

10 December 2018

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**Executive Summary** The new brand of Neos provided our company with a unique challenge, but also unique opportunities. We strove to provide products that brought people together and truly enhanced the lives of those around us. In this effort, we also rebranded from the IBC to Neos in an effort to change the way those outside of the company view us. To do so, we hosted a spiritually focused yet profitable event, offered a devotional on the ever-relevant topic of love, designed products tailored to those who are sick or in need of encouragement, and brought back the university's favorite "2.0 mug" upon our customers' request.

The Neos website was improved from the previous year, making it more user friendly and convenient for the company. The homepage was redesigned from the previous webpage to focus more on our products than members in Neos. This was accomplished by including a large slide rotation on the homepage, which features products currently available for sale. The Neos mission statement was also added to the homepage, along with the charities that Neos supported this year. Additionally, a WooCommerce plugin was added to the site, granting the ability to sell products directly from the website, rather than re-directing customers to the company Square page on a different site. This made it far easier for the customer to purchase products.

Throughout the fall semester of 2018, Neos was dedicated to enriching the lives of those around us through the products that we offered and our philanthropic efforts. Though our business ran for only a small period of time, our impact on others is intended to last much longer than our business. This company was a gift from God to steward, and we were grateful for the opportunity. The true success of our company is not simply measured by profit or loss, but rather by the impact we have beyond the purchase.

**Mission Statement** To enhance the lives of individuals inside and outside of Cedarville University through offering meaningful and desirable products, conveying a true heart of service like that of Jesus Christ.

**Philanthropy Overview** Neos partnered with 4 organizations throughout the semester, along with various other volunteer opportunities, like CU Outreach. Overall, Neos will be donating all of our profit to Mercy Hospital. Since we were made aware of the need in Haiti for an equipped hospital that is not corrupted by the government, we decided to donate our profit to Mercy Hospital.

**4 Paws for Ability** 4 Paws for Ability is a nonprofit organization whose mission is to place quality service dogs with children with disabilities and veterans who have lost use of limbs or hearing, help with animal rescue, and educate the public regarding the use of service dogs in public places.

Neos was able to serve 4 Paws for Ability through various assignments, like office work, manual labor, organizing, and packing for events. After each assignment was completed, we were able to interact with the puppies and help accustom them to sounds, smells, and people. Overall, 4 Paws for Ability was a great organization to partner with; learning about their organization and helping their cause was an experience Neos truly enjoyed.

**Crayons to Classroom** Crayons to Classroom's purpose is to enhance the readiness to learn in the Dayton, Ohio region, providing free school supplies essential for academic success.

Neos was able to help serve Crayons to Classroom through helping create crafts and products that Crayons to Classroom offers to teachers. It was an outstanding experience to be able to learn more about their organization and help not only our mission, but their mission as well.

**Life Enrichment Center** The Life Enrichment Center is a faith-based, nonprofit organization providing life-building and life-sustaining services to the less fortunate in Dayton and surrounding communities.

Neos was able to help serve the Dayton Life Enrichment Center through helping with the Recovery Center. While working with the Recovery Center, we were able to help set up, clean up, and talk with people who came in.

**One Bistro** One Bistro is a faith-based, non-profit organization that provides healthy, affordable meals to their neighbors, people who have the ability to pay, and those who cannot easily afford to eat out. Neos was able to help serve One Bistro through washing dishes, greeting individuals coming into the restaurant, and setting and bussing tables, as well as any other miscellaneous work they needed accomplished.

# With Love Devotional

## Product Overview

A multi-entry devotional that fulfills the student's desire to connect to Cedarville University's professors and develops the reader spiritually through interacting with different stories of love.

## Product Description

The devotional was paperback with a navy-blue leatherette cover. It had gold foil lettering of the title and "University Professors" on the front page, and the Neos logo on the spine. It had 120 pages, consisting of 42 different devotionals written by 11 Cedarville University professors from several different departments, and 10 pages of journaling lines. All the devotionals were focused on the topic of love and how professors have personally seen love displayed in their lives. These topics ranged from fatherly love to courtly love to loving your neighbor and many more, all focused on personal experiences designed to create an emotional connection between reader and author. To further emphasize the professors' passion to help students and readers, the foreword was written by Neos and the preface by Dr. Daniel Dewitt, who is an influential professor within our Bible department.

## Planned Marketing

### Advertising in the Lower Stevens Student Center

We wanted to use several marketing stages in order to raise awareness about our product. We planned to display advertisements in the form of slides in the Stevens Student Center (SSC), which is an area with high traffic. As each week progressed closer to the release date of our product, our slides would contain more information. Each week would incrementally build upon the last; examples would be listing the names of professors and the date available for purchase.

## Bookmarks

Another device we planned to use to build awareness was bookmarks. The bookmarks were designed by our team to match the slides being displayed around the SSC, further enhancing the consumers' awareness about our product. We planned to order 500 bookmarks. These

bookmarks were to be handed out to students after our daily chapel on the date the devotional was available for purchase.

## Student Government Association Video Announcement

We also planned to contact Cedarville's Student Government Association (SGA) and to display a video in chapel to further educate consumers on our product. The video would have a couple of the authors discussing what they would want students to learn from their work and their motivation behind giving students spiritual advice. This would help endorse the emotional appeal of our product. Additionally, we planned to give the SGA president and vice president a script that provides further information to the consumer. After a few weeks, we wanted to have our University president also speak, further informing students about our product.

## Actual Marketing

### Advertising in the Lower Stevens Student Center

We were able to market our product in the desired stages within the SSC. Along with our promotional slides before we started selling, we released slides during the times we were selling devotionals at the table in the lower SSC. We also created slides that were specifically geared towards customers for Christmas gifts that were displayed in late November to early December.

## Bookmarks

We were able to purchase 500 bookmarks and hand them all out on the first day of sales on October 22. As students were entering the SSC to go to lunch, we saw this as an opportunity to reach out to a large audience, and passed out the bookmarks and told students more about the devotional.

## Marketing Partnerships

Throughout the semester, we established different partnerships with different products within Neos. During the Spark event, we were able to set up a table and sell to a large number of customers who fit our target market. We offered a one-day discount along with the 2.0 mug team: if a customer bought both a mug and a devotional in person, the price was \$20 instead of the usual \$25. We also created a "study break" event along with the 2.0 mug team, where we built awareness of our brand and product within the Center of Biblical and Theological Studies (BTS) by offering coffee and donuts.

## Supplier

We printed the devotional through 48HourBooks, a printing company based in Akron, Ohio. We sent the compiled PDF to 48HourBooks and they delivered October 18th. The cost of shipping was around \$80 for 300 devotionals; this shipping cost was previously calculated into the Cost of Goods in our financial statements. We commissioned a calligrapher to design the text of the title “With Love,” who was paid \$20. We also paid \$40 for a sample devotional to ensure that the finished product had the quality and design we were looking for. Furthermore, all the contributing professors understood that they were not receiving any royalties from the sales of the devotional.

## Inventory

We bought 300 units at \$5.60 per unit. They had navy paperback leatherette covers with dimensions of 5.5” by 8.5”. The name and authors were stamped in gold foil, reflecting Cedarville’s color scheme. We ended the year with 50 units.

## Projected Financials

### With Love Devotional

#### Projected Income Statement

For Year Ending December 2018

#### Revenues

Sales Revenue \$ 4,245.00

Cost of Goods Sold \$ 1,618.00

Gross Profit \$ 2,627.00

#### Expenses

Marketing Expense \$ 138.00

IBC Reserve Expense \$ 212.00

Other Expenses \$ 82.00

Square Expense \$ 106.00

Total Expenses \$ 538.00

Income Before Tax \$ 2,089.00

Income Tax Expense \$ 269.00

Projected Net Income \$ 1,820.00

## Neos - Devotional

## Cash Flow Timeline

Present - 10/14 10/15 - Close Summary

## Cash Inflows:

Sales \$ - \$ 4,245 \$ 4,245

Loan \$ 1,800 \$ - \$ 1,800

Total Cash Inflows \$ 1,800 \$ 4,245 \$ 6,045

## Cash Outflows:

Cost of Goods \$ 1,618 \$ - \$ 1,618

Marketing Expense \$ 100 \$ 38 \$ 100

Square Expense \$ - \$ 106 \$ 106

IBC Reserve \$ - \$ 212 \$ 212

Other Expenses \$ 82 \$ - \$ 82

Provision for Income Tax \$ - \$ 268 \$ 268

Loan Repayment \$ - \$ 1,800 \$ 1,800

Total Cash Outflow \$ 1,800 \$ 2,425 \$ 4,225

Change in Cash \$ (0) \$ 1,820 \$ 1,820

Beginning Cash Balance \$ - \$ - \$ -

Ending Cash Balance \$ (0) \$ 1,820 \$ 1,820



## Neos - Devotional

## Break Even Analysis

Marketing Expense \$ 138

Loan Interest Expense

Cost of Goods Sold \$ 1,618

Other Fixed Expenses \$ 82

Total Fixed Costs \$ 1,838

Gain per Unit:

Price \$ 15

Variable Costs:

Square Expense (2.5%) \$ 0.38

IBC Reserve (5%) \$ 0.75

Sales Tax Expense (6.75%) \$ 0.95

Other Expenses

Capital Gain/unit \$ 13

Required Units Sold to Break Even: 143

## Actual Finances

### With Love Devotional

#### Income Statement

For Year Ending December 2018

##### Revenues

Sales Revenue \$ 3,232.40

Service Revenue \$ 83.76

Cost of Goods Sold \$ 1,278.80

Service Expense \$ 54.65

Gross Profit \$ 1,982.71

##### Expenses

Marketing Expense \$ 111.27

IBC Reserve Expense \$ 164.32

Other Expenses \$ 66.72

Square Expense \$ 53.54

Total Expenses \$ 395.85

Income Before Tax \$ 1,586.86

Income Tax Expense \$ 203.87

Net Income \$ 1,382.99

With Love Devotional  
Balance Sheet  
For Year Ending December 2018

Assets:

Cash \$ 122.26

Accounts Receivable \$ 1,277.41

Inventory \$ 316.48

Total Assets \$ 1,716.15

Liabilities:

Accounts Payable \$ 92.08

Sales Tax Payable \$ 76.76

IBC Reserve Payable \$ 164.32

Total Liabilities \$ 333.16

Equity:

Retained Earnings \$ 1,382.99

Total Liabilities and Equity \$ 1,716.15

## Planned Timeline

- Sales Begin (ideally): October 15
- Sales Begin (expected): October 22
- Sales End: December 7

We expected sales to begin later than October 15 since Cedarville will have fall break from October 18-21.

## Actual Timeline

- Sales Began: October 22
- Sales Ended: December 7

## Obstacles

### Problems

One of the problems we ran into was that we could not show our promotional video in chapel. It was our goal to have professors speak about the devotional and share the heartfelt video with the students. However, many complications arose, and although we submitted the video to be displayed, it was not until the morning of chapel that we were informed that it would not be shown.

Another problem we uncovered was that we were unable to hand out bookmarks in the DMC. Our original goal was to encounter the customers as soon as they heard a heartfelt message in chapel. However, per Cedarville's regulations, we were unable to do so.

### Solutions

In order to make up for the loss of video time in chapel, we came up with the solution of emailing it out to the entire undergraduate student body. While it would have been preferable to have it shown, given the obstacles we thought this would be the best course of action. Additionally, we promoted the video on social media to further raise awareness of our product.

Since we were unable to hand out bookmarks in the DMC, we compromised and handed them out in the SSC instead. There was a small time difference between the chapel message and the handing out of the bookmarks, but we believe we were still able to get our message across

# Spark Event

## Event Overview

The Spark event was an event that featured Jordan Lee Dooley as the main speaker and worship led by the Resonance Band, followed by various merchandise for sale in the lobby with a fall- themed photo booth.

## Event Description

The event was tailored to college students and late high school students, and catered to their hearts and spirituality. This event featured Jordan Lee Dooley, graduate of Indiana University and women's Christian speaker. The event took place at Grace Baptist Church on October 25th, 2018 at 7:30 pm.

We decorated the space with a fall theme to tie in our Spark logo with the event. This included leaves, cornucopias, and vibrant colors. For the photobooth, we used a wedding arch with white drapery and fall leaves to create the perfect photo opportunity for the girls. Mercy Bracelets sold a special edition Spark bracelet line, which made a profit of \$828, and the With Love devotionals were also sold at the event. Jordan sold her own merchandise as well and made a profit of \$1,673 from the evening. We did not end up serving any sort of snack or beverage due to cost concerns.

## Planned Marketing

### Social Media

We planned to have social media, specifically Facebook and Instagram, play a large role in our marketing efforts. We had already created accounts on both of these platforms when the loan proposal occurred.

### SGA Endorsement

We had planned to start working with Kristin and Marcus (Student Government involvement directors) to release news of the event. We would also have slides up in the Stevens Student Center that informed Cedarville students about the event. There was also going to be an

announcement on Cedarville University's Instagram, Cedarville's Facebook page, and Student Government's social media as well.

## Jordan Lee Dooley Endorsement

Jordan has a large following on all social media platforms. On Instagram alone, she has 213,300 followers, who would hear the news of the event and be pointed to our ticketing service.

**Grace Baptist Church/Surrounding Churches Endorsement** We planned to create a uniform slide that would be sent to churches in the area, to be put in their weekly announcements and Sunday flyers.

## Actual Marketing

### Social Media

Social media definitely played the largest role in our marketing efforts. We created an Instagram account that was very visually appealing, and we posted almost every day during the three weeks of sales. We gained followers from partnering with SGA and the Cedarville Instagram accounts. Jordan Lee Dooley also posted about the event on her own account, which greatly boosted ticket sales. We also used a boosted Facebook ad that targeted female college students and young professionals in the Dayton and Columbus areas. Finally, we strategically used Instagram giveaways of various products, like a Your Brokenness is Welcome Here sweatshirt and a Mercy Bracelet, to gain followers and raise event awareness.

**Grace Baptist Church/Surrounding Churches Endorsement** We did create a flyer and emailed many churches in the surrounding areas. However, we later realized that a lot of these emails never got to the right people and were never put in the church flyers. This part of the marketing plan was poorly executed. We should have called or visited these churches to create a more personal relationship in order to promote the event.

## Supplier Information

The supplier was WME Entertainment from Nashville, TN. We were mainly in contact with Chris Aiken regarding Jordan Lee Dooley's official speaking contract.

## Inventory

Tickets were provided by Regfox Entertainment, a ticketing service used by Cedarville University.

## Planned Finances

Given the product test survey we conducted last spring, we believed that we could sell 400 tickets to the event. This ended up being a significant overestimate, but we sold more of the preferred tickets than originally anticipated, which helped offset the lower net revenue. We anticipated a net income of roughly \$2,300 overall. See below chart for details.

## Actual Finances

We did not sell nearly as many tickets as we originally planned. Due to the lower amount of sales, the Regfox expense was lower. We also were able to secure the venue for less than originally anticipated, due to cancelling the reception we had originally considered. See chart below for details.

### Projected Actual

Net Revenue \$5200 \$3760

Cost of Services Provided \$2200 \$2200

Gross Margin \$3000 \$1560

Marketing Expense \$250 \$211.89

Regfox Expense \$396 \$341.19

Net Income/(Loss) \$2354 \$976.92

Units 420 309

## Planned Timeline

- Sales Begin: September 28
- Sales End: October 24
- Event: October

## 25 Actual Timeline

- Sales Began: October 2
- Sales Ended: October 25
- Event: October 25

## Obstacles

### Problems

Communication with Jordan Lee Dooley posed many problems prior to the event. A major problem was getting the contract signed, which took a significantly longer amount of time to accomplish than anticipated. This caused many setbacks in previous plans; we had less time to market the event and sell tickets.

Another problem we encountered was that Jordan was uninformed about the event. This led her speaking to not be geared toward a Christian environment. Instead, her talk was motivational with underlying biblical doctrine. This was problematic, as we had marketed the event as a women's night of worship. The event began with a time of worship through song, but this theme did not integrate into the message as we had originally intended. Many women were still very pleased with the event, but some expressed a need for more biblical content.

### Solutions

Even though our marketing timeframe was shortened, we were diligent despite this obstacle. We created content weeks before the contract was even signed, in order to be prepared and ready to promote the event. We also proactively planned various ways in which we would market the event and the steps we would take to accomplish these ideas. When the contract was signed, we were able to use our content through social media and acquire endorsements in order to reach our target market.



## JoyBox

**Product Overview** The JoyBox care packages were a convenient way for Cedarville parents to encourage their students by providing for their physical and spiritual needs during the 2018 fall semester. Our company packaged and assembled the JoyBoxes on campus to minimize time and costs for parents. The contents were designed to bring joy to the student personally, as well as to other students on campus.

**Product Description** The JoyBoxes were care packages that parents could order online to have delivered to their students. There were three options: the original JoyBox, the GreenBox, and the SnackBox. Orders were open throughout the semester and were delivered either every Monday evening or, with a slight upcharge, within 24 hours following the purchase, depending on what the buyer would prefer.

**Planned Marketing Getting Started and Homecoming** First, we took advantage of the events on campus that drew in many parents and guests visiting on Getting Started Weekend and Homecoming Weekend. At these events, we planned to have a table in the lower level of the Stevens Student Center with a JoyBox on display and a raffle that parents could enter to win their student a JoyBox by providing their emails.

**Slides** Another resource that we planned to utilize was television slides in the Stevens Student Center, which placed information about the JoyBox directly in the paths of the majority of Cedarville students daily.

**Giveaways** We also planned to do a few giveaways with popular faces on campus, specifically Ryan Smith and Clara Costello, the SGA President and Vice President, and Dr. White, the President of Cedarville University. We chose these people because each of them is a well-known figure and has a large base of followers on their social media pages. We preferred that they chose a student

who either displayed an abundance of joy or needed a boost of joy and encouragement at that time in their semester. We planned to take a few pictures of them and the student to whom they chose to give a JoyBox. These pictures would be posted on our Instagram page, and we would ask them to post the picture on their own Instagram page as well.

**Parent Connect** One of the major tactics of marketing that we planned to utilize was Parent Connect. This is a program in which parents of students can sign up to receive emails multiple times a semester to be updated about what is going on at Cedarville. We knew that this would be a beneficial way to let parents know about an opportunity to bless their student.

**Tent Cards** As students who regularly eat in the dining hall called Chuck's, we were aware that they allow promotional tent cards on their tables. Our purpose was to grab the eye of the student so that they would tell their parents about the JoyBox.

**Actual Marketing Getting Started and Homecoming** During Getting Started Weekend and Homecoming Weekend, we set up tables in the lower level of the Stevens Student Center to tell people about the JoyBox. At these tables, we offered a raffle that parents and guests could enter to win a free JoyBox by providing their email. With this email base, we were able to contact parents and let them know more about the JoyBox Company.

**Slides** We did utilize the was the television slides in the Stevens Student Center. We made four promotional slides that were displayed during different times of the semester.

**Giveaways** Another way we marketed the products of the JoyBox Company was by doing two giveaways with Ryan Smith and Clara Costello and another with Joy White. The giveaway with Ryan and Clara was set up quickly and went smoothly. The giveaway with Dr. White took a bit longer to set up. He was actually unable to devote time due to his busy schedule, but when we reached out to his wife, Joy, she readily agreed to help us out.

**Parent Connect** The most successful marketing tactic we used was Parent Connect. We were able to get the message of the JoyBox in three emails with the link to our website. We did, however, have trouble when we noticed that the message sent in the first Parent Connect email was substantially

different from the message we sent them. Many of the major facts were changed; however, we were able to extinguish the confusion that arose from that miscommunication by quickly responding to questions and reiterating the JoyBox message to the person in charge of Parent Connect.

**Tent Cards** We placed tent cards on the majority of tables in Chuck's about halfway through the semester. However, we were unaware that only a few hours later, our cards would be replaced by another event on campus.

**Emails to Parents of Athletes** Halfway through the semester, we realized another avenue to market the JoyBox: athletes. We wanted to contact the parents of athletes specifically and market our packages in a way that would individually benefit the busy Cedarville athlete. Our contact, Stephanie Zonars in the Athletic Department, informed us that she could email the coaches our message and they could choose to contact their players' parents or not.

**Churches** Another target market that we pursued was home churches of parents. After several attempts to email every church of Cedarville students, we finally gained approval to individually mail letters to selected churches. We decided to mail out an informational letter about the JoyBox Company and our packages to 80 churches. We targeted churches located on the west coast, due to the fact that students from that area are not able to return home often throughout the semester.

**Supplier Information Sam's Club** Sam's Club was our primary source of inventory. We used the Sam's Club in Beavercreek, Ohio for our first order, and the Sam's Club located in Centerville, Ohio for our second order. We were used the School of Business' Sam's Club membership to complete the orders online and pick them up.

**Donna Jean's Country Store** Donna Jean's Country Store, in Cedarville, Ohio, was our supplier of local trail mix. Donna Jean's Country Store fulfilled three orders of trail mix at a price of \$2.60 per pound.

**Target** Target was used to purchase a few items that we could not acquire at Sam's Club for both orders. All of our orders from Target were made online and shipped to campus.

**Walmart** We used Walmart for our dark chocolate bars for our second order, ordering them online and picking them up at the store.

**Dollar General** We used Dollar General in Cedarville, Ohio as an alternate supplier of Cosmic Brownies for our second order.

**Stickermule** Stickermule was our sole supplier of custom JoyBox and GreenBox stickers for each respective package. They were sold at a bulk discount and were delivered within a week of our order.

**Uline** All of our boxes were ordered at a bulk discount from Uline at the beginning of the semester.

**Print Services** Print Services was our supplier for the small devotionals, scripture cards, prayer cards, and bookmarks that were included in each box.

**Inventory Information** We marketed three different types of boxes: the standard JoyBox, the GreenBox, and the SnackBox. The JoyBox was priced at \$20 and consisted of a \$5 Rinnova gift card, Hershey's bar, Sour Patch Kids, Oreos, Donna Jean's Trail Mix, Cheez-itz, fruit snacks, Cosmic Brownies, Chex Mix, a package of hot chocolate, microwaveable popcorn, a small version of the With Love devotional, Scripture cards, prayer cards, and a bookmark.

The GreenBox was also priced at \$20 and contained Sun Chips, peanut butter crackers, oatmeal packages, dried fruit, popcorn, applesauce, Kind bars, pretzels, a dark chocolate bar, organic fruit snacks, Nutella Dip Sticks, fruit cups, Belvitas, pistachios, a Clif bar, Donna Jean's trail mix, a small version of the With Love devotional, Scripture cards, prayer cards, and a bookmark.

The SnackBox was our smaller box and was priced at \$12 and consisted of microwavable popcorn, Oreos, Sour Patch Kids, Kit Kats, M&Ms, Doritos, fruit snacks, granola bars, mini muffins, potato chips, Goldfish, Cheez-its, Planters nuts, chocolate chip cookies, and Kars trail mix.

Finances Projected  
Finances

## Actual Finances

Neos - JoyBox

Income Statement

For Year Ending December 2018

### Revenues

Sales Revenue \$ 5,250 Sales Tax Collected \$ 268 Cost of Goods Sold \$  
(3,242) Gross Profit \$ 2,276

### Expenses

Marketing Expense 188 IBC Reserve Expense 264 Square Expense 132 Total  
Expenses 584 Income Before Tax \$ 1,692

Income Tax Expense \$ 268

Net Income \$ 1,424

## Neos - JoyBox

## Balance Sheet

For the Month Ended Nov. 31, 2018

## ASSET

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## Current Assets:

Cash \$ 4,029

Accounts Receivable \$ 1,357

Inventory \$ 736

Total Current Assets \$ 6,122

Total Assets \$ 6,122

LIABILITIES AND OWNER'S  
EQUITY

## Current Liabilities:

IBC Payable \$ 264

Sales Tax Payable \$ 268

Accounts Payable \$ 4,166

Total Current Liabilities \$ 4,698

## Owner's Equity:

Retained Earnings \$ 1,424

Total Owner's Equity \$ 1,424

TOTAL LIABILITES AND OWNER'S EQUITY \$ 6,122

## Planned Timeline

- Loan proposal: Mid-summer
- Getting Started Weekend: August 17-18
- Parent Connect: September 16
- Orders open for first distribution: September 18
- Orders for first distribution close: September 30
- Orders open for second distribution: October 1
- Homecoming Weekend: October 5-6
- First distribution: October 10
- Parent Connect: October 21
- Orders for second distribution close: October 28
- Second delivery: November 7

Our initial timeline started with the goal of getting approval from the loan committee near the end of the summer rather than waiting for the middle of September. We planned on taking pre-orders for JoyBoxes and gathering information from parents during Getting Started weekend. We planned on taking a similar approach during Homecoming Weekend on October 5th, in order to acquire more parent information and hopefully sell more boxes. Another marketing goal for our company was that we planned on getting Parent Connect advertisements approved and posted by the week of September 16th for the first delivery, and October 21st for the second delivery. In addition, we planned on posting multiple Instagram posts, highlighting various products within a JoyBox, during the last few weeks of September. Some other marketing strategies on our initial timeline included placing tent cards in the dining hall the week before both dates when orders closed, as well as having SGA post about the JoyBox during the second or third week of October.

In regards to the distribution timeline of our product, we planned on having two large distribution days during the fall semester. As for the first distribution, orders would open up on September 18th and close on September 30th. This would give our team enough time to package all of the boxes before distributing them all on October 10th. As for the second distribution, orders would open up on October 1st and go until October 28th. The second large delivery would be held on November 7th.



## Actual Timeline

- Getting Started Weekend: August 17-18
- Orders open: September 21
- Loan proposal: September 24
- Parent Connect: September 26
- Parent Connect: October 3
- Homecoming Weekend: October 5
- First distribution: October 10-11
- Weekly distributions begin: October 15
- Parent Connect: November 6
- Sales close: December 7

Our company never did follow through with getting the loan committee's approval during the summer. Although we were still able to market our boxes and gather information from parents during Getting Started Weekend, our company waited until the middle of September to get approval from the loan committee. The Square page for our company began taking orders on September 21st, a few days before the loan proposal took place.

It was suggested that our company steer away from only having two large distributions of our products and pursue a much quicker turnaround time, such as weekly deliveries of boxes with options for same-day or next-day delivery. This shattered our original distribution schedule, but was ultimately very beneficial. After the first Parent Connect email went out on September 26th, we received a lot of orders from parents, and therefore we did have a large distribution in the lower SSC on October 10th-11th. From this point on, we held distribution every Monday evening in the BTS for any orders throughout the week that did not require same-day or next-day delivery. We ended sales on Friday, December 7, with remaining inventory of 10 GreenBoxes and about \$100 worth of unboxed excess inventory.

In regards to our marketing timeline, one strategy that remained constant was the idea of marketing JoyBoxes and gathering parent emails during the Homecoming Weekend on campus. We worked with Jeff Beste's office to have three Parent Connect emails sent out to Cedarville University parents on September 26, October 3, and November 6. Although our marketing team did not stick to the plan of posting about particular products during the last few weeks of September, multiple posts did go out, highlighting our boxes, promotional giveaways, and holiday specials. Ryan and Clara did follow through with our goal of an Instagram post going out on October 10th regarding a promotional giveaway. As for tent cards, these were placed on the dining hall tables right before Homecoming Weekend but proved to be unsuccessful, as they were soon taken down for the special weekend.

**Obstacles** One obstacle we faced early on was gathering student information from parents when they placed an order. Square is not customizable, so there was no good way to communicate to the parents that they needed to put their student's name and, if they chose, a note in the comments section of the order form. At first, we tried to find the student through the Cedarville directory based on the parent's last name. However, this did not always work if someone other than their parent had ordered the box, or there were multiple students with that last name. We had to email parents and ask them for information many times. This obstacle was resolved when we were able to switch our system to the Cedarville website. Here, we were able to have a text box asking for the student's name and a note.

Likewise, later in the semester the company website went down for about a week. The University Facebook page posted about our product the same day the website went down, meaning our customers could not follow the link to place their order. We remedied this by asking interested customers to send us an email, and then directed them to the Square page.

After the loan proposal, we had to adjust our distribution strategy from the original plan. We started by doing weekly deliveries on Monday nights with 24-hour delivery available for an extra fee. 24-hour delivery was done through the campus post office. We eventually figured out a good system for getting these done, but there were some issues at first with accessing the boxes when we needed them.

The last obstacle we faced was the dramatic drop in sales after the second Parent Connect email. The first email generated almost 200 sales, so we assumed the second round would be smaller, but still close to 100. We ordered 150 more boxes to be ready for the second email, but it only generated about 35 sales. We had other marketing techniques in place to get rid of the remaining inventory, but it was much more difficult than we anticipated. Some methods used to generate more sales were emails to parents of athletes with the help of Stephanie Zonars, mailings to churches of Cedarville students, and discounting the boxes after Thanksgiving break.

**Flu-Requisite Overview** The Flu-Requisite was a care package designed to prevent and alleviate sickness. Targeted at parents of Cedarville students, the Flu-Requisite gave customers the ability to care for their children away from home. The product was available for purchase online through the Neos website and certain days in the lower Stevens Student Center. We delivered the product within 24 hours directly to students' dorm rooms or, when circumstances did not allow that, through the University post office.

**Product Description** The Flu-Requisite brand contained two unique packages. The Flu-Requisite+ offered students with everything they need to feel loved and cared for miles away from home. The Flu-Requisite provided students with the essentials they need to prepare for the flu season.

**Planned Marketing** In our loan proposal, we told the loan committee that we planned to use emails and social media to market our product. We had also planned to make table toppers to spread awareness to the student population. Our planned marketing efforts involved talking to parents during the Getting Started weekend parent meeting, offering a JoyBox/Flu-Requisite raffle while tabling, creating and posting on Facebook and Instagram pages, running slides in the Stevens Student Center, emailing collected parent emails and the Parent Connect system, and making table toppers.

**Actual Marketing** Our team did all of our planned marketing and more. We also partnered with University Medical Services to distribute cards with the product info and a QR code to the website for them to hand out to sick students. We sent out more emails than we originally planned because they were effective in reaching our target market. We also partnered with Alumni Services to donate Flu- Requisites to students. Despite all this, we did not reach the level of awareness on which we had planned. We were effective in letting the student body know about our product, but reaching parents turned out to be more difficult than anticipated.

**Supplier Information Planned Suppliers** We planned to get the majority of the items from Sam's Club in order to get the best prices and convenient pick-up and delivery options. We used Walmart for the few items we were unable to order from Sam's Club: chicken noodle soup bowls, spoons, and cough drops. We also planned to order labels from StickerMule.com and boxes from the University bookstore.

**Actual Suppliers** We did get the majority of items from Sam's Club, and the items from Walmart as we had planned. We purchased ChapStick (when it was no longer available at Sam's Club) and hand sanitizer from Amazon. We did purchase our stickers from StickerMule, but we ended up using leftover bags from a previous year instead of boxes.

**Inventory Information** The Flu-Requisite+ contained Vitafusion Power C Vitamin C Gummies, Hall's Breezers Cough Drops - Cool Berry, Purell hand sanitizer, Kleenex Tissues, ChapStick, Gatorade - Frost, Campbell's Chicken Noodle Soup, Lipton Tea, GoGo SqueeZ Applesauce, Dole Fruit cup, individually packed spoons, and a note from home.

The Flu-Requisite contained Vitafusion Power C Vitamin C Gummies, Hall's Breezers Cough Drops - Cool Berry, Purell Hand Sanitizer, Kleenex Tissues, ChapStick, tea, and a note from home.

Since we operated on 24-hour delivery, we needed inventory. After a few inventory problems at the beginning, we ended up keeping an inventory of between 15 and 20 Flu-Requisite+ bags, and ordered more when we had around five bags left to keep up with the next round of orders.

## Finances Projected

### Finances

Type of Flu-Requisite Projected Sold Actual Sold Percentage of Sales

Flu-Req 100 6 7.69%

Flu-Req+ 250 36 46.15%

Joybox/Flu-Req+ Combo N/A 36 46.15%

#### Projected Income Statement

Sales \$6,500

Cost of Goods Sold \$4,071

Gross Profit \$2,430

Marketing Expense \$150

Other Expense \$488

Net Income \$1,646

Units 300

## Actual Finances

### Flu-Requisite Income Statement For Year Ending December 2018

Revenues Sales Revenue \$ 1,401.88 Sales Tax Collect  
86.91 Other Revenues 0.00

Cost of Goods Sold 1,048.09 Gross Profit \$ 440.70  
Expenses

Marketing Expense 4.89 IBC Reserve Expense 69.05  
Other Expenses

Square Expense 34.55 Total Expenses \$ 108.49 Income  
Before Tax \$ 332.21

Income Tax Expense 86.91 Net Income \$ 245.30

Flu-Requisite Balance Sheet For the  
Month Ended Nov. 31, 2018

ASSETS

Current Assets:

Cash 1,330.49 Accounts Receivable 122.07 Inventory 181.28 Total  
Assets \$ 1,633.84 LIABILITIES AND OWNER'S EQUITY Current  
Liabilities: Sales Taxes Payable 86.91 IBC Payable 69.05 Accounts  
Payable 1,232.58 Total Current Liabilities 1,388.54 Owner's Equity:

Retained Earnings 245.30 Total Owner's Equity 245.30

TOTAL LIABILITIES AND OWNER'S EQUITY 1,633.84

**Planned Timeline** Initially, the first order period was scheduled to start on Monday, September 17th through Square. We planned to have orders open on the website open all the way through October 28. The first shipment period was set for October 10 and 11, and the second shipment period would be November 7 and 8. The last day to order for the first shipment was scheduled for

September 30. **Actual Timeline** We were required to offer same-day delivery for the Flu-Requisite, so we did not use our planned timeline. To offer same-day delivery, we created an inventory schedule to make sure we had packages pre-made before they were ordered. Once an order had been made, members of our team delivered the Flu-Requisite to the student's dorm or through campus mail.

**Obstacles** Box prices were 25% higher than we anticipated, which minimized our margins significantly. To fix this, we utilized free white bags that the IBC already owned at no cost to the Flu-Requisite budget, which ultimately gave us larger margins than expected.

We ran out of inventory at the beginning, which made it difficult to fulfill our "same-day delivery" promise. To prevent this from happening again, we made an inventory schedule to track supplies. This ensured that we ordered new products in time to prevent running out.

The company website went down for the final weeks of sales, which restricted our ability to sell excess inventory at the rate we projected.

Cedarville students remained relatively healthy throughout the semester and this contributed to a lower sales number than we originally projected.



## 2.0 Mugs

### Product Overview

The 2.0 Mug is a sturdy, navy blue, 11 oz coffee mug with a large, yellow “2.0” printed on the side with the phrase “Cedarville University” above it and “C’s Get Degrees” below it in white. This humorous mug poked fun at the difficulty of getting a 4.0 mug and provided a memento for students to have after graduation. The mugs were sold for \$10 each. The 2.0 mugs offered a unique opportunity for students at Cedarville to connect with their peers. Unlike the University-awarded 4.0 mugs, the 2.0 version was more applicable to a larger diversity of students, allowing nearly everyone to enjoy their beverages in a relatable GPA- based mug.

### Planned Marketing Strategy

#### Social Media

We planned to use already existing Cedarville social media pages such as “Overheard at Cedarville” or “@memesfromtheville,” which already had large followings, to advertise the 2.0 mug. We also planned to advertise on the Neos Facebook page, which would let our customers know our affiliation as well as our mission as a company.

**SSC Slides** We planned to run two rounds of slides inside the Stevens Student Center in order to bring the customer through the first stages of the marketing hierarchy. The first slides would say “Didn’t get that 4.0? Coming soon: 2.0 mugs” with a picture of the 2.0 mugs on the slide. This slide was intended to run for about two weeks while our inventory was being made. The second set of slides would read “Didn’t get that 4.0? Available in the lower SSC Oct. 10th” with a picture of the 2.0 mugs beside the words. This would help bring awareness and drama to the product.

**Alumni** We planned to market the 2.0 mugs to alumni of Cedarville University, who already know about the 4.0 mugs at Cedarville University. Therefore, we would not have to educate them on the meaning. We would be marketing to alumni through emails and during homecoming weekend. Jeff Beste in Alumni Relations has a large database of alumni emails. We would contact him to see if we could send out an email to all the alumni. Additionally, we would market at Homecoming. During Homecoming, there are many alumni who come to Cedarville University. These alumni typically have strong support for Cedarville University. Therefore, they would be more inclined to buy a humorous, iconic staple in Cedarville culture. During Homecoming Weekend, we planned to table in the lower SSC with information about our product, as well as the Square link where they could pre-order their mug.

**Chapel Announcement** In the beginning of the semester, Dr. White mentioned the 2.0 mug that the past IBC company sold. Therefore, we planned to ask Dr. White to mention that 2.0 mugs were being sold in this semester in one of his chapel announcements. This would be very effective, as we would reach a vast amount of students on campus with one marketing tactic. Additionally, Dr. White's status as president of the University would add credibility to the endorsement.

**The Rock** We planned to paint the Cedar Rock outside of the Stevens Student Center with a simple "2.0 Life." Virtually every student on campus passes the rock and would see the amusing yet relatable phrase. This would then prompt them to embrace the less-than-perfect status of a 2.0 GPA.

**Actual Marketing Strategy Social Media** We followed through with the @memesfromtheville post; however, we did not follow through with the "Overheard at Cedarville" post. This was due to the new unpopularity of the site, which we did not predict. The previous IBC company utilized the "Overheard at Cedarville" page, obtaining 500 likes and bringing awareness to the product's existence. Unfortunately, the page has since experienced a lack of followers and quality humor.

While we did provide our media relations coordinator with some posts for the Neos Facebook page, we were not able to keep the posts constant. This was primarily due to the lack of team members in the beginning of the semester and the heavy workload.

**SSC Slides** The SSC slides turned out to be our major form of marketing. We used our original plan. Unfortunately, the drama that we intended to create with our first round of slides did not work well, due to the fact that we were allowing pre-orders. Additionally, we needed to add some variety to our slides because the same slogan, “Didn’t get that 4.0?”, was running for about two months. This slogan often led consumers to believe that this product was meant only for 2.0 students rather than as a humorous mug. Also, due to lack of planning our tabling schedule, we often did not have slides running continuously; therefore, people did not always know when we were tabling.

**Alumni** When trying to contact alumni, we encountered multiple problems. The first problem was that we were not able to find a photographer to take pictures of the mug. This pushed back our time for getting the information out to alumni in the monthly newsletter for September. The second problem was marketing conflicts with another team. When we finally got the photograph of the mug, another IBC product was being featured in the alumni newsletter, and we could not be added into the newsletter. Therefore, we were not able to contact alumni through email. We did table during homecoming; however, people were more interested in what the products were than in actually purchasing them.

**Chapel Announcement** While we were able to get a chapel announcement, we were not able to get Dr. White to do the announcement as originally planned. However, Dr. White did mention the 2.0 mugs multiple times without our request. Our chapel announcement was through the Student Government Association during the announcement portion of an SGA chapel. After chapel on that day, we noticed an influx of customers at our table, so we concluded that this marketing strategy was successful.

**The Rock** We went through with this marketing strategy. We are unsure of the amount of sales or recognition this tactic garnered, considering we were using multiple marketing strategies when this tactic was used.

**Supplier Information** ScreenPlayPrinting was our supplier. We decided to order from ScreenPlayPrinting because this company was also the supplier of the Cedarville University 4.0 mugs that we tried to imitate. This allowed our company to access the exact same mug shape and color as the official 4.0 mugs. ScreenPlayPrinting also provided competitive pricing, based on our research for similar custom design mug companies, such as DiscountMugs.com and CustomInk. Additionally, ScreenPlayPrinting is located close to Cedarville University in Xenia, Ohio, which allowed for easy pickup, erasing the cost of shipping from our expenses.

**Inventory Information** Our supplier, ScreenPlayPrinting, provided a discount for bulk orders over 100. We decided to purchase 300 mugs for our inventory based on historical data as well as the bulk order discount. We have sold 134 mugs, which leaves us with an inventory of 166 mugs.

## Forecasted Timeline

- Loan Proposal: September 24
- Purchase: September 26
- Start Marketing on Social Media: September 27
- Marketing on Homecoming: October 5-6
- Start Tabling for Inventory 1: October 10
- Stop Tabling for Inventory 1: November 2
- Start Tabling for Inventory 2: November 12
- Stop Tabling: December 7

## Actual Timeline

- Loan Proposal: September 24
- Purchase: September 26
- Start Marketing on Social Media: September 27
- Marketing on Homecoming: October 5-6
- Start Tabling: October 26
- Stop Tabling: December 7

**Obstacles** Throughout the semester, we encountered many obstacles. The first obstacle we encountered was few team members. In the beginning of the semester, we only had three team members, which made the workload too heavy for everyone. During the second half of the semester, we gained another team member, which made us more efficient.

The second obstacle we encountered was little planning. We came up with this idea at the beginning of this semester; therefore, we only had the rest of the semester to come up with a marketing plan and implement it. The third obstacle we encountered was not being able to find a photographer. This set back our marketing for SSC slides and alumni.

The fourth obstacle we encountered was little marketing. During the semester, we were unable to come up with many marketing ideas, which meant that the level of awareness of our product was low. The fifth obstacle we encountered was higher marketing costs. This happened through the Neos night of coffee, which created awareness of the brand. However, we were not able to recoup all of our cost through sales the night of the event. Overall, these obstacles caused our product to not be as successful as it should have.