decoration and transactions, our sales table was also the location for our "Go-Green iPod Giveaway" and "Gas Card Giveaway." For the iPod giveaway customers who purchased a ChicoBag could compete to see if they could set the fastest time in folding up their ChicoBag into the smaller attached bag then subsequently tossing it into the provided recycling bin. This promotion attracted a lot of attention in the lower SSC due to its generally fast paced nature and throwing of the ChicoBag across a six foot area in the main pathway. All-in-all, our sales table was quite an exceptional experience for all of our customers, as well as any passerby due to its fun and exciting nature.

## Product Description

**Materials:** Made of durable woven polyester. The fabric allows for easy opening and stuffing. No special folding is required.

**Dimensions:** Bag 19" x 15.5" Pouch 3.5" x 5" (approximately)

**Weight:** 2 oz.

**Capacity:** 40 lbs. (One gallon of milk is approximately 7 lbs.)

**Washing:** Machine wash cold and hang dry

**Colors:** Blue, Silver, Yellow, Purple, Black, Red, Green, Orange

**Costs:** \$3.24 per unit

**Production/Shipping:** 4 business days



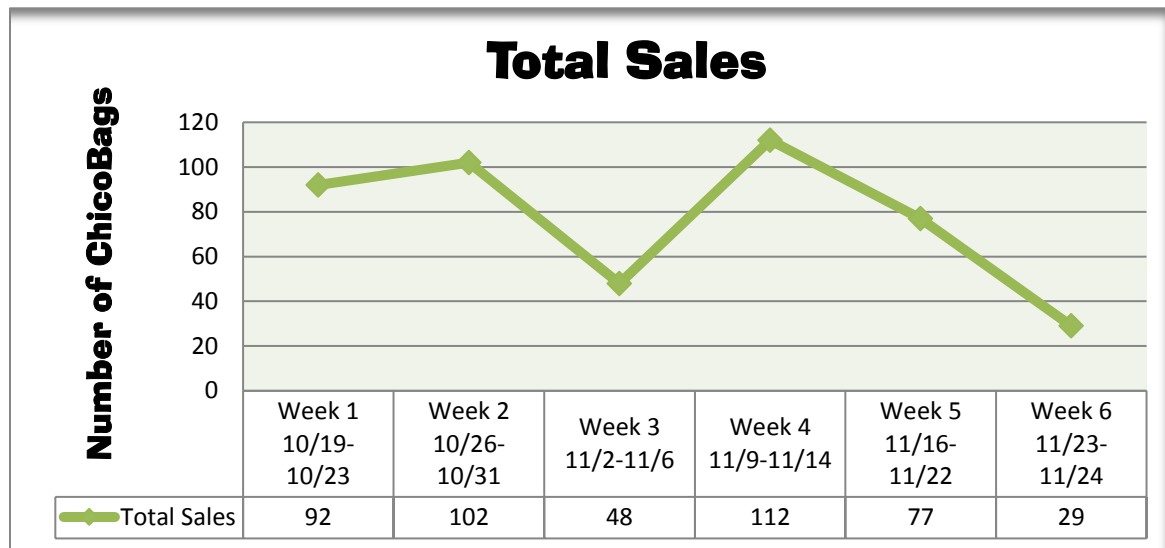
We sold a bag from a company called ChicoBag. It is a recycled polyester bag that was created to eliminate the gross overuse of plastic shopping bags. Even though the initial use of this bag was for carrying groceries, there are numerous other uses as well: gym bag, beach bag, travel bag, stocking stuffers, etc. This bag weighs a mere 2 ounces and carries up to 40 pounds of goods! When fully open, the bag is quite large and spacious at its 19" x 15.5". The most unique feature of this bag is that it folds down into a small 3.5" x 5" pouch with a draw-string and carabineer for easy storing ability. If it gets dirty, the bag can be tossed into the laundry to be cleaned. We sold the ChicoBag in 8 stylish colors. The bag straps are accented with a complimenting trim color.

## **Sales Strategy**

- **Week 1:** (92 bags sold) Prior to our first week of sales, a chapel slide informed the student body about the upcoming sale of ChicoBags in the lower SSC. During the first week of sales we focused on sales in the lower SSC as well as within the community at Beans 'n Cream on Thursday evening. As a result of these strategies, we sold 92 ChicoBags during our first week of sales.
- **Week 2:** (102 bags sold) Our second week of sales saw an increase in total sales by about 10%. During Week 2 we marketed our product to faculty and staff through the distribution of informational flyers to various departments on campus. We also sold to the community during CedarCliff's senior-night football game. These strategies resulted in 102 bags sold within Week 2 and a total of 194 ChicoBags sold by the end of the first two weeks of sales.
- **Week 3:** (48 bags sold) During the third week of sales we began a promotional contest at the sales table in which ChicoBag buyers could compete to win a green, refurbished Ipod shuffle. Also, during this week we began to take orders directly at department offices. During Week 3, we sold 48 ChicoBags.
- **Week 4:** (112 bags sold) Personal department sales significantly boosted sales during Week 4. After taking orders during the previous week, we distributed and collected payments for ChicoBags sold in various departments. This was the last week for the Ipod promotion. During week 4, sales soared to a total of 112 bags. This led to an overall total of 354 ChicoBags sold by the end of four weeks in business. We officially broke even on November 12<sup>th</sup>!
- **Week 5:** (77 bags sold) During Week 5 we began a new promotion involving a drawing to win a Winner's Gas card. We also began door-to-door sales within the Cedarville community. These two strategies, along with deliveries to department orders, resulted in a total of 77 ChicoBags sold.
- **Week 6:** (25 Bags sold) Week 6 included 11/23-24 before Thanksgiving break. During these two days we sold a total of 25 ChicoBags.
- In addition to sales in the SSC, departments and door-to-door sales, we sold a significant amount of our product online. In total, we sold 93 ChicoBags online, 60 by door-to-door, and 82 by visiting the departments around campus.  
(These amounts were included throughout the week sales total)



## Marketing Effectiveness



**Sales Table:** In order to create a cohesive, regulated sales schedule, the marketing sales director worked closely with the director of retail from operations to form a schedule for all company members. Each member's personal schedule along with IBC course schedule was taken into consideration while forming a final sales schedule.

Each member was then assigned specific days and times to sell at the sales table in the lower SSC. Each member was expected to contact the sales or retail director scheduling conflicts occurred. By creating a finalized sales schedule, each member knew when they would be required to sell well in advance. Each member was encouraged to view their shift as a real job and to make every effort to be available during their scheduled times.



**Door-to-Door Sales:** During the last two weeks of sales, from 11/17-11/24, we chose to canvass the Cedarville community and sell door-to-door in an effort to boost sales and also inform community members of the many benefits of our product. The sales and retail directors worked with Dr. Fawcett to divide the town of Cedarville into seven sales segments. Working with Rich, seven teams were then formed. Each team included one vice president along with two other company members from the various departments. Each vice president signed and had a copy of a selling permit obtained through the town of Cedarville in order to adhere to the laws prohibiting soliciting. Each group coordinated a time to sell and made the required arrangements with operations and the accounting department to ensure that the product was available as well as petty cash. The door to door sales allowed our company to have direct contact with the community while marketing our product to a different target market.

## Marketing Timeline

September 29-October 1	Bag Monster appears on campus
October 2	Made four posters to put in Lower SSC
October 7	Made Facebook page for ImPaks and Bag Monster
October 12-14	Reveal Product in chapel slide
October 19	Opening Day of Sales in Lower SSC (Bag Monster)
October 22	First selling time at Beans n' Cream
October 27	Distributed Flyers to faculty/staff
October 29	Milner display board finished
October 30	Selling Table at Cedar Cliff Football game
November 2	First day of promotional game (Ipod)
November 2-13	Reveal promotional chapel slide
November 5	Sold to staff in Library
November 7	Sold at Business Day
November 10	Sold to staff in Tyler and Williams
November 12	ImPaks broke even!
November 13	Last day of promotional game (Ipod)
November 13-14	Sold at Women's Basketball games
November 16	First day of Winner's gas card promotion
November 17-20	Reveal good stewardship chapel slide
November 17	Performed skit in chapel with Bag Monster
November 17	First day of door-to-door sales in Cedarville
November 17	Paid back loan
November 24	Last day of door-to-door sales in Cedarville
November 24	Last day of Winner's gas card promotion
November 24	Last day of sales in Lower SSC for Im'Paks







## Operations Department

Top: Benjamin Ansell, Benjamin Peloquin

Bottom: Micah Kilmer, Morgan Reese, Kyle Brenneman

“The Operations department contacted a supplier and procured inventory for our company. Our suppliers were both timely and personable. As selling began, our inventory controls ensured an efficient means for both sales and transportation. Throughout the process of running Im’Paks, operations worked behind the scenes to make sure not a single bag slipped under the radar. The day-to-day sales process was streamlined by a department that displayed not only dedication but integrity. I am proud to have worked alongside students with both a heart for God and an unrivaled business savvy.”

Benjamin Peloquin, VP of Operations

## Inventory and Procurement

Inventory control for Im'Paks started the instant the bags arrived on campus. After the order was placed, the Chico Bags were shipped to our Director of Procurement. The operations department delivered the boxes directly to Milner.

Once we received the bags from our supplier, we manually checked every bag for defects. We looked for holes, stains, and smudges on the prints. Once the bags were cleared, we proceeded to label every bag individually. Each color had its own set of numbers and a letter corresponding to the color. Once labeled, all of the bags were given a business card that had the company's logo, as well as the logo of Winner's, laminated, and placed onto the carbiner of each bag. Once the bags were completed up to this point, we separated out all of the colors and put them into different boxes so that they could be easily accessible to the operations team. The initial shipment of 300 bags was counted then stored in the closet. The remaining 300 bags arrived later and received the same warm greeting.

Every day, the inventory was counted and checked out of the closet by the specified operations worker via the inventory sheets on the closet doors for that particular day. The inventory was then carted with the provided hand truck to the sales table, wherever that location was. Operations was also responsible for making sure all the table props were included. Posters, products from Winner's, and promotional material were transported with the bags to the sales table.



## Inventory and Procurement

At the end of each sales day, the operations worker who delivered the material also picked up the inventory so there would be no confusion as to how much was taken out and returned. The inventory returning in the sales table box was counted and returned to the closet. The individual who checked out the inventory signed his or her initials on the inventory control sheets to verify the number taken and the number returning matched the day's sales. Day's sales were calculated by looking at the sales ledgers for the day and recording how many of each color was sold. This provided a double check system to track sales and inventory. Later in the semester operations sent back a carefully determined amount of bags in order to receive better-selling colors.

Every transaction included a receipt for the customer as well as for our company. A close watch was kept on all receipts and transactions. All transaction information as well as funds were given to the Accounting Department on a daily basis.

Inventory control for Im'Paks went very well. It was the first time an IBC company had kept track of so many different types of products. Success is due to lots of hard work by the operations department to be sure the product stayed in the box or was sold at the table.



## Supplier

Our company decided to go with the ChicoBag company for a number of reasons. First of all they had everything we were looking for in a bag. They had durability, style, convenience, and a low price. When we saw their advertisement in a magazine and viewed their webpage, our company became excited about the prospect of using Chicobags. We worked closely with two of their associates, Barrett and Robbie, throughout the process of procurement. We negotiated a price of \$3.25 per bag, which included the privilege of being able to return any unsold bags within ninety days. We order two shipments of 300 bags, the first with a quicker shipping time. The shipments were about a week apart, but by ordering the first 300 separately we were able to prepare them for selling in a more efficient manner. ChicoBag worked directly with our company throughout the selling period, keeping us up to date with credit information and invoices. Their customer service was always both timely and friendly and a three hour time difference provided our company with the convenience of being able to contact them up until 8:00pm, EST.

**Address:** 348 Huss Drive  
Chico, CA 95928

**Phone:** (530) 342-4426

**Hours:** 8am-5pm PST Monday-Friday

**Website:** <http://www.chicobag.com>

## Community Partnering

As our company tossed around the idea of using the ChicoBag, we generated some useful marketing suggestions as well. The most prominent of these was a partnership with our local grocer, Winner's Village Market. After an exciting meeting with the owner of Winner's, Brad Winner, we had a tentative plan in the works. Brad, excited about the possibility of new customers and better sales, proposed a generous discount and coupon promotion for customers of Im'Paks. The offer included a number of discounted items throughout the store, as well as coupons for free hot food from their new and improved deli section. As an operations department we immediately saw the need to create a system of controls in order to prevent exploitation of these generous discounts.

We created a tag for each bag which included not only the Winner's Village Market logo, but our Im'Paks company logo as well. After laminating each tag and attaching them to the bags, we developed a contract for Winner's that provided conditions by which the discounts were to be issued. Any ChicoBag-user had to present their bag with an attached Winner's tag to the cashier before the transaction occurred. Each coupon that was issued by Winner's was created on special paper, and designed to prevent fraudulent duplication. These coupons were included inside of a Winner's Deli Menu, which also provided buyers with a list of discounts they would receive on items for an entire year at the store.

Towards the end of our selling period, Brad Winner was pleased to inform our company that sales in his deli department were better than ever, and that he was hopeful sales would continue after our selling period was complete.

## **Retail**

The first location where sales took place was the lower Stevens Student Center. The director of retail and the director of sales worked together to create a cohesive schedule for all Im'Paks members. The sales schedule was initially broken into three shifts, with two people working each shift. The first was 11:00 to 1:15, the next 1:15 to 3:00, and the final shift from 5:00-6:30 in the evenings. After a few weeks it became apparent the evening shift was not profitable for the amount of time spent selling, so it was removed. When selling, a member of operations brought the product directly to the table where the sales team for that particular shift controlled it for the duration of their shift. At the end of sales for the day, an operations team member picked up the product and returned it to storage.

During week three Im'Paks began selling directly to faculty and staff within their offices. The buildings and offices within were divided into sections, and the 1:15 to 3:00 shift began selling in assigned buildings as opposed to the lower SSC. The teams did not carry inventory with them but instead took orders and payments and delivered the bags at a later time.





## Accounting and Finance Department

Top: Seth Flamm, James Ouellette, Matthew Smith  
Bottom: Lindsay Raybuck, Ryan Matthews, Steven Gilbert

“The Accounting and Finance team provided all of the company’s financial statements and ensured the integrity of the numbers. We created our own accounting books via excel, developed an online sales system, and tracked sales and expenses throughout the life of Im’Paks. Our final results for the company are shown in the following pages with comparisons to our estimated figures.”

Steven Gilbert, VP of Finance

## Financial Overview

On November 16, we made enough revenue to pay back the loan in full, \$3,056. Including interest of \$22.88 and a closing fee of \$25.00, the total loan repayment was \$3,103.88.

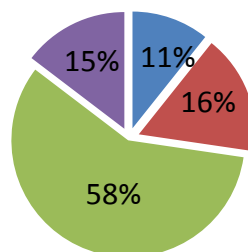
Overall, revenue was slightly lower than estimated due to the price decrease from \$10 to \$8 after the loan proposal. Although this did cut into our final numbers, the total department expenses were below budget. One major unforeseen expense came from rush ordering one of the shipments in order to start selling earlier. The cost for this maneuver was \$300. Our company ordered 600 ChicoBags and sold 560 which yielded \$4,355 in revenue. With all of this in mind, we fell just shy of our initial estimates with a final net income of \$1,181.09 versus an estimated income of \$1,245.39.

## Online Ordering System

Im’Paks was able to make a significant amount of sales through the online sales ordering system provided through Cedarville University’s computer services. A total of 93 Chico bags were sold to students, faculty, and company relatives or friends. This contributed to 16.3% of our total sales. Sales began on Monday, October 19, 2009 and the first order was made on October 20, 2009. Forty-one individual orders were made online, 17 of which were made for multiple Chico bags, or 41% of sales made online were for multiple products. Four of the orders were distributed through US Postal Services. The majority of purchases were picked up at the sales table in the lower SSC. Sixty-six percent of orders were made in November. The colors sold online are listed greatest to least in quantity: Dusk (26), Asparagus (23), Plum (11), Black (11), Pumpkin (7), Brick(6), Slate(5), Lemongrass(4) . As you can see in the chart below, online sales made up 16% of our total sales.

### Sales Distribution

■ Community ■ Online ■ Campus ■ Faculty



## Balance Sheet

Im'Paks Balance Sheet December 7, 2009			
<b>Assets</b>			
<b>Current Assets</b>			
Cash	1,548.52		
Petty Cash	-		
Inventory	130.00		
Accounts Receivable	-		
Total Current Assets		1,678.52	
Total Assets			\$ 1,678.52
<b>Liabilities &amp; Owner's Equity</b>			
<b>Current liabilities</b>			
Accounts Payable	-		
Note (Loan) Payable	-		
Interest Payable	-		
IBC Overhead Payable	224.00		
Sales Tax Payable	273.43		
Contributions	1,150.00		
Unearned Revenue	-		
Total Current Liabilities		1,647.43	
<b>Owner's Equity</b>			
Retained Earnings	31.09		
Total Owner's Equity		31.09	
Total Liabilities & Owner's Equity			\$ 1,678.52

## Projected Income Statement

Im'Paks Projected Income Statement For the Life of Im'Paks				
Revenue				Margin
	Sales	4,800.00		
	Donations	0.00		
	Less Sales Discounts/Giveaways	0.00		
	Total Sales Revenue		4,800.00	100%
Cost of Goods Sold				
	Cost of Goods Sold	(1,950.00)		
	Freight In	(66.00)		
	Total Cost of Goods Sold		(2,016.00)	-42%
	Gross Profit		2,784.00	58%
Expenses				
	Marketing Expenses	(440.00)		
	Operations Expenses	(50.00)		
	Accounting/Finance Expenses	(718.61)		
	Information Technology			
	Expenses			
		Credit Card		
		Expense	0.00	
	Miscellaneous Expenses			
		Total Selling		
		Expense	(330.00)	
	Total Expenses		(1,538.61)	-32%
Net Income			1,245.39	26%

## Actual Income Statement

Im'Paks Income Statement For Period Ending December 7, 2009				
Revenue				Margin
	Sales	4,498.00		
	Donations	26.00		
	Less Sales			
	Discounts/Giveaways	169.00		
	Total Sales Revenue		4,355.00	100%
Cost of Goods Sold				
	Cost of Goods Sold	(1,820.00)		
	Freight In	(169.98)		
	Total Cost of Goods Sold		(1,989.98)	-46%
	Gross Profit		2,365.02	54%
Expenses				
	Marketing Expenses	(160.51)		
	Operations Expenses	(358.40)		
	Accounting/Finance			
	Expenses	(575.31)		
	Information Technology			
	Expenses	(21.93)		
	Miscellaneous Expenses	(67.78)		
	Total Expenses		(1,183.93)	-27%
Net Income			\$ 1,181.09	27%
Contribution to Changing Lives Now			(1,150.00)	-26%
Net Income After Contribution			\$ 31.09	1%



## Statement of Cash Flows

Im'Paks Statement of Cash Flows For the Life of Im'Paks			
	Oct. 1 - Oct. 31	Nov. 1 - Dec. 4	Summary
Cash Receipts			
Sales Receipts	\$ 1,763.00	\$ 2,592.00	\$ 4,355.00
Cash Payments			
Inventory Cost	\$ 2,119.98		\$ 2,119.98
Marketing Expenses	86.18	74.33	160.51
Info. Tech. Expense	7.09	14.84	21.93
Miscellaneous Expenses		67.78	67.78
Accounting/Fin Expense		77.88	77.88
Operations Dept.			
Expense		358.40	358.40
Total Cash Payments	\$ 2,213.25	\$ 593.23	\$ 2,806.48
Cash Increase (Decrease)	\$ (450.25)	\$ 1,998.77	\$ 1,548.52
Financing Activities			
Loan Disbursement	3,056.00	-	3,056.00
Loan Repayment	-	3,056.00	3,056.00
Beginning Cash Balance	-	2,605.75	-
Ending Cash Balance	\$ 2,605.75	\$ 1,548.52	\$ 1,548.52

## Auditor's Report

I have audited the accompanying balance sheet, income statement, and (any other financial statements) of Im'Paks as of (date of liquidation). These financial statements are the responsibility of the Im'Paks executive team. My responsibility is to state my opinion of these financial statements based upon my weekly examination of all transactions.

I am responsible for acquiring sound information and determining whether these financial statements are free of material misrepresentation. On a weekly basis, I examined all transactions in the General Ledger for accuracy, and subsequent representation of those accounts on the balance sheet, income statement, and (any other financial statements). Any discrepancies found were reported to the VP of Accounting/Finance and the Chief Accountant, who then made necessary changes. I believe my weekly audit and examination of these financial statements grants me a reasonable foundation for my opinion.

In my opinion, the financial statements referred to above accurately represent, in all material respects, the financial position of Im'Paks as of (date of liquidation). Its operations and cash flows were truthfully reported for the duration of the company's existence.

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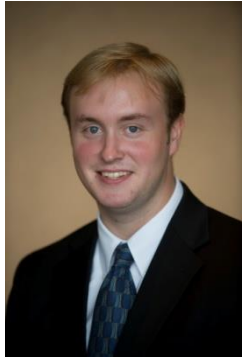
Auditor's Signature

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Date

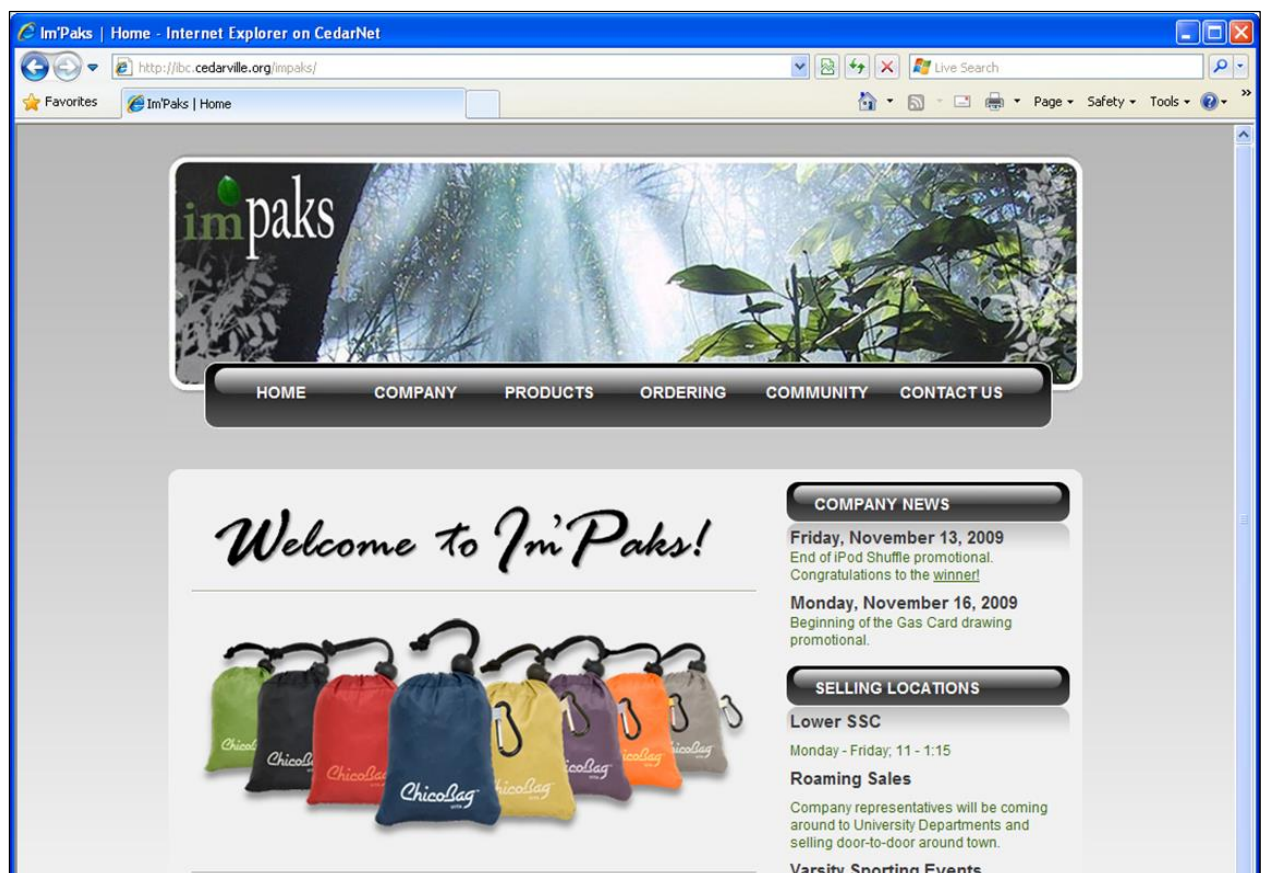
# Information Systems Department

## Vice President of Information Systems: Luke Marot



The information systems department literally had an integral role in the visual and technical elements of the company's public relations. In addition to building and maintaining the company website, the IS department was responsible for assisting the rest of the company with any technical problems, as well as offering advice on visual continuity of the company's print materials. Consequently, the department worked closely with marketing in aiding them with their marketing plans.

Projects this year included the website, designing and maintaining the logo, designing and printing the bag tags, and aiding in editing and formatting the presentations and market research report. Due to the nature of the position as it related to product images and graphics, the IS department also ran an impromptu company graphics database, with which it was able to assist other departments with image requests. In conjunction with the marketing department, IS worked on chapel slides, wholesale sales forms, and customized graphics.



## Company Service Project



“The culture of our world has become very inwardly focused as people are constantly working towards their “American Dream.” In reaching for these goals and dreams, many of these people will often forget the needs of others around them. As Christians, the members of Im’Paks believe that it is extremely important that in the process of gaining experience, obtaining our degrees, and working towards our careers and goals that we do not forget the needs of our community. This semester Im’Paks was able to not only provide Cedarville students, faculty, and family with a product that supported the community while promoting good stewardship, but we were also able to glorify God through our work at Changing Lives Now Ministry. We had the chance to further the name of Christ by doing both hands on service and building relationships with the people in the Springfield community.”

Vice President of Service, Allie Ajamian

## Changing Lives Now Ministries

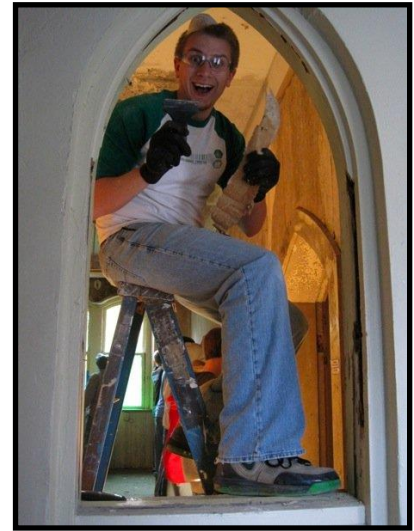
This fall Im’Paks worked with the nonprofit organization Changing Lives Now Ministry that serves the community of Springfield, Ohio. A few of their ministries include a drug and alcohol abuse recovery house for both men and women, a county jail ministry, Angel food ministry, and adopt-a-block program. Throughout the semester our company of 21 members each volunteered at least 10 hours of work totaling to over 200 hours of labor. We were able to serve one of their biggest needs, cleaning and repairing their church. After long legal processes and the intervention of the Hand of God, Changing Lives Now was able to acquire an old abandoned church. They are in the process of completely renovating the church and have needed as much help as they can get. We were able to stand side by side with them and help by cleaning, building walls, scraping wall paper, puttying, sanding, and painting several rooms, as well as helping with some demolition and landscaping. It was such an honor to not only have the opportunity to be a blessing to the people at Changing Lives Now, but to also be blessed by those very people we met and worked with.

The first day we worked, the president of the organization, Sim Bowen, painted us a picture of how he imagines and intends to use the church. The church, named “My Church”, will not only be used as a place of worship on Wednesday’s and Sunday’s for Sunday school, Bible classes, fellowship, and preaching, but they also plan to use the basement as a place where the homeless can come take a shower, clean up, and do their laundry. Because of the amazing ministry this church will be and knowing that there is still much work to be done on the building, we have decided to donate our profits to Changing Lives Now Ministries to be specifically used for the rebuilding of the church. We are excited to present this money as our gift of love! “And if I give my possessions to feed the poor...but do not have love, it profits me nothing.” – I Corinthians 13:3 NASB

### Hebrews 4:16 NASB

**“Therefore let us draw near with confidence to the throne of grace, so that we may receive mercy and find grace to help in time of need. ”**





“Working at Changing Lives Now motivated me to sell even more ChicoBags because I could see a greater purpose than just paying back a loan. I was compelled to earn much more profit so that our company could help this ministry.” – Erin Blackburn

“The people we met and worked with at Changing Lives Now were amazing people and made us feel great about what we were doing and what our work was going towards in the future. It was such a blessing working with them this year.” – Amy Fleming

“Working with Changing Lives Now was an awesome experience! I was able to help people who are really making a difference in their community, as well as bond with the other members of our company.” – Janelle Yoder

“I really was able to see firsthand how this organization was actually "Changing Lives Now." Their goals and projects were so driven and focused on the people they are trying to help, and the atmosphere of change was very contagious!” – Kevin Ruhlman

“Seeing the faces of the Changing Lives workers was probably one of the most amazing parts of this experience. I love that we could bring joy to them through hard work.” – Micah Kilmer

