



25 September 2017

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Executive Summary

Cedarville's Integrated Business Core has long been committed to providing quality products to students of Cedarville and to the community. We plan to continue this tradition. Due to the short-lived nature of the organization, the IBC has always focused on products that are simple, cost effective, and Cedarville-centered. While we continue this tradition with several products, this year we are also committed to the establishment of long term relationships with local churches and with the Cedarville University President, Dr. Thomas White.

Mission Statement

It is our mission is to build upon the reputation of former IBC groups through the continued development of meaningful relationships with Cedarville organizations and by providing our customers with excellent service in an effort to impact our community for Christ.
















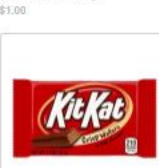




Midterm Munchables

Product Overview

The Midterm Munchables provide a unique opportunity for students receive a nice treat during a stressful week at a low cost. It is a customizable selection full of favorite snack combinations, available to order online.

Product Description

The Midterm Munchables are customizable boxes full of favorite snack combinations, available to order online. The product provides a unique opportunity for students to get treats during a stressful week at a low cost. Users may purchase a minimum of \$10 worth of snacks (chips, popcorn, candy bars, etc.), that will be available to order throughout the semester for midterms week. The snacks available are pictured below.

			
Cheez-Its \$0.50	Oreos \$0.50	Doritos \$0.50	Reese's \$0.75
			
Lay's Potato Chips \$0.50	Fruit Snacks \$0.50	Act II Popcorn \$0.75	Goldfish \$0.50
			
Granola Bars \$0.75	Planters Nuts \$0.75	Trail Mix \$0.75	Ramen Noodle Soup \$1.00
			
Pretzels \$0.50	Chocolate Chip Cookies \$0.75	Kraft Mac & Cheese \$1.50	Kit Kats \$1.00
			
M&Ms \$1.00	Skittles \$1.00	Mini Muffins \$0.75	Sour Patch Kids \$0.75

Appeal

This product gives students a reward for studying and testing during a very stressful time in the semester. They are able to buy snacks to be delivered directly to their dorm, thus eliminating the time it takes to go purchase snacks at the store. Additionally, parents are able to order their child a care package and forgo the cost of shipping. As a result, our target market is residential students and their parents.

Marketing

Facebook Giveaway

This will be a public giveaway on Facebook. To qualify to have someone's name put in the drawing for the giveaway they must tag their parent(s) in our post. The winner will be given a Midterm Munchable that includes one of each snack. This pack is a \$15 value.

ParentConnect

Jeff Beste of Alumni Relations, is a big believer of the product, and would love to feature it in the ParentConnect emails that parents get. This would include a graphic of our product, with the link to the Square page to purchase.

Posters

We have hired a graphic design major to work with us as we develop our posters. We are planning to have 3 different types of posters. They will all have a QR code and a link to serve as a call to action. The first will be a standard poster that will be designed to communicate and establish our presence on campus. The second will be a smaller pamphlet/card poster that we will hand out at Cedarville University's Homecoming. This will be designed to spread awareness to parents of students and alumni. The third will be a Web-Poster that we will put on our Facebook Giveaway post.

Homecoming

Midterm Munchables will be available to order the week of Homecoming and Parent's Weekend. A table will be at the CU at the Fieldhouse event for parents and students to purchase it as they walk-through.

Supplier Information

Our supplier will be Sam's Club. Sam's Club is an established branch of Wal-Mart that will provide us the opportunity to buy our supplies online and then pick them up ourselves. The drive is about 25 minutes from Cedarville University. This puts us at an advantage because we do not have to worry about supplier issues. The Business Membership costs \$45.

Inventory Information

Our Snack Gallery consists of 20 different products, including Cheez-Its, Oreos, Doritos, Reese's, Lays, Fruit Snacks, Popcorn, Goldfish, Granola Bars, Planters Nuts, Trail Mix, Ramen Noodles, Pretzels, Famous Amos Chocolate Chip Cookies, Kraft Mac Cups, Kit Kats, M&Ms, Skittles, Mini Muffins, and Sour Path Kids.

The customer has the opportunity to pick from these 20 products to form their Midterm Munchables pack. To form one complete Midterm Munchable, the customer must order at least \$10 worth of snacks from our snack gallery. This would provide 7-20 snacks per \$10 depending on the snacks selected. If a customer orders one of each snack, then they will pay \$15. However, the customer may purchase as many snacks from our gallery as they please. This includes the amount of a specific snacks and the overall number of snacks.

We are also going to include a personalized note in the bags as well for those who order a Midterm Munchable for someone else. So, if a parent orders a Midterm Munchable for their child or a student buys for a friend, they have the option to add a free personalized note to the bag. The note will be a typed-out note that will duplicate what the customer types out online while purchasing our product.

Potential Problems

Our overall risk is low because of the pre-order nature of our product. Potential problems may include an influx of orders that we do not have the manpower to assemble. To combat this, a select group of us are willing to stay on campus during fall break to specialize each care package according to the order. Another potential problem is if no one shares our marketing campaign on social media. To solve this issue, we will offer a giveaway drawing for a care package with each item if the student shares our post and tags their parent. This provides students with incentives to get the word out to friends and parents.

Concept Test Results

The concept test for the Midterm Munchables went very well with the student body at Cedarville University. When asked the question, "Would you pay \$10-\$15 for this product," 74 out of 168 said yes. Also, 79 out of 169 said they would tell their parents about the product.

Financial Information

IBC 2017		
Midterm Munchables		
Projected Income Statement		
Revenue :		
Price	\$15.00	
Number sold	231	
Total Revenue		\$3,465
Expenses:		
Price per item	\$8.69	
Number sold	231	
Cost of goods sold		\$2,007
Gross Profit		\$1,458
Loan Expenses		
Marketing expense	\$100	
Total loan expenses		
Other expenses:		\$100
Credit card fee	\$94	
IBC reserve	\$173	
Interest expense	\$36	
Total Other Expenses		\$303
Total Operating Expenses		\$403
Net Income		\$1,055

IBC 2017			
Midterm Munchables			
Projected Cash Flows			
	Present - 10/19	10/19 - Close	Summary
Cash Inflows			
Sales	3,465		3465
Loan	2,100		2100
Total Cash Inflows	5,565	0	5565
Cash Outflows			
Marketing Expense	100		100
Cost of Goods		2,007	2007
Transaction Fees	94		94
IBC Reserve	173		173
Loan Repayment		2,100	2100
Interest Expense		36	36
Total Cash Outflows	367	4143	4510
Cash Increase (Decrease)	5198	-4143	1055
Beginning Cash Balance	0	5198	0
Ending Cash Balance	5198	1055	1055

Loan Request

The loan amount we will be requesting is \$2,100. The loan amount is a combination of the inventory pricing and the marketing expense.

Loan Request		
COGS		2,000
Marketing Expense		100
Total Loan Requested		2,100

Timeline

2 October	• Sales Begin
18 October	• Sales End
23 October	• Deliver Packages

Exit Strategy

Should we end up with leftover inventory, we have various alternatives. Because we are planning on being finished by the end of October, we have plenty of time to offer the package again in early or mid-November. Additionally, if we have certain snacks left over, we plan on bundling them with other products being offered later in the semester.

Transition

Product Overview

The “He fills my cup” mug is an 11-oz mug with a transition design. When any hot beverage is put in the mug, it transitions to our unique design. With a selling price of \$12 the Integrated Business Core is excited to offer this mug to the Cedarville University students.

Product Description

A 11 oz. black heat-revealing mug that features "He fills my cup" design which fully transitions from a black mug to the created design. These mugs are being primarily marketed to the Cedarville student body who likes coffee/tea. The mugs will sell for \$12.



Appeal

With a target market of Students of Cedarville University who enjoy drinking tea, coffee, and other hot beverages, the “He fills my cup” mug meets the needs of hundreds of students who desire a mug with a fresh design. The value of the mug is the design. Everybody has a mug, but nobody has this new transition mug with the “He fills my cup” design. With results from the concept test telling us over a quarter enjoy collecting mugs or own several mugs communicates students are willing to purchase another mug.

Marketing

Advertising, Social Media, and Inbound Marketing

The role of advertising and social media will supplement the communications plan. This will not be the main driving force behind the communications strategy because of the time constraint of the IBC. Social media has potential to be an effective force, but many other means of advertising will simply take too long to implement. Also, with the current

lifestyle of the university student, these advertisements might provide more of a cost than benefit to the company.

Social media has potential to be a strong communications tool, but it can be hard to get the ball rolling for it. Therefore, the IBC is planning to combine social media with the endorsement factor. If the company can get a big name on campus to endorse, then social media can be used leverage the awareness. The followers of the endorser will then be exposed to the product, and this should spur the social media presence.

The initial message will try to capture the first movers. This message will explain the reboot of an existing trend. It will give a fresh feel that the first movers will want to join. As time goes on, the message will portray the community that has been built. The idea behind this is to have people get in on the product because others have built a community. This will capture the followers who join after the first movers because of the change in message.

The only way media advertisements will do any good is if the target market is exposed to them. This eliminates many options. Cedars newspaper may be an option, but this does not seem to have high volume. So, the difficulty of this option will determine if this happens or not. Resound Radio is another media option. This is very similar to Cedars in terms of viability. Since these sources deliver content to students, they may be helpful communications aids. In terms of social media, whatever the endorser has the most connection with the student body on should be used. Instagram is an example of a major application that may be a great option for them. It depends on how they can best reach the target market.

Personal Selling

Personal selling will have a larger role for this product than advertising. The reason for this is because the company is selling a community as much as a product. This needs to be communicated to the customers. Personal interaction can express this value to the customer much better than an advertisement because of nature of the message that is being communicated.

First, the sales members will need to portray passion for the product. If they do not have passion for it, then the customers will not. Beyond passion, the sales people will need to communicate the extra value that the company is trying to create behind the product. Explaining the benefits of becoming involved with a Biblical community will accomplish this task. Sales members will need to partake in the community, so they can give first-hand experience of the benefits.

We will offer an initial pre-order discount of \$3 off the second mug purchased and \$5 off the third. During the lifespan of the product we will offer a \$2 discount on the second mug

bought, provided the purchase of the first and second mug occurs at the same time. The purpose of this promotion is to increase sales volume. This will enable the company to invest in a large inventory, which will help both the top and bottom lines of the income statement.

Rinnova

Rinnova has agreed to partner with the IBC to offer a 10% discount on coffee purchased at Rinnova for anyone who is using the heat-changing mug. This opportunity will be advertised across campus on a selection of posters with the brand name of Rinnova emphasized, offering credibility to the product.

Partnering with Professors

To continue advertising endeavors, three of the mugs will be given to select bible professors, specifically those that bring mugs to their classes. This will ensure that a diverse selection of students will be reached through mere exposure to the product.

Supplier Information

DiscountMugs.com is our primary source for this product and estimates 14 days to manufacture and an additional 6 for shipping. This supplier offers reduced price for a larger bulk order, which factors in a lower cost of shipping per mug. The company is located in Miami, Florida, offering the ability to order inside the United States.

Inventory Information

The supplier of DiscountMugs.com offers discounts for larger bulk orders. Therefore, we are ordering 200 mugs for inventory.

Potential Problems

The potential problems include receiving or delivering broken mugs. Another problem may be if students do not positively react to the design.

Concept Testing Results

<u>School Population</u>	<u>Total tests</u>	<u>Answer</u>	<u>Count</u>	<u>%</u>	<u># Surveyed Purchased</u>	<u>% of surveyed to purchase</u>	<u># purchase based on population & surveyed</u>
3760	144	10	6	0.9	5.4	0.038	91.95
		9	9	0.6	5.4	0.038	91.95
TOTALS:					20.85		184

Financial Information

IBC 2017		
Transition Mugs		
Projected Income Statement		
Revenue :		
Price	\$12	
Number sold	200	
Price revenue		\$2,400
Less: Sales tax		\$152
Total revenue		\$2,248
Expenses:		
Price per item	\$4.36	
Number bought	200	
Cost of goods sold		\$872
Gross Profit		\$1,376
Loan Expenses		
Marketing expense	\$50	
Total loan expenses		\$50
Other expenses:		
Credit card fee	\$32	
IBC reserve	\$112	
Interest expense	\$24	
Total Other Expenses		\$169
Total Operating Expenses		\$219
Net Income		\$1,157

IBC 2017			
Transition Mugs			
Projected Cash Flows			
	Present - 10/19	10/19 - Close	Summary
Cash Inflows			
Sales		2248	2248
Loan	922	0	922
Total Cash Inflows	922	2248	3170
Cash Outflows			
Marketing Expense	50	0	50
Cost of Goods	0	872	872
Transaction Fees	0	32	32
IBC Reserve	0	112	112
Loan Repayment	0	922	922
Interest Expense	0	24	24
Total Cash Outflows	0	1962	1962
Cash Increase (Decrease)	922	286	1208
Beginning Cash Balance	0	922	0
Ending Cash Balance	922	1208	1208

IBC 2017		
Transition Mugs		
Breakeven Analysis		
Selling Price		12
Fixed Costs		
COGS	814	
Marketing	50	
Interest	24	
Total Fixed Costs		888
Variable Costs		
Credit Card Cost	0.15	
IBC Cost	0.56	
Total Variable Cost		0.71
0 Income		0
Breakeven Units		79

Loan Request

The loan amount we will be requesting is \$922. The loan amount is a combination of the inventory pricing and the marketing expense.

Loan Request		
COGS		872
Marketing Expense		50
Total Loan Requested		922

Timeline

11 October	• Purchase Inventory
2 November	• Sales Begin
10 November	• Sales End
16 November	• Sell Leftover

Exit Strategy

The exit strategy for this product entails two options. Since this product will be sold primarily during the beginning of November, we will plan on bundling the remaining inventory with Woven blankets. The second option for the “He fills my cup” mugs are to offer them at a discounted rate to the churches associated with The Church Project. With the spiritual theme to the design of the heat changing mug, the mug would also appeal to church congregations.

Woven

Product Overview

Woven blankets are a 6ft by 4ft blanket with a primary design to be sat/laid on outside. The two designs the Integrated Business Core would offer. One red and the other blue design. The Integrated Business core would be focusing on students who like to study or spend extended amount of time outside. Other functions for this blanket can also be used as a regular blanket, because the blanket gets softer with every wash.

Product Description

The blankets are 6ft by 4ft with a unique woven design. The primary market for this product are Cedarville University students who enjoy spending time outside for extended periods of time. These versatile blankets will be sold for \$15.00.



Appeal

The primary target market for Woven blankets are Cedarville University students with desire to spend expended periods of time outside or who enjoy studying outside. The value of this product is found in its versatility of utility. The Woven blanket can be used as a blanket on the grass to lay/sit on. It can also be used as a classic blanket when one goes to sleep. The third use is a rug in the dorm. The stylish design allows students to enjoy the blanket in several different ways. The Integrated Business Core chose to sell this product to meet the need of students who wish to spend more time outside.

Marketing

Early in the fall semester before the shipment of blankets arrive, we will begin a pre-sale of the woven blankets on the IBC website for those that are especially excited about the product, and desire a specific color(s). To promote this pre-sale, we will have posters designed over the summer and printed during the first couple weeks of classes to be hung around campus, ensuring the word is spread quickly.

Advertising, Social Media, and Inbound Marketing

We will use advertising, social media, and marketing strategies to promote awareness and encourage the promotion of the woven blankets. The IBC website will also play a large part in advertising, presentation of information, and the purchase of the product. The overall message of advertising and awareness is to let potential customers know what type of product we are offering, and the location and price of the woven blankets.

With the nature of our product and the overall brand, we believe that utilizing the IBC website and the IBC Facebook page will be very beneficial, because our target market will have primary access to these types of media. Including these mediums, we will hang posters across campus that feature pictures of the blankets, location of purchase, price, as well as small swatches of various colors of the woven blankets for customers to touch to gain an idea of the quality.

Personal Selling

Personal selling will be an important part of selling the woven blankets. Due to the broad appeal of woven blankets, we are excited to speak one-on-one with fellow students and share with them the features and benefits of our product. Those who will be directly selling the blankets to the market will be required to go through a quick training session to learn what features should be marketed, and what the best strategy would be to do so. The sales appeal of these blankets is very similar to the concept statement in that they are perfect for outdoor study, and indoor relaxation, and act as a versatile product.

Sales Promotion

We will offer a sales promotion of buy two for \$25. With our profit margin in mind, this promotion is within our grasp, and would allow students more affordability if that is a concern of theirs.

Supplier Information

We will employ Wholesale Yoga Mats as the provider for our woven blankets. The price for each individual blanket from this supplier is \$9.99, but the bulk pricing starts at \$6.79 for 6-9 blankets, and the wholesale price for purchasing 10 or more blankets at a time is \$6.49 ea., regardless of what combination of colors we choose to order at one time. The size of our market will prompt us to purchase our blankets at the price of \$6.49 ea., and buy 10 at a time. The shipping charges for each order of the wholesale price of \$6.49 each will range between an extra \$0.50 or \$1 per blanket, depending on the order size. Continuing on with our price strategy of selling each blanket at a retail price of \$15, we will be left with a raw profit of approximately \$7.51 per blanket. With the retail price we have chosen, our customers will soon realize that even the sellers on amazon.com

will have difficulty competing with our price. Most retailers on e-commerce sites sell each similar woven blanket for prices ranging from \$20-\$35.

Inventory Information

The supplier of Wholesale Yoga Mats offers discounts for larger bulk orders. Therefore, we are ordering 150 blankets for inventory.

Potential Problems

Blankets don't soften after wash, weather isn't in our favor

The potential problems include blankets not softening after washing. Another problem may be weather. If the forecast is not great weather for being outside, the sales may decrease.

Concept Test Results

<u>School population</u>	<u>Total tests</u>	<u>Answer</u>	<u>Count</u>	<u>%</u>	<u># Surveyed Purchased</u>	<u>School population purchased</u>
3760	134	10	8	0.9	7.2	131.7
		9	9	0.6	5.4	98.8
TOTALS:					12.6	231

Financial Information

IBC 2017		
Woven Blankets		
Projected Income Statement		
Revenue :		
Price	\$15	
Number sold	150	
Price revenue		\$2,250
Less: Sales tax		\$142
Total revenue		\$2,108
Expenses:		
Price per item	\$7.46	
Number bought	150	
Cost of goods sold		\$1,119
Gross Profit		\$989
Loan Expenses		
Marketing expense	\$50	
Total loan expenses		\$50
Other expenses:		
Credit card fee	\$30	
IBC reserve	\$113	
Interest expense	\$27	
Total Other Expenses		\$170
Total Operating Expenses		\$220
Net Income		\$769

IBC 2017			
Woven Blankets			
Projected Cash Flows			
	Present - 10/19	10/19 - Close	Summary
Cash Inflows			
Sales	2108	0	2108
Loan	1169	0	1169
Total Cash Inflows	3277	0	3277
Cash Outflows			
Marketing Expense	50	0	50
Cost of Goods	1119	0	1119
Transaction Fees	30	0	30
IBC Reserve	113	0	113
Loan Repayment	1169	0	1169
Interest Expense	27	0	27
Total Cash Outflows	2508		2508
Cash Increase (Decrease)	770	0	770
Beginning Cash Balance	0	770	0
Ending Cash Balance	770	770	770

IBC 2017		
Woven Blankets		
Breakeven		
Selling Price		15
Fixed Costs		
COGS	1119	
Marketing	50	
Interest	27	
Total Fixed Costs		1196
Variable Costs		
Credit Card Cost	0.19	
IBC Cost	0.70	
Total Variable Cost		0.89
0 Income		0
Breakeven Units		85

Loan Request

The loan amount we will be requesting is \$1,169. The loan amount is a combination of the inventory pricing and the marketing expense.

Loan Request		
COGS		1119
Marketing Expense		50
Total Loan Requested		1169

Timeline

26 September	• Purchase Inventory
6 October	• Sales Begin
17 October	• Sales End
16 November	• Sell Leftover

Exit Strategy

If there is any leftover inventory, the exit strategy is to bundle the remaining inventory with the “He fills my cup” mugs. This bundle will make a great gift option for students who procrastinated on purchasing gifts for loved ones.

The Church Project

Product Overview

We are providing a custom design service for Gospel founded churches in the greater Dayton Area with a congregation size of about 300-1000 people.

Product Description

Mugs will be 11 oz. Ceramic mugs with 14 different color options. The t-shirts will be 100% pre-shrunk cotton unisex shirts with 20 different color options. The design on these products will differ from church to church depending on what they want the mugs or t-shirts to be for.



*Potential mug image featuring the IBC logo.

Appeal

We are providing a custom design with a focus on, but not limited to, mugs and t-shirts. Many churches don't have the time, staff, or resources to do anything more than put just put their logo on an item. But we are hoping to do more than just their logo. We are working with a graphic design major to provide unique and creative designs that can be used for a variety of things from promoting their sermon series, giving mugs to visitors, to fundraising for a mission trip.

The IBC and churches can benefit a lot from each other as churches often lack resources to do everything they would like to do, and the IBC is looking for ways to fill in those resource gaps in order to gain real experience. As we were meeting with a church, one of the staff members commented about how convenient this would be for him because it would save him so much time that he could now use for other tasks. And that is the heartbeat behind this.

Marketing

We found that the best way to reach churches is to email them first about who we are and what we are offering and then following up with a phone call after a couple days. If an email is not listed on their website, then we will call first and follow up with an email.

Supplier Information

We will be purchasing everything through DiscountMugs in Miami, FL. It will cost about \$3.40 per mug and about \$5.50 per t-shirt. It will take roughly 2 and a half weeks for the products to arrive once the order has been placed.

Inventory Information

Everything will be pre-ordered. Therefore, all inventory that is ordered will already be accounted for.

Potential Problems

A potential problem is not having as many churches interested as expected, but even one church will bring in profit, so this won't be too big of a problem. Another problem is having inventory that comes in broken or cracked. Although we will be able to send it back and ask for new, it will take longer for the church to get what they needed.

Concept Test Results

Although we are still in the process of contacting more churches, we have already contacted at least 30 churches. About 10% of those usually respond positively. Currently we are in contact with Grace Baptist Church and Fellowship Christian, with the possibility that both could be ordering multiple items.

Financial Information

IBC 2017			
Church Project			
Projected Income Statement			
Revenue :			
	Mugs	T-shirts	Totals
Price	\$7.00	\$9.00	
Number sold	150	150	
Total Revenue	1,050	1,350	\$2,400
Expenses:			
Price per item	\$2.36	\$5.53	
Number sold	150	150	
Cost of goods sold	\$354	\$830	\$1,184
Gross Profit	696	521	\$1,217
Loan Expenses			
Marketing expense	50		\$50
Total loan expenses	50		\$50
Other expenses:			
IBC reserve	53	68	\$120
Interest expense	10	10	\$20
Total Other Expenses	63	78	\$140
Total Operating Expenses	113	78	\$190
Net Income	584	443	\$1,027

IBC 2017			
Church Project			
Projected Cash Flows			
	Present - 10/19	10/19 - Close	Summary
Cash Inflows			
Sales		2400	2400
Loan	500		500
Total Cash Inflows	500	2400	2900
Cash Outflows			
Marketing Expense	50		50
Cost of Goods		1184	1184
IBC Reserve		120	120
Loan Repayment		500	500
Interest Expense		20	20
Total Cash Outflows	50	1824	1874
Cash Increase (Decrease)	450	577	1027
Beginning Cash Balance	0	450	0
Ending Cash Balance	450	1027	1027

Loan Request

The loan amount we will be requesting is \$500. This is just in case the situation arises where several churches order around the same time, and we only require a minimum of 50% deposit up front. The \$500 accounts for 3 churches ordering about 50-100 mugs or t-shirts.

Timeline

We will be working with multiple churches throughout the semester. Therefore, each church will have a different timeline.

Exit Plan

Since we are preordering all church orders, we do not have the risk of excess inventory. Therefore, we do not need an exit plan.

A hard-cover journal that contains an outline of Dr. White's Proverbs Series for the academic year and a journal to study the book of Proverbs. Dr. White's sermon outline will take up the first five pages of the journal, with 20 blank pages afterward to take notes. The journal will contain many pages afterward to take notes and reflect on reading from the book of Proverbs. The journal will feature Dr. White's compass symbol and "Way of Wisdom" Title. This product will sell at \$15.

*The image on the left is the logo used in chapel by Dr. White, which will appear on the cover of the Proverbs Journals. The image on the right is an example of one of the pages.

Journals are something that a student will continuously need. Many note takers go through several journals or notebooks in a semester. The Proverbs Journals will be appealing to a buyer because they meet the need for students to take notes. These journals also serve as a guide to the book of Proverbs, providing students with a way to systematically go through the book in a month. The journals meet the need for note taking during chapel, encourage personal reading of the Bible, and can create a sense of community on campus.

Marketing

Presidential Endorsement

Our marketing plan has several stages that will raise awareness of our product. First, Dr. White has agreed to partner with the IBC in the creation of this product. He has written an introduction, outline, and is willing to endorse this product. This will be a huge factor for creating interest in the journal, as the vast majority of students respect Dr. White and will be willing to at least pay attention to his interests.

Advertising and Posters in the Lower SSC

We will be putting advertisements in the form of posters in the Lower SSC. Putting information about our product in a high-traffic area of campus will allow for the Journals to be well-known at the time of their launch.

SGA Announcement

We will also be attempting to partner with SGA in our efforts to market this product. Products that have been endorsed by the SGA have done very well in the past, such as the Psalms Mugs. We anticipate that the same effect will be had on the journals. We have not talked to SGA about exploring this option yet.

Supplier Information

We are using Book1One, a printing company based in Rochester, New York. The company requires us to create the formatting for the journals ahead of time, and then send them copies in PDF form. Once received, Book1One will print all of your material into a journal. There is roughly a one-week production time for the company to produce journals, and then a 5-day shipping time for the company to send the products to Cedarville Ohio. IBC is maintaining a timeline of 3 weeks for production and receiving of this product.

Cost of shipping depends heavily on the size and number of products purchased. As of now, we do not know for a fact how much shipping will be. We have contacted Corey Upright to give us a cost of shipping for 400 hardcover units with 50 pages each.

There is a cost for putting our own custom design on the cover. This will range from \$90 to \$150. We are planning worst-case scenario and anticipating \$150 charge for creating our own design for the covers. This will reflect in the Finances.

Inventory Information

We will be buying roughly 600 units at \$8.64 per unit, not including the \$150 charge and shipping costs. These will be hardcover, with dimensions of 5.5” by 8.5”.

Potential Problems

Potential problems include miscommunication between IBC and Book1One. Since we won't see the results until the money has been spent, something may go awry. To work around this problem, we could order one or two books as prototypes. This would push back our selling timeline, but the reassurance it brings could be a valuable trade off. Another potential problem is weak market research. Based off of the 162 concept testing results, combined with how similar products have done in the past, it is safe to assume that this product will be received with general positivity.

Concept Test Results

While concept testing, we found that there is a strong level of interest from our target market in the Proverbs Journals. We asked 162 students if they would buy the product. 23 (14.2%) of these students answered a 10, meaning they would absolutely buy the product. 28 (17.3%) of these students answered with a 9, meaning there was a strong likelihood that they would buy the product. In total, 31.5% of people tested are likely to buy the product.

Financial Information

IBC 2017		
Proverbs Journal		
Projected Income Statement		
Revenue :		
Price	\$15.00	
Number sold	600	
Price revenue		\$9,000
Less: Sales tax		\$569
Total revenue		\$8,431
Expenses:		
Price per item	\$8.64	
Number bought	600	
Cost of goods sold		\$5,184
Gross Profit		\$3,247
Loan Expenses		
Marketing expense	\$225	
Total loan expenses		\$225
Other expenses:		
Credit card fee	\$122	
IBC reserve	\$422	
Interest expense	\$69	
Total Other Expenses		\$612
Total Operating Expenses		\$837
Net Income		\$2,410

IBC 2017			
Proverbs Journal			
Projected Cash Flows			
	Present - 10/19	10/19 - Close	Summary
Cash Inflows			
Sales	4216	4216	8431
Loan	5400	0	5400
Total Cash Inflows	9616	4216	13831
Cash Outflows			
Marketing Expense	225	0	225
Cost of Goods	5184	0	5184
Transaction Fees	61	61	122
IBC Reserve	211	211	422
Loan Repayment	0	5400	5400
Interest Expense	0	69	69
Total Cash Outflows	5681	5741	11422
Cash Increase (Decrease)	3935	-1526	2409
Beginning Cash Balance	0	3935	0
Ending Cash Balance	3935	2409	2409

IBC 2017		
Proverbs Journal		
Breakeven Analysis		
Selling Price		15
Fixed Costs		
COGS	5184	
Marketing	225	
Interest	69	
Total Fixed Costs		5478
Variable Costs		
Credit Card Cost	0.21	
IBC Cost	0.73	
Total Variable Cost		0.94
0 Income		0
Breakeven Units		390

Loan Request

The loan amount we will be requesting is \$5,400. The loan amount is a combination of the inventory pricing and the marketing expense.

IBC 2017		
Proverbs Journal		
Loan Request		
Cost of Goods Sold		\$5,184
Marketing Expense		\$225
Total Loan Requested		\$5,400

Timeline

15 October	• Sales Begin (Ideally)
22 October	• Sales Begin (Expected)
27 November	• Sales End

Exit Strategy

We have two different methods for exiting the market with our product. The first is to sell 100 units to Dr. White at a discounted price. He has expressed interest in buying our product to give away to the top 100 Cedarville donors. Having this 100 unit buffer gives the IBC a way to exit the market should something go wrong with the product and still make a profit. Another exit strategy is to sell our products to the Cedarville bookstore. Should this plan be put in place, it will allow the IBC to sell its remaining inventory at a small profit.

Consolidated Financial Statements

IBC 2017		
Consolidated Projected Income Statement		
Projected Income Statement		
Revenue (after tax):		
Church Project	2,400	
Transition Mugs	2,248	
Proverbs Journals	8,431	
Midterm Munchables	3,465	
Woven Blankets	2,108	
Total revenue		\$18,652
Expenses:		
Cost of goods sold	10,368	
Gross Profit		\$8,284
Loan Expenses		
Marketing expense	475	
Total loan expenses		475
Other expenses:		
Credit card fee	277	
IBC reserve	\$940	
Interest expense	\$176	
Total Other Expenses		1,393
Total Operating Expenses		1,868
Net Income		\$6,416

IBC 2017			
Consolidated Projected Income Statment			
Projected Cash Flows			
	Present - 10/19	10/19 - Close	Summary
Cash Inflows			
Sales	9,789	8,864	18,652
Loan	10,100		10,100
Total Cash Inflows	19,889	8,864	28,752
Cash Outflows			
Marketing Expense	475		475
Cost of Goods	6303	4,065	10,368
Transaction Fees	185	92	277
IBC Reserve	497	443	940
Loan Repayment		10,100	10,100
Interest Expense		176	176
Total Cash Outflows	7460	14876	22336
Cash Increase (Decrease)	12,429	-6,013	6,417
Beginning Cash Balance	0	12,429	0
Ending Cash Balance	12,429	6,417	6,417

IBC 2017			
Total Loan Request			
Products			
Midterm Munchables		2100	
Transition Mugs		925	
Woven Blankets		1175	
The Church Project		500	
Proverbs Journals		5400	
Total Loan Request			10,100

Appendix: Internal Controls

Purchasing Controls

All decisions for purchasing will come from the Strategic Business Unit (SBU) leaders. The act of purchasing, by any means, will be carried out by the financial team member for each SBU. When a decision for a purchase is made, the financial team member will begin to fill out an order request. This request will have signature approvals from both the financial director and professor Guernsey. The financial team member will then be responsible for recording the purchase, that will be reconciled with the general ledger by the financial director.

The financial team members may request use of the IBC credit card. The credit card will remain in possession of professor Guernsey until it is requested by a financial team member. When it is requested, the card will first go through the financial director and then to the financial team member. A confirmation sheet will be signed and dated each time a person receives the credit card. The last signature on this sheet is the person who is responsible for the credit card.

Inventory Controls

Inventory will be counted by at least two IBC members every time inventory is counted. Inventory will be counted when it is first received, and both at the beginning and end of a selling event. When inventory is counted, a sheet will record the date and signatures of the members who counted the inventory. These members will not be part of the selling event, and have no information of how much product was sold. The member in charge of the selling event will be responsible for the inventory. The member in charge should reconcile the recorded decrease in inventory with the change in beginning and ending inventory. This member may not count the inventory. This member will only reconcile the change in inventory. If any discrepancy is found, then the member in charge will make a note and report it the financial director for further evaluation.

Selling Controls

All transactions, cash and card, will be recorded in the square software by a financial team member. Only the financial team will have access to square. A separate member will then count the cash box. The member in charge will then receive counts of cash transactions from the two sources. If any discrepancy is found, then the member in charge will make a note and report it the financial director for further evaluation. Once the cash box is counted, then it will be returned to the cashier's office. At least two members must be in the presence of the cash box at all times. The financial director will then reconcile a report from the member in charge with the general ledger.

Appendix: IBC 2017 Directors



Nick Martinez – President



Kaitlyn Ring – Vice President



Micah Pullins – Financial Director



*Leanne Burval –
Communications Director*



Gabe Portillo – Operations Director



*Megan Peck – Marketing
Director*



Griffin Burns – Marketing Director

Nicholas K Martinez

Cedarville, Ohio | 425-328-5392 | nicholaskmartinez@cedarville.edu

SUMMARY

Ambitious Business Management student with significant operations and entrepreneurial experience. Excellent leadership, analytical, and communications skills. 10 years of experience in sales, operations, business relations, sourcing, purchasing, and maintenance. Additional skills include:

- Organizational Leadership
- Microsoft Office Programs
- Marketing
- CPR/AED Certified
- Public Speaking/Presentations
- Negotiating
- Sourcing and Purchasing
- Strategic Planning

EDUCATION

Cedarville University

Graduation 5/2019

Bachelor of Arts in Business Management

Double Minor in Entrepreneurship and Bible

Honors: President of the Integrated Business Core (2017); Faculty Scholar Award Recipient

EMPLOYMENT EXPERIENCE

Cedarville University Campus Safety and Security

Cedarville, Ohio

Cedarville, Ohio

Senior Campus Safety Cadet

8/2016 – Present

- Responsible for safety and security of students, faculty, visitors, and university assets
- Entrusted with master key rings and alarm deactivation codes.
- Work closely with police and fire department personnel
- Hold Current certifications in:
 - National Incident Management System
 - Federal Emergency Management Agency courses
 - ASP Baton
 - CPR/AED

Olde English Outfitters (Firearms and accessories)

Tipp City, Ohio

Online Sales Administrator

5/2016 – 9/2016

- Worked autonomously with no direct supervision or guidance
- Reviewed over 30 years of old stock, identified, researched, and sold
- Aided customers in firearm and accessory selection
- Working knowledge and extensive use of Form 4473

Woody's Hot Rodz (Custom hotrods and parts)

Bright, Indiana

Operations Manager/Sales Manager

1/2014 – 8/2015

- Controlled day to day operations including: AR, AP, Payroll
- Oversaw purchasing, and inventory control
- Analyzed shop and retail operations
- Developed optimization strategies to improve costs and turnover time
- Collated and interpreted sales forecast data
- Worked directly with customers on contracts with terms in excess of 6 figures
- Managed retail website

Gold Glass Group (Automotive glass and accessories wholesaler)

Bohemia, New York

Reception/Customer Service/Data Sorting

3/2014 – 4/2015

- First customer contact
- Sales order entry
- Invoicing, and filing
- Edited and prepared master part stock files

Kaitlyn Ring

453 Davis Rd. Woodland, ME 04736

kaitlynring@cedarville.edu

207-227-7037

linkedin.com/in/kaitlynring

SUMMARY

Hardworking, organized, and reliable junior management student seeking out an internship to apply my experience and leadership skills.

EDUCATION

Cedarville University, OH

Bachelor of Arts; Business Management

Minor in Bible

Honors: Dean's Honor List

Graduating May 2019

Overall GPA 3.46

WORK EXPERIENCE

Residence Life – Cedarville University

5/17 – Present

Resident Assistant

- Mentored and invested in female students
- Built strong community within the hall and brother/sister hall events
- Reinforced university policies on campus

Post Office – Cedarville University

8/16 - Present

Student Worker

- Organized and sorted through mail daily
- Answered student/faculty questions
- Metered outgoing packages and sold stamp, boxes, and envelopes

Eureka Restaurant and Tavern

Summers 2016 – 2017

Bartender/Server

- Managed guests, bands, and service bar in a fast-paced environment
- Served up to 15 guests and numerous take-out orders at a time
- Controlled large sums of cash in bar bank

Related Experience

Integrated Business Core – Cedarville University

5/17 – Present

Vice President

- Tract where students create, run, and close their own semester-long company
- Created company culture
- Interviewed and hired directors

Kappa Zeta Pi – Cedarville University

4/17 - Present

Treasurer

- Managed organization finances
- Planned and led organization events with other offices

World Team

May 2019

Intern/Photographer

- Biked to several church plants in villages surrounding Paris
- Photographed team throughout internship

ACTIVITIES

AYO Dance Company, Cedarville University Women's Choir, Global Outreach (France), Charis Crown, discipleship group, Women in Business, swing dancing, SGA feedback committee, CU Lead: high school small group leader, Spanish Club, STING leader: freshman small group leader, CedarMania: middle school group leader

MICAH PULLINS

Phone: (812)-318-1537

Address: 4717 Nicole Drive. Bloomington, IN 47403

Email: mpullins268@cedarville.edu

Education:

Cedarville University	2019
Bachelor of Arts in Accounting and Finance	
Minor in Biblical Studies	
GPA: 3.7	

Employment:

Landscaper Indiana University Landscape Services	2016 – 2017
- Mowed lawns and performed general yard work.	
Manager: Mike Girvin (812)-855-4082	
Assistant Instructor Diamond Dynamics Baseball	2014 – 2015
- Supported minor league pitcher with pitching instruction.	

Volunteer:

Assistant Instructor Diamond Dynamics Baseball	2013 – 2014
- Assisted with baseball instruction.	
Assistant Coach Junior League Baseball Association	2012 – 2013
- Assisted with winter tryouts and practices.	
Junior Volunteer Indiana University Health	2012 – 2013
- Supported nurses and technicians in daily tasks.	
Learn to Skate Instructor Bloomington Parks and Recreation	2011 – 2013
- Taught skating classes.	

Awards:

Congressional Award, Bronze Medal	2013
Volunteer Bravo Award, Bloomington Parks and Recreation	2011

Organizations:

Accounting Society Member	2015
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Skills:

Microsoft Certified in Excel
Computer Literacy

Leanne C. Burval

251 N. Main St. #2750, Cedarville, OH 45314 | 724-987-0721 | leanneburval@cedarville.edu

Objective

Hard working, dedicated, and reliable accounting student seeking to apply my organizational skills to the position of Communications Director within the Integrated Business Core.

Education

STUDENT | CLASS OF 2020 | CEDARVILLE UNIVERSITY

Major: Accounting | Minor: Bible | Pursuing my MBA

HIGH SCHOOL GRADUATE | CLASS OF 2016 | HOMESCHOOLED

During my senior year of high school, I took College Now classes through Cedarville University.

Skills & Abilities

LEADERSHIP & MANAGEMENT

- I am the Treasurer of Women in Business and a member of The Accounting Society. In high school, I was the President and Section Leader of Concert Choir, President of the Music Honor Society, Vice President of the Environmental Club, and a member of National Honor Society.
- In my church, I volunteered in the nursery, served as a small group leader, played the piano in Praise Band, and ran Café Night at youth group.

COMMUNICATION & ORGANIZATION

- For the activities in which I was the President or leader, I set up and ran meetings at least once per month. During meetings, I had a written agenda of everything needed to be discussed that day. I made it a priority to hear feedback from my team.
- As an accounting intern this summer, I organized hundreds of documents and recorded data in Excel. Every data sheet needed to be clear, comprehensive, and easy to use.

CERTIFIED IN EXCEL

- In April 2017, I passed the Microsoft Excel certification test.

Experience

ACCOUNTING INTERN | COTTRILL, ARBUTINA & ASSOCIATES, P.C. | JUNE – AUGUST 2017

As an intern at Cottrill an accounting firm, I helped audit local companies, schools, real estate tax collectors, and non-profit businesses. My work included: testing deposit slips, tracing bank statements, creating PowerPoint presentations, entering data into Excel, and meeting with clients out in the field.

INSHOPPER | JIMMY JOHN'S | MARCH 2016 – AUGUST 2016

At Jimmy John's, I ran the bread line. This position required great communication skills. Impressed with my work, my boss has offered me the position of Manager if I choose to return after college.

COUNSELOR IN TRAINING | LIGONIER CAMP & CONFERENCE CENTER | JUNE – JULY 2014, 2015, & 2016

As a camp counselor in training, I assisted the main counselor in the tribe. This job improved my leadership skills. I have been offered the position as a counselor for following summers.

Gabriel David Portillo

Permanent Address: 45 Via Umberto I, Marsciano (PG), Italy 06055

School Address: 251 N. Main St. Box 4367, Cedarville, OH 45314

Contact: +1 (937) 951-5461 | gportillo@cedarville.edu

Objective To excel in a leadership position with a growth-oriented business firm to assist a company in reaching their goals and to build upon on my academic training.

Education **Cedarville University** | Cedarville, OH Expected May 2019
Bachelor of Arts in Management
 Minor in Biblical Studies
 Overall GPA: 3.6

Word of Life Bible Institute | Pottersville, NY Grad Date 2015
 Bible, Overall GPA: 3.9

Honors

- Int'l Transfer President's Scholar Award
- President's Scholarship
- Presidential Leadership Award
- Dean's List '15- '16

Skills

- Working procedures and technical knowledge
- Fluent in three different languages: Italian, Spanish and English
- Familiar with Apple Mac OS X software and Microsoft Programs
- Demonstrated ability in conflict management and dispute resolution
- Demonstrated systems thinking ability
- Effective in public presentation
- Able to adapt to any situation

Experience

Word of Life Island | Schroon Lake, NY July 2015
Counselor

- Responsible for the safety and well-being of campers
- Improved leadership skills
- Learned to work as a team and to respect one another

Architect Studio of Marco Scapicchi | Marsciano (PG), Italy September 2013
Assistant

- Responsible for the drawing of details in different projects
- Improved in the use of AutoCAD
- Learned that time management is important (time is money)

Custodial Services | Cedarville, OH June 2016
Employee

- Learned how a leader needs to humble himself

Activities

Cedarville University Varsity Basketball Team
 CU Fellowship Leadership Team

Megan Peck

7669 Polo Lane, Powell, Ohio 43065

Phone: (614) 949-6955 | E-Mail: mpeck@cedarville.edu

Objective

Hardworking and self-motivated marketing student seeking to contribute my leadership, organization, and problem solving skills to a growing company.

Education

Cedarville University - Cedarville, Ohio

Anticipated Graduation: May 2019

Bachelor of Arts in Marketing, GPA: 3.59

Minor in Bible

Honors: Dean's list, Provost's Scholar Award

Olentangy Liberty High School - Powell, Ohio

Graduated: May 2015

- Maintained a 3.7 GPA while challenging myself in honors, college preparatory, and AP courses
- Balanced school work and various activities, such as soccer, track and field, and youth group
- Graduated magna cum laude

Experience

Lifepoint Church

2015 – Present

- Mentor and support middle school-aged students in the development of their faith on a daily basis
- Lead small group discussions between middle school girls

Kraft House No. 5

2014 – Present

- Multitask with seating incoming customers and bussing tables to maintain order at the front of the restaurant
- Train new employees on protocols and responsibilities of job

Journey Church

June 2016 – August 2016

- Interned and developed leadership and communication skills used in church planting
- Led a team of 5 other college students to develop a new ministry

DECA

2013 – 2015

- Initiated fundraising events to benefit Wounded Warrior Project and Honor Flight Columbus
- Received 4th place in the State of Ohio and presented at the National DECA competition in Orlando, Florida
- Developed a marketing and branding concept for Mad River Mountain Ski and Snow Tubing Resort

Interests and Activities

Intramural Badminton, Tennis, Soccer, and Wallyball

2015 – Present

Toronto Mission Trip

June 2016 – August 2016

- Created a ministry, mapped a specific location for future church planters, and experienced church planting

GRIFFIN BURNS

Cedarville, OH
 (207) 313-7142
griffinburns@cedarville.edu

SUMMARY

Multilingual business student with customer service experience and strong academic performance. Seeking to utilize my leadership and communication skills in a professional environment to increase my career opportunities. Skills include:

- Microsoft Office and Access
- Written and oral French (2012-2014)
- Organization
- Excel 2016 Certified
- Public Speaking
- Leadership

EDUCATION

Cedarville University	Cedarville, OH
Global Business, Business Marketing, Bible Minor	05/2019
<ul style="list-style-type: none"> - Course work included market research practice management training, and IT tools - 3.8 GPA 	

Honors: Chancellor's Scholar Award, Cedarville Excellence Award, Cedarville's Dean's list

EXPERIENCE

Integrated Business Core	Cedarville, OH
<i>Marketing Director</i>	08/2017–Present
<ul style="list-style-type: none"> - Managed all marketing operations and directed a marketing team - Oversaw market research and concept testing 	

Simply Management	Kettering, OH
<i>Lawn Crew Member</i>	05/2017–09/2017
<ul style="list-style-type: none"> - Worked in a crew to regularly mow and trim around apartment complexes. - Supervised a pruning crew 	

Flagship Cinemas	Waterville, ME
<i>Crew Member</i>	06/2015–01/2017
<ul style="list-style-type: none"> - Interacted with customers at concessions, box office, and phones - Counted, logged, and restocked Inventory - Assisted with custodial services 	

Sullivan Wealth Management	Winslow, ME
<i>Lawn Care and Maintenance Provider</i>	05/2013–08/2016
<ul style="list-style-type: none"> - Oversaw regular lawn care at office and apartment buildings - Performed various maintenance and upkeep projects (painting, changing locks, etc.) 	

ACTIVITIES

So Fresh Marketing Team – Marketing Coordinator (2017)
 AWANA – Game leader (2015-2016)
 Mid Maine Homeless Shelter – Donation organizer and child care assistant (2013-2016)
 TOA Ministries – English teacher in Japan (2015)
 Living Waters Bible Camp – Counselor and sports coach (2013-2014)