



24 September 2018

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Executive Summary

“Christ Centered, Customer Focused”



2 Corinthians 4:5

The name *Neos* is the Greek word for new. We looked to the Greek dictionary for inspiration, since that is the original language of the New Testament of the Bible. This demonstrates biblical roots from the beginning. We selected *Neos* above any other Greek words for a multitude of reasons. Knowing that *Neos* means new, it allows us to convey that we bring a new approach to business, an approach of serving through our business, rather than using it as a tool to make money.

With service in mind, it is fitting to point out that Neos is also an acronym: **New Endeavors Of Service**. With this hidden acronym, we add depth to our branding that we can elaborate on in conversation about the company, but it is not necessarily conveyed right away. Having subtle branding that is not evident right away helps to demonstrate thoughtfulness in our brand image, as well as develop intrigue for the company.

Neos demonstrates hope as well. We have hope of a new life as Christians, and when people ask us why we chose Neos, it allows us to demonstrate the hope that we have, as we are mandated in 1 Peter 3. Neos is not only clean and crisp off the tongue, with a modern sound to it, but it offers us many great opportunities to shift conversations about the company to conversations about the gospel.

Our motto, “Christ centered, customer focused,” conveys our Christian roots and our biblical integration into business, as well as our focus on the customer, our ultimate destination of service as a business. A motto that demonstrates customer priority attracts customers to our products over others, as they feel that they are the main focus, as opposed to our bottom line profit numbers. The motto also serves as an accountability measure for our business. When we keep our motto as a priority, we remember why we are doing what we are doing: to serve the customer for the glory of God.

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

Neos's desire for philanthropy is not only to serve the community, but to have an impact on others for Christ. We are looking towards growing closer together as a company while coming alongside organizations to help fulfill their needs. The organizations that we will be volunteering with are Crayons to Classrooms, 4 Paws for Ability, Athletes in Action, and Life Enrichment Center. Below we have provided the mission statements for the organizations:

Crayons to Classroom

To enhance the readiness to learn of all students in the Greater Dayton, Ohio region by providing them school supplies that are essential to academic success—at no cost to the students' teachers, schools, or families.

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 use of service dogs in public places.

Athletes in Action

Athletes in Action help sports-minded people think and live biblically at the intersection of sport and Christianity.

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 the Dayton and surrounding communities.

Neos will be partnering with Mercy Bracelets, which is a non-profit organization that gives all its proceeds to Mercy Hospital, which is located in Haiti. Upon hearing the need for privately owned hospitals in Haiti, as a company we have decided to donate all of our profits to Mercy Hospital.

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 will be paperback with a navy-blue leatherette cover. It will have gold foil lettering of the title and "University Professors" on the front page, and the Neos logo on the spine. It is 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 are focused on the topic of love and how professors have personally seen love displayed in their lives. These topics range from fatherly love, 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.

Love Received and Given By Jeremy Kimble

"In this is love, not that we have loved God but that he loved us: and sent his Son to be the propitiation for our sins. Beloved, if God so loved us, we also ought to love one another." 1 John 4:10-11

Throughout my adolescence, there was marked apathy and boredom when I pondered anything related to church, the Bible, and God. At the age of seventeen, while working at a camp, he awoke me to the surpassing value of his love, showing me that his steadfast love is indeed better than life (*Psa. 63:3*). God opened my eyes to the light of the gospel of the glory of Christ (*2 Cor. 4:4*), and, greatly assisted by the faithful teaching of my parents and church, I began to understand the beauty and supremacy of God and his love.

Through reading passages like this with eyes that were able to revel in the glory contained there, I began to see that the command to love the Lord with all of our heart, soul, mind, and strength (*Matt. 22:37*) was not some onerous burden. Rather, in seeing the greatness of the glory of God and the goodness of his love, I recognized this command as an invitation. An invitation to intimacy with the living God, freedom from sin, and unsurpassed joy. Indeed, we love God because he first loved us (*1 John 4:19*). Our thoughts, attitudes, affections, motivations, and actions all begin to bend toward obedience of this one who displayed such amazing love. As we ponder this love, we are increasingly transformed into his likeness (*2 Cor. 3:18*), loving him with all that we have.

But love does not stop there. Yes, we love God because he first loved us, but we also love others as a result of gospel transformation. We imitate God in this way and walk in love as he

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loved us (*Eph. 5:1-2*). Love for others, even fellow Christians, can be a challenge, especially for those who have wronged you in life. My freshman year of college I was feeling the full weight of my bitterness and resentment toward a particular individual. During a chapel message at my college I heard the message that we should forgive others because God in Christ forgives us (*Eph. 4:32*). This was a distinct challenge. I was learning to see more in Scripture and love God more as a result. But I was also learning that if I could not love those around me, my supposed love for God was short-sighted and hypocritical (*1 John 4:8, 20-21*).

It was a life-changing day for me. God's love compelled me to love as he had loved me. Every excuse and reason for not loving and not forgiving was blown away by the truth of the gospel. When we see the love of God displayed in his Word in myriad ways and our love for him increases, we should rejoice. We should also recognize that the love we see and express back towards God must work itself out in our everyday relationships with those around us. God's sacrificial love compels us to sacrifice for the sake of others, considering their needs before our own, looking to their interests first (*Phil. 2:3-4*). May the love of God displayed in his gospel translate into unbridled affection for who he is and sacrificial love for the good of others.

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Appeal

Having assessed the needs at Cedarville University, we have concluded that the two primary needs of students are spiritual fulfillment and building community and mentorship with professors who have wisdom and discernment. Our devotional provides spiritual gratification through the personal stories of each professor. Each biblical reference has been italicized to further set apart the strong spiritual ties this devotional will provide for its readers. It also builds community between students--both alumni and current--to professors since each of the devotionals are created from their own lives, with examples such as finding their spouse or even losing a husband. The devotional also serves as a guide to both those pursuing relationships as well as those currently single. The devotional meets the need for spiritual fulfillment, community through mentorship, and personal growth in the reader's approach to love.

Marketing

Advertising in the Lower Stevens Student Center

We have developed several marketing stages in order to raise awareness about our product. Advertisements in the form of slides will be displayed in the Steven's Student Center (SSC). Since the SSC is such a high-traffic area for students, it will allow the devotionals to be well-known before and at the time of purchase availability. As each week progresses closer to the release date of our product, our slides will contain more information. To build excitement for our product, the first week we will simply display a slide with the title of the devotional, the announcement "coming soon" and our Neos logo. Afterwards, each week will incrementally build upon the last; examples will be listing the names of professors, the date available for purchase, etc.

Bookmarks

Another device we will use to build awareness will be bookmarks. The bookmarks were designed by our team to match the slides being displayed around the SSC, further enhancing the consumer's awareness about our product. We are ordering 500 bookmarks. On the bookmarks will be the title, authors, the Neos logo, and the devotional purchase date, as well as the link to our website allowing them to purchase online. These bookmarks will be handed out to students after our daily chapel on the date the devotional is available for purchase.

Student Government Association Video Announcement

We will also be contacting Cedarville's Student Government Association (SGA) and displaying a video to further educate the consumers on our product. The video would have a couple of the authors discussing what they want students to learn from their work. Professors will also talk about their motivation behind giving students spiritual advice. This will help endorse the emotional appeal of our product. In the past marketing through videos in chapel has proven to be very fruitful. We believe that past experience will enable us to evoke similar success as seen by our predecessors. Additionally, we will be giving the SGA president and vice president a script that provides further information to the consumer. After a few weeks, we will have our University president also speak, further informing students about our product.



Supplier Information

We will be publishing the devotional through 48HourBooks, a publishing company based in Akron, Ohio. The devotionals from all 11 professors have already been collected and compiled into a format that 48HourBooks needs for printing. We will send the compiled PDF to 48HourBooks and they have estimated it will take five days to print and a 5-day shipping time to arrive at Cedarville. We have established that if we receive approval for a loan, the order will be placed with 24-48 hours afterward so that we may receive the devotionals within a two-week timeframe. However, we have planned for an extra week in case there are any unexpected complications. Additionally, based on past IBC interactions with publishers, if after 3 weeks the devotionals have still not arrived, since Akron is only a couple of hours away, we will be able to drive to the publisher and resolve the delay in person.

The cost of shipping will be around \$80 for 300 devotionals; this shipping cost, however, was previously calculated into the Cost of Goods in our financial statements. We have also commissioned a calligrapher to design the font of the title "With Love" who will be paid \$20. We will also be paying \$40 for a sample devotional to ensure that the finished product has the quality and design we are looking for. Furthermore, all professors have been contacted and understand that they are not receiving any royalties from the sales of the devotional. This will all be reflected in the finances.

Inventory Information

We will be buying roughly 300 units at \$5.60 per unit. These will have navy, paperback, leatherette covers with dimensions of 5.5” by 8.5”. Our title and authorship will be stamped in gold foil, reflecting Cedarville’s color scheme.

Potential Problems

A potential problem we could face is with our publisher. We will not see our own finished product until the book order has been placed. However, based on the research we have conducted looking at previous buyer satisfaction and the samples that 48HourBooks has delivered to us, we believe that we will be satisfied with the outcome of the product, especially if we are receiving a sample before obtaining all 300 books.

Concept Test Results

When concept testing the devotional, we discovered that 36% of students surveyed, asking both males and females of all college years, ranked it 8-10 out of 10. Only 18% of those surveyed rated the devotional 1-3. Additionally, when asked if this product was unique and different from other products available to them, 54% of students ranked the devotional 8-10, whereas there were only 7% who answered between 1-3. With these numbers, along with historical data from past IBC years, there is a strong likelihood that students will purchase our product.

Financial Information

With Love - Devotional		
Projected Income Statement		
For the 4 months ended December 2018		
Revenue from Normal Sales:		
Normal Price	\$ 15	
Estimated Units	259	
Sales		\$ 3,885
Cost of Goods Sold		\$ 1,450
Gross Profit		\$ 2,435
Expenses for Normal Sales:		
Square Expense (2.5%)*	\$ 97	
IBC Reserve (5%)*	\$ 194	
Provision for Income Tax (6.75%)*	\$ 246	
Total Expenses from Normal Sales		\$ 537
Income from Normal Sales		\$ 1,898
Revenue from Bulk Sales:		
Bulk Price	\$ 12	
Estimated Units	30	
Sales		\$ 360
Cost of Goods Sold		\$ 168
Gross Profit		\$ 192
Expenses for Bulk Sales:		
Square Expense (2.5%)*	\$ 9	
IBC Reserve (5%)*	\$ 18	
Provision for Income Tax (6.75%)*	\$ 23	
Total Expenses from Bulk Sales		\$ 50
Income from Bulk Sales		\$ 142
Income from Sales		\$ 2,040
Fixed Expenses:		
Marketing Expense	\$ 138	
Loan Interest Expense	x	
Other Expenses	\$ 82	
Total Fixed Expenses		\$ 220
Net Income		\$ 1,820
*Percentages come out of sales		

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

Loan Request

The loan amount we will be requesting is \$1,800. The loan amount is a combination of the inventory pricing, the marketing expense, the logo design expense, and the devotionals which will be used as thank you gifts to the professors who wrote it.

Neos - Devotional	
Loan Request	
Cost of Goods Sold	\$ 1,618
Marketing Expense	\$ 100
Other Fixed Expense	\$ 82
Total Loan Requested	\$ 1,800

Timeline

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

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

Sales End Exit Strategy

We have two different methods for exiting the market with our product. The first is to sell in bulk to Alumni Relations at a discounted price. Since the devotions were written by professors, the devotionals could be used by Alumni Relations as gifts to graduating seniors and past students. Another exit strategy is to sell our products to the Cedarville bookstore. This, of course, is a last resort and will only be used if we cannot sell enough to break-even. However, based off of historical information with the Proverbs Journal last year, when they were restricted in time and did not have the amount of content these devotionals have, we ought to be able to sell at least 130 units. We can also provide small discounts around the holidays to further promote sales, if necessary.

Spark Event



Mission Statement

It is the mission of Spark to further the Neos brand by providing a women's worship event to Cedarville students and the surrounding areas that is focused on the topic "Fully Known and Deeply Loved."

Event Overview

An event that features Jordan Lee Dooley as the main speaker and *Resonance* leading worship, followed by snacks, quality discussion and photo opportunities.

Event Description

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

We will decorate the space with an earthy theme to tie in our *Spark* logo to the event. Also, a photo booth will be provided prior to and following the event. In addition, Mercy Bracelets and the *With Love* devotional will be sold in the common area with Jordan's merchandise.

Snacks will be provided following the event: cookies and refreshments from Pioneer Caterers.



Appeal

Market Characteristics

The market for this event includes college students, recent college graduates and high school youth groups. This group of young women is especially impacted by Jordan's message of "Your Brokenness is Welcome Here" which focuses on having open arms to each others' imperfections.

Target Customer Profile

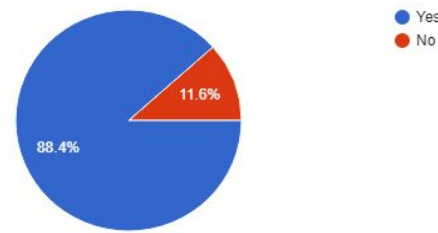
The primary target market that will be utilized is 18-22 year old women in college. The event is uniquely geared to women, especially college age. In our concept test findings, the majority was college students.

This specific target market is accessible and provides a large number of potential consumers. Although our primary focus would be to market to Cedarville University women, we would indeed reach out to the surrounding universities like University of Dayton and Wright State University.

The secondary target market that will be utilized is 14-18 year old high school girls. This target market will provide a unique opportunity for Cedarville University and Neos to reach out and connect with the surrounding community. This will not only provide positive exposure for the Integrated Business Core but will also benefit Cedarville University by allowing young girls to gain exposure to Cedarville University, which may increase enrollment.

If this worship/speaking event were offered, would you attend it, assuming your schedule allows it?

458 responses



Marketing Plan

Promotion

The promotional material we are using is intended to appeal to female Cedarville students. Pastels and fall themed earth tones will be heavily featured. We want to keep

the overall look simple and appealing. Some promotional photographs and the logos we plan to use are below.



Overall Message

Personal selling will be done through word of mouth among students and carefully selected advocates on campus. There will be a series of media that we send out to these influencers to post on their own social media accounts for further promotion.

Advertising

In order to make the market aware of our event, we will use PowerPoint slides in Stingers, the Steven Student Center and local churches. We will introduce the slides three weeks prior to the event.

Social Media

Social media will play a large role in our marketing efforts. We will be using Facebook and Instagram to do a large part of the marketing. We have already created accounts on both of these platforms.

SGA Endorsement

We are working with Kristin and Marcus (Student Government involvement directors) to release news of the event. There will 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, and 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

As noted before, we will have a uniform slide that will be sent to churches in the area, to be put in their weekly announcements and Sunday flyers.

Operating Plan

Pricing

General Admission tickets will be sold at a price of \$12 and Preferred (front row) seating will be sold at a price of \$20. These prices reflect online ticket processing in the flat price.

Distribution

We will be using Regfox as our ticketing service. The Student Life committee (Brian Burns and Dan MacDougall) have a subscription and have agreed to allow us access throughout the course of our event. We are using the online ticket service to simplify the overall process of obtaining tickets, as nearly everyone in today's day and age has a smartphone and will be far less likely to lose these than physical tickets. In addition, if we sell to churches or Christian groups off campus, having an online ticket generator eliminates the need for us to bring tickets with us off campus. Finally, having electronic tickets makes online ticket purchases significantly easier, which will allow us to reach a wider audience than we would otherwise be able to.

Resources and Production

The resources we will use for this event include Regfox ticketing, any event decorations we purchase and there will be no production of products for this event.

Staffing

The event will be staffed by Neos company members. We will be doing the parking, merchandise tables, seating, and ticketing at the door. This will require most company members to attend the event and be involved.

Facilities and Equipment

The event will be taking place at Grace Baptist Church. We will have access to the main sanctuary, the lobby area, and a green room. They will be providing a sound technician for the event as well as security, parking, and other necessary equipment.

Security

Legal issues we might face are anything pertaining to security or copyright issues with Jordan's brand. However we plan to have extensive security at the event (run by Cedarville's Campus Safety) and Jordan's management has given us the rights to use her media in order to advertise. We also have a contract with Jordan herself and need to obtain one for Grace Baptist.

Timeline

Ticket sales will begin Friday, September 28th, 2018 and ticket sales will end Wednesday October 24th, 2018. This will ensure that no one is waiting until the day of the event to purchase tickets. It will also be made clear that there are a limited amount of tickets available in order to increase purchases at the beginning.

Financial Plan

The bulk of our expenses lie in renting the space and paying Jordan Lee Dooley. Our loan request will cover the cost of the speaker and the venue, as we will need to provide both of those sums in full two days prior to the event.

We are planning on offering 600 total tickets with 50 of them as preferred seating. We have projected 300 tickets in the financial statements to account for reduced interest and the hectic student schedule.

Cash Flow Timeline			
	Present: 9/24	9/24-Close	Summary
Cash Inflows:			
Sales	\$0	\$5,200	\$5,200
Loan	\$2,500	\$0	\$2,500
Total Cash Inflows	\$2,500	\$5,200	\$7,700
Cash Outflows:			
Cost of Services Provided	\$0	\$2,500	\$2,500
Marketing Expense	\$0	\$250	\$250
Regfox Expense	\$0	\$396	\$396
IBC Reserve	\$0	\$260	\$260
Loan Repayment	\$0	\$2,500	\$2,500
Total Cash Outflow	\$0	\$5,906	\$5,906
Change in Cash	\$2,500	-\$706	
Ending Cash Balance			\$1,794

Break Even Analysis		
Fixed Costs:		
Speaker Accomodation Expense		\$200.00
Other Fixed Expenses		\$2,300.00
Total Fixed Costs		\$2,500.00
Gain per Unit:		
Price of General Admission	\$12.00	
Price of Front Row	\$20.00	
Cost of Services Provided	\$2,500.00	
Regfox Expense(.99/ticket)	\$0.99	
IBC Reserve(5%)	\$260.00	
Sales Tax Expense (6.75%)	N/A	
Other Expenses	\$250.00	
Capital Gain/General Admission Ticket*		\$10.46
Required General Admission Tickets to Break Even:		263

Neos - Jordan Lee Dooley		
Projected Income Statement		
For the 4 months ended December 2018		
Revenue:		
Sales**		\$5,200
Cost of Services Provided***		\$2,500
Gross Profit		\$2,700
Expenses:		
Marketing Expense	\$250	
Regfox Expense	\$396	
IBC Reserve(5%)*	\$260	
Total Expenses		\$906
Net Income		\$1,794
*Percentages come out of sales		

*The break even analysis reflects only \$12 ticket sales

Contingency Plan

Jordan Lee Dooley has confirmed that she will do the event. However, we understand that illness, and unforeseen circumstances can arise. We have a contract set up to help with this risk, but it is still nonetheless a risk. We will be able to recoup costs from Grace Baptist Church however there is a \$750 deposit we would lose on Jordan's speaking fee if there were to be problems with the event.



Product Overview

The JoyBox care packages are 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 will package and assemble the JoyBoxes on campus to minimize time and costs for parents. The contents will bring joy to the student personally, as well as to other students on campus.

Product Description

The JoyBoxes are care packages that parents can order online to have delivered to their students. There are three options: the original JoyBox, the GreenBox, and the SnackBox. Orders will be open throughout the semester and there will be two delivery periods.

The Original JoyBox costs \$20 and includes a \$5 Rinnova gift card, Hershey's bar, Sour Patch Kids, Oreos, trail mix from Donna Jean's in Cedarville, Cheez-itz, fruit snacks, Cosmic Brownies, Chex Mix, a package of hot chocolate, microwave popcorn, a small version of the With Love devotional, encouraging Scripture cards, prayer cards that can be sent to other students, and a bookmark (see right).



The GreenBox also costs \$20 and includes the following: Sun Chips, peanut butter crackers, an oatmeal package, dried fruit, popcorn, applesauce, Kind bars, pretzels, dark chocolate, organic fruit snacks, Nutella Dip Sticks, fruit cups, Belvitas, pistachios, a Clif bar, trail mix from Donna Jean's, a small version of the With Love devotional, Scripture cards, prayer cards to send to others, and a bookmark.

The SnackBox costs \$12 and includes 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.

Appeal

By purchasing from JoyBox, parents have the opportunity to send love to their student in a convenient and affordable way. Students will be interested in receiving a JoyBox because of the enticing snacks in them, the spiritually uplifting products that they include, and the encouragement from the person who sent it.

Marketing

Homecoming Table and Raffles

Over Getting Started Weekend '18 a table was set up in the Milner lounge holding a sample of The Original JoyBox and a raffle sign-up for parents to submit their email with the hopes of winning their Cedarville student a JoyBox. This technique proved to be very successful, as we received many submissions from parents and also got the word out about JoyBox. We plan to set up a similar table in the lower level of the Stevens Student Center on October 6, 2018 during Homecoming Weekend. We will have at least two JoyBox team members manning the table to answer questions and assist parents in entering the raffle to win their student a JoyBox.

Stevens Student Center Television Ads

We have informational slides in the SSC displaying the contents of the JoyBox. The first slide was run from September 5-12. These slides will be changed weekly to share news and updates about the JoyBox with the people on Cedarville University's campus.

Giveaways to Dr. White, Ryan Smith, and Clara Costello

We are giving one Original JoyBox to Dr. White and one to Ryan Smith and Clara Costello, the SGA President and Vice President, for them to give away to two students of their choice. We will capture a picture of Dr. White and Ryan and Clara and the student they choose with the JoyBox. We will post these pictures on our social media platforms to increase knowledge and popularity of our packages. In addition, we will also ask Ryan and Clara to post their giveaway on their personal accounts.

Parent Emails

We will be sending out informational emails to the parent email addresses we have previously received. These emails will be reminding parents of the features and benefits of the JoyBox and encouraging them to purchase one of our packages for their students.

Parent Connect

Parent Connect is a resource on the website for parents of current students to see what is happening on campus. JoyBox has gotten approval to put up an informational paragraph on the Cedarville website describing the JoyBox and its benefits.

Chuck's Tent Cards

The JoyBox and the Flu-Requisite will have promotional tent cards for the tables in Chuck's. For the JoyBox side of the card, we plan to simply say "Spread the Joy" along with a picture of the Original JoyBox, our logo, and a link to our Square page.

Supplier Information

Sam's Club

Sam's Club will be the primary supplier for the JoyBox. Sam's Club is a branch of Wal-Mart that allows us to order our supplies online and pick them up in the store. Sam's Club is located roughly 25 minutes away from Cedarville University, and comes with a \$45 membership fee.

Wal-Mart

Wal-Mart will be used as a secondary supplier for the few items that are not available at Sam's Club. Much like Sam's Club, Wal-Mart is relatively close to Cedarville University, allowing us to order our products online and pick them up in store.

Donna Jean's Country Store

Donna Jean's Country Store, in Cedarville, Ohio, will be our main supplier of trail mix. Our pre-order will be taken approximately two weeks before the pick-up date, which is September 24, giving the store plenty of time to prepare our discounted bulk order.

Stickermule

Stickermule will be our supplier of custom JoyBox and GreenBox stickers for each respective package. They are sold with a bulk order discount and are delivered within one week.

Bookstore

The boxes for the JoyBox will come solely from Cedarville University's Bookstore for a flat fee of \$1.10 per box.

Print Services

Print Services will be our supplier for small devotionals, scripture cards, prayer cards, and bookmarks that will be included in each JoyBox.

Distribution Strategy

Our distribution strategy, as recommended by last year's Munchables team, is to set up a table in the upper part of the Stevens Student Center from 4-8 pm for 2 days in a row for each delivery. This is an ideal time for students to pick up their boxes because they will be coming to the Student Center during this time for dinner. Students must present their ID in order to pick up their box to prevent students picking up other students' boxes. A master list of recipients will be used to track who has picked up their box and who has not.

Problems we may Encounter

There are a few problems our small business unit may encounter throughout the semester. For example, one of the main challenges we face is exposure to our target market, which is the parents of Cedarville students. This target market can be difficult to reach and contact, but we are utilizing various strategies, one of which is ParentConnect, to provide these parents with direct exposure to our product offerings. We also intend to set up a table during Homecoming weekend in order to be in direct communication with parents we may encounter that weekend.

Another problem that is bound to occur is during the distribution process when a recipient of one of our products does not show up during the assigned times to claim their care package. If packages are not claimed during our distribution times, the remaining boxes will be given to University Postal Services for them to get into contact with the student.

Other smaller problems that may occur throughout the semester could be price markups by Print Services and direct competition from another Neos product offering, the Flu-Requisite care package. To overcome the competition issue, JoyBox and Flu-Requisite have worked together to form a combination pack (1 Original JoyBox & 1 Flu-Requisite box) at a discounted price of \$35.

Concept Testing

Based on the results of the positive concept testing, we believe that the JoyBox will be a successful product. First, out of the 99 parent responses received at the end of last semester regarding the Original JoyBox, about 66% of respondents rated the Original JoyBox at an 8 or higher on a 1-10 scale of how appealing this products seems to them. In addition, about 53% of respondents gave a response of an 8 or higher when asked whether or not they would be likely to purchase an Original JoyBox for their student.

No concept testing needed to be done for the SnackBox, a mini version of the Midterm Munchables, as a result of the favorable results observed from the Midterm Munchables product last fall. Last fall, the Munchable sold 284 units, 53 more than projected, and made a profit of \$1,325.

We also conducted further concept testing at the beginning of this semester in regards to the actual items students would like to receive if they were to receive a JoyBox this semester. Given the 71 student responses, we were able to distinguish between which items we definitely need to keep in the contents of the JoyBox and which items we could not put in but still maintain the value of the package.

Financial Information

Neos - Joy Box			
Projected Income Statement			
For the 4 months ended December 2018			
Revenue:			
Sales			\$5,360
Cost of Goods Sold*			\$3,359
Gross Profit			\$2,001
Expenses:			
Marketing Expense	\$156		
IBC Reserve(5%)**	\$268		
Total Expenses			\$424
Net Income			\$1,577
*COGS also accounts for excess costs, individual COGS does not			
**Percentages come out of sales			

Cash Flow Timeline			
	Present: 9/24	9/24-Close	Summary
Cash Inflows:			
Sales	\$0	\$5,360	\$5,360
Loan	\$2,000	\$0	\$2,000
Total Cash Inflows	\$2,000	\$5,360	\$7,360
Cash Outflows:			
Cost of Goods Sold	\$1,679	\$1,679	\$3,359
Marketing Expense	\$156	\$0	\$156
IBC Reserve	\$0	\$268	\$268
Loan Repayment	\$0	\$2,000	\$2,000
Total Cash Outflow	\$1,835	\$3,947	\$5,783
Change in Cash	\$165	\$1,413	\$1,577
Beginning Cash Balance	\$0	\$165	\$0
Ending Cash Balance	\$165	\$1,577	\$1,577

Break Even Analysis			
Fixed Costs:			
Marketing Expense			\$156
Total Fix Costs			\$156
Gain per Unit:			
Price	\$17.87		
Cost of Goods Sold	\$10.49		
IBC Reserve(5%)	\$0.89		
Other Expenses	\$0.64		
Capital Gain/unit			\$5.84
Required Units Sold to Break Even:			27

Loan Request

The loan amount we will be requesting is \$2,000. The loan amount includes the predicted cost of goods sold for the first round of sales as well as the marketing expense.

Timeline

The JoyBox family of products will use a pre-order system and will have two rounds of deliveries. Pre-orders for the first round of deliveries will begin on Friday, September 21st and will close Sunday night, September 30th at midnight. Deliveries for this round will be executed on Wednesday, October 10th and Thursday, October 11th. For the second round of deliveries, orders will begin Monday, October 1st and will close Sunday night, October 28th, at midnight. Deliveries for this period will be executed on Wednesday, November 7th and Thursday, November 8th.

Exit Strategy

For our exit strategy, we are planning to offer the bookstore the excess of our products, such as the snacks and the boxes. The boxes should be an easy sale as the bookstore uses the same supplier and same sized boxes to deliver books in. The sale of the snacks will depend on the expiration date and the bookstore's willingness to sell different products than they already have in stock. If they are unwilling to purchase the snacks, we will use the snacks to create more SnackBoxes and sell them for a discounted price.

Business Description

Mission Statement

The Flu-Requisite exists to provide students with the products they need to fight the flu before and during the flu season, and to provide parents with an opportunity to care for their students while away from home.

Business Overview

The Flu-Requisite is a care package geared towards preventing and alleviating sickness. Targeted at parents of Cedarville students, the Flu-Requisite will give customers peace of mind, knowing they are able to care for their children through the gifting of this product. The product is available for online order through the Square website, and will be picked up by students in the Stevens Student Center on their selected delivery date.

Product Description

The Flu-Requisite brand contains two unique packages. The Flu-Requisite+ offers students with everything they need to feel loved and cared for miles away from home. The Flu-Requisite provides students with the essentials they need to prepare for the flu season.

The Flu-Requisite+ contains:

- 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
- A note from home



The Flu-Requisite contains:

- Vitafusion Power C Vitamin C Gummies
- Hall's Breezers Cough Drops - Cool Berry
- Purell Hand Sanitizer
- Kleenex Tissues
- ChapStick
- Tea
- A note from home

Market Analysis

Appeal

It has long been an expectation that parents, specifically mothers, must always work to keep their kids healthy. Many parents, especially those of freshmen, feel nervous about sending their children to college. The Flu-Requisite provides parents with an opportunity to care for their children in times of sickness. Not only does it allow parents to feel more at ease, but it also supplies the students with several necessities before they experience their first illness away from home.

Target Customers

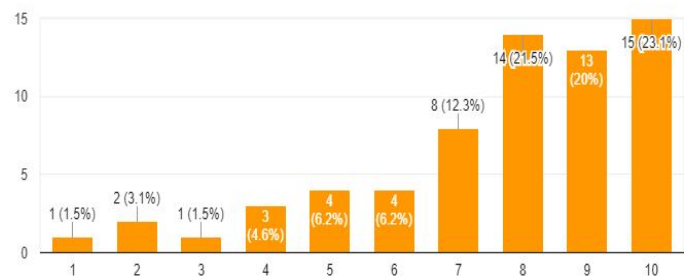
Our target customers are parents of freshmen and students who live outside the state of Ohio. The Flu-Requisite is specifically marketed towards parents because they want to feel like they are supporting their child when they are away from home. These parents will be the most willing to purchase this product because they care for their students, want them to feel comforted, and are willing to spend money on their needs. Many parents of freshmen are also sending their students to live away from home for the first time, and for some of them, this is the farthest they have been from their children. Parents want to protect their students make sure they will do well in college.

Concept Test Results

When looking at the below graphs (figure 1 and 2), it is easy to see that the large majority of parents gave positive feedback on our survey. Of the 65 parents surveyed, sixty-seven percent of respondents rated the product an 8 or above for how appealing this product is, and 60 percent of respondents rated the product an

1) Overall, how appealing do you find this product?

65 responses



8 or above for their likelihood of purchase for someone else. There are also very few people who scored the product in the 1 through 6 range. Only 10 percent of respondents scored the product between 0 and 4 for how appealing this product is and only 15 percent of respondents scored the product between 0 and 4 for likelihood of purchasing for someone else.

Marketing Plan

Marketing

Our marketing strategy is to spread market awareness for the Flu-Requisite. At the beginning of the school year, we showcased the Flu-Requisite along with the JoyBox at the new student meeting. We also offered a raffle for students during that weekend, and collected email addresses. Our main targets are parents so the easiest way to communicate with them is through mass emails that we will send through parent connect. We will send parents who were interested in the product an email with a link for ordering. Announcement slides in the Student Center have been up for a couple weeks now and are there for students to gain familiarity with the product. We have a Facebook and an Instagram account set up because we believe social media provides a more in-depth way of communicating and sharing details about the product. We also post humorous images and are in the process of making a video to attract more attention to our product. We encourage our followers to tag others in every post to gain more followers. Finally, we will have table toppers in the dining hall to encourage students to buy or talk to their parents about buying the Flu-Requisite.

- Talked to parents during Getting Started Parent meeting
- Tabled JoyBox Flu-Requisite raffle
- Created Facebook and Instagram page
- Posting on social media
- Currently running slides in Stevens Student Center
- Sent out email to collected parent emails
- Sent email through Parent Connect
- Making table toppers

Operations Plan

Ownership/Management

The SBU Leader will be working with the Communications Director, Marketing Director, and Finance Director to accomplish the operations of our product. We are working together to facilitate the planning, production, and operations of the product.

Operations

Before the first delivery date, we have two weeks to purchase our products, assemble the boxes, and prepare the boxes for pick up. These two weeks, we will ask other members of the company to help assemble boxes in order to have them prepared on time. When an order is placed, we will send each customer a Google form in order to gain the information we need to get each box to the correct student (name, phone number, box number, and optional note).

Timeline

Orders are scheduled to start on Monday, September 17th through Square. The website will be open all the way through October 28. The first shipment period is set for October 10 and 11, and the second

shipment period will be November 7 and 8. The last day to order for the first shipment, will be 11:59 pm on September 30. This will give us enough time to collect the needed supplies and to box up the products.

First Delivery



Second Delivery



Supplier Information

We will get the majority of the items from Sam's Club. This provides us the opportunity to get the best prices available and order online. We are getting the only items we are unable to order from Sam's from Walmart (chicken noodle soup bowls, spoon and cough drops). We are also ordering labels from Sticker Mule and boxes from the bookstore.

Legal Issues

Prior to the start of the semester, we thought there could be legal issues regarding the sale of Vitamin C Gummies and cough drops. We have worked closely with Cedarville's General Counsel, John Hart, to make sure we are able to sell these products. He has given us written approval to do so.

Inventory Information

The majority of our sales will be pre-orders, so we will not have significant inventory present. We are planning on having some boxes on hand that we can sell directly for pick

up. We are planning to purchase around 20 Flu-Requisite+ and 10 Flu-Requisite boxes available for pick up.

Loan Request

The loan amount we are requesting is \$2,000. The loan amount is a combination of the marketing expense and Square's 1-2 business delay of depositing the payment into Neos back account.

Loan Needed	
Support Needed for COGS	\$1,850
Marketing Expense	\$150
Loan Request	\$2,000

Exit Strategy

Should we have excess products, we will continue selling through the rest of the semester by making a new delivery date. This will allow us to use the rest of the resources we could have purchased by providing another order period. We will work to provide more awareness for our product in the event of low sales as well.

Potential Problems

The JoyBox is a similar product being sold at the same time, which could create cannibalization. Both care packages serve different functions, but parents might see it as a buy "one or the other" situation. Because of this, we are offering the Flu-Requisite+ and the JoyBox combo for \$35. Another potential problem is that students could get these materials at Walmart and the Dollar General. Our solution is to target this product to parents as a caring act for their children. The bookstore also poses a potential issue because they have their "no competition clause." This means we had to lower the price and provide fewer items in order to compensate for this.

Financial Information

Financial Plan

Our goal is to sell 350 boxes (250 Flu-Requisite+ and 100 Flu Requisite). Below we have complied the financial information for these estimated goals. The Flu-Requisite+ is sold

for \$20, giving us about \$6 in gross profit. The Flu-Requisite is sold for \$15, giving us a gross profit of \$7 per box.

Neos - Flu Requisite		
Projected Income Statement		
For the 4 months ended December 2018		
Revenue:		
Sales		\$6,500
Cost of Goods Sold		\$4,071
Gross Profit		\$2,430
Expenses:		
Marketing Expense	\$150	
IBC Reserve (5%)	\$325	
Total Expenses		\$475
Net Income		\$1,955

Cash Flow Timeline			
	Present: 9/24	9/24-Close	Summary
Cash Inflows:			
Sales	\$0	\$6,500	\$6,500
Loan	\$2,000	\$0	\$2,000
Total Cash Inflows	\$2,000	\$6,500	\$8,500
Cash Outflows:			
Cost of Goods Sold	\$0	\$4,071	\$4,071
Marketing Expense	\$150	\$0	\$150
IBC Reserve	\$0	\$325	\$325
Loan Repayment	\$0	\$2,000	\$2,000
Total Cash Outflow	\$150	\$6,396	\$6,546
Change in Cash	\$1,850	\$105	\$1,955
Beginning Cash Balance	\$0	\$1,850	\$0
Ending Cash Balance	\$1,850	\$1,955	\$1,955

Break Even Analysis		
Fixed Costs:		
Marketing Expense		\$150
Total Fixed Costs		\$150
Gain per Unit:		
Price	\$19.00	
Cost of Goods Sold	\$15.00	
Square Expense(2.5%)	\$0.48	
IBC Reserve(5%)	\$0.95	
Capital Gain/unit		\$2.58
Required Units Sold to Break Even:		59

Core Values Travel Mug

Product Overview

The Cedarville Core Values travel mug is a 16 oz high-quality vacuum tumbler with a cork bottom. With a selling price of \$20, we are excited to present the Core Values travel mug to students, faculty, families, and prospective students.



Appeal

This spill-proof vacuum tumbler allows students and faculty to enjoy their drinks while walking around campus without worrying about spills. It keeps hot beverages for up to four hours and cold beverages for up to six hours, allowing quality temperature throughout the day. The Cedarville Core Values add a conversational element that pairs with Neos' vision of building meaningful products that provide something beyond a fun factor to customers. Our prayer is that the Core Values will enrich the lives of those who own this mug as they are reminded of our goals as Christ-followers and start conversations with others who ask about the letters on this mug.

Marketing

Social Media

We will market our product on the Neos social media pages (Facebook, Instagram, etc.). Our plan would involve doing a photoshoot with the travel mug to post periodically on

the page to promote it. This could include nature shots, shots of people with the mug, or videos of coffee being poured into the mug.

Advertising in the Lower Stevens Student Center

We will create multiple promotional graphics to be displayed on the TV's in the lower SSC. This is one of the most trafficked places on campus and would hopefully peak the interest of those eating in Stingers, as well as those that are just passing through.

A major component of the physical sale of these mugs would be in the lower SSC. Creating a table that is engaging and displays a mural graphic that draws people in will be key to increasing sales. Our team will be present at the table during the weeks of October 29th and November 27th.

Bookmarks with the "With Love" Devotional

We would be adding a promotional image on the back of the bookmarks included with a fellow Neos product, the *With Love* journal. This is a great way to cross sell with a potential complimentary product.

Partner with Rinnova

Place the five Core Values Mug on top of the milk steamer at Rinnova along with a poster beneath it to bring awareness of the date and time that the travel mug will be sold. This will target our coffee and tea drinking market as they wait in line to order and receive their Rinnova drinks.

Student Government Association

Give a free mug to the SGA president, Ryan Smith, and ask him to hold the travel mug on stage during an SGA chapel and announce the selling date and location.

Dr. Chris Miller

Give a free mug to Dr. Chris Miller, the professor of Old Testament classes which hold around 100 students each, giving us an exposure of around 400+ students.

Supplier Information

Our supplier will be DiscountMugs, a corporate promotional company specializing in custom products. The advantage of using DiscountMugs is that they offer the lowest price for our desired design and quantity, a quick turnaround time of one week, and free

shipping. Data from previous IBC companies has shown that DiscountMugs is a reliable supplier with quality products.

Inventory Information

DiscountMugs offers a 35% discount on bulk orders over 100, so we will be ordering 150 travel mugs for inventory. If sales during the week of Oct. 29th are strong, we will reorder another batch of mugs for the week of Nov. 27th.

Potential Problems

A potential problem could be delayed production and shipping time from the supplier. To mitigate that risk, we planned our schedule around two weeks for shipping instead of the quoted one week. Another possible issue is that people don't want or need another drinking device among the sea of existing products.

Concept Test Results

When concept testing the travel mug, we discovered that 29% of students surveyed ranked it 8-10 out of 10 for the extent to which they would be likely to purchase it for themselves. When asked to what extent they would be likely to purchase the mug for someone else, 31% of student surveyed ranked 8-10 out of 10. With these numbers, there is a strong likelihood that students will purchase our product either for themselves or for someone else.

School Population	Total Tests	Answer	# to Purchase	%	School Population Purchased
4193	100	10	5	5%	210
		9	9	9%	377
		8	15	15%	629
Totals:			29		1216

Financial Information

Loan Request	
COGS	1,439
Other expenses	111
Total Loan Requested	\$ 1,550

Break Even Analysis		
Fixed Costs:		
COGS		\$1,439.00
Marketing Expense		\$50.00
Loan Interest Expense		\$30.00
Other Fixed Expenses		\$49.00
Total Fixed Costs		\$1,568.00
Gain per Unit:		
Price	\$20.00	
Variable Costs:		
Square Expense(2.5%)	\$0.50	
IBC Reserve(5%)	\$1.00	
Sales Tax Expense(6.75%)	\$1.35	
Capital Gain/unit		\$17.15
Required Units Sold to Break Even:		91.43

Neos - Travel Mug Projected Income Statement For the 4 months ended December 2018		
Revenue:		
Price	\$ 20	
Estimated Units	150	
Sales		\$ 3,000
Cost of Goods Sold		\$ 1,439
Gross Profit		\$ 1,562
Expenses:		
Marketing Expense	\$ 50	
Set Up Costs	\$ 49	
Square Expense(2.5%)*	\$ 75	
Loan Interest Expense	\$ 30	
IBC Reserve(5%)*	\$ 150	
Sales Tax Expense(6.75%)*	\$ 203	
Total Expenses		\$ 557
Net Income		\$ 1,005
*Percentages come out of sales		

Cash Flow Timeline			
	Present: 9/24	9/24-Close	Summary
Cash Inflows:			
Sales		\$3,000	\$3,000
Loan	\$1,550		\$1,550
Total Cash Inflows	\$1,550	\$3,000	\$4,550
Cash Outflows:			
Cost of Goods Sold		\$1,488	\$1,488
Marketing Expense		\$50	\$50
Square Expense		\$75	\$75
IBC Reserve		\$150	\$150
Loan Interest Expense		\$30	\$30
Loan Repayment		\$1,550	1550
Sales Tax Expense		\$203	\$203
Total Cash Outflow	\$0	\$3,545	\$3,545
Change in Cash	\$1,550	(\$545)	\$1,005
Beginning Cash Balance	\$0	\$1,550	\$0
Ending Cash Balance	\$1,550	\$1,005	\$1,005

Timeline

Purchase Inventory: 28 September

1st Round - Sales Begin: 29 October

1st Round - Sales End: 2 November

Separate Sales Day: 9 November (CU Friday)

2nd Round - Sales Begin: 26 November

2nd Round - Sales End: 30 November

Exit Strategy

One potential way we could exit the market once sales are over is to sell excess travel mugs to the bookstore to compliment their coming line of Core Values stickers, t-shirts, and regular mugs.

2.0 Mugs

Product Overview

The 2.0 mugs offer a unique opportunity for students at Cedarville to connect with their peers. Unlike the University-awarded 4.0 mugs, the 2.0 version is much more applicable to a larger diversity of students, allowing nearly everyone to enjoy their beverages in a relatable GPA-based mug.



Product Description

This 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 pokes fun at the difficulty of getting a 4.0 mug and provides a memento for students to have after graduation. The mugs will be sold for \$10 each.

Appeal

Our 2.0 mug provides users with a fully functional mug for a variety of beverages like coffee, tea and hot chocolate. The mug is appealing because it can be enjoyed by those who fall short of the 4.0 benchmark and yet still be able to enjoy a GPA product. By

poking fun at the 4.0 version, it also provides a humorous conversation piece that plays into the community of the “less-than-perfect” students. The 2.0 mug was sold previously by a prior IBC company, and was well received by consumers, selling out of inventory in two weeks. During the past three years, our company has received numerous requests from peers on campus to recreate the 2.0 mugs to be purchased in 2018.

Historical Data

In the 2015, the IBC offered a similar version of the 2.0 mug. During this time, they ordered 216 mugs. They began selling on November 9, and were sold out 11 days later on November 20. Based on the previous data of selling 216 mugs in 11 days, we believe we can sell 300 mugs in 4 weeks. The previous IBC company amassed a total net income of \$938, surpassing their projected net income of \$873.

Marketing Strategy

Social Media

We plan to use already existing Cedarville social media pages to advertise the 2.0 mug. Pages such as “Overheard at Cedarville” or “@memesfromtheville” already have large followings and mass appeal. Additionally, since the social media platforms are generally geared towards the comical side of campus, it will apply directly to our product. The previous IBC company utilized the “Overheard at Cedarville” page, obtaining 500 likes, and brought awareness to the product’s existence. This strategy allowed the company to sell over 200 mugs in 11 days. We also plan to run slides on the televisions inside the Stevens Student Center. During lunch and dinner, most students will be exposed to the slides while going to the cafeteria. We plan to do two rounds of slides in order to bring the customer through the first stages of the marketing hierarchy. The first slides will 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 will run for about two weeks while our inventory is being made. The second set of slides will 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. Our final social media strategy will include our company Facebook page. We will advertise on the Neos Facebook page which will let our customer’s know our affiliation as well as our mission as a company.

Alumni

We plan to market the 2.0 mugs to alumni. Alumni of Cedarville University already know about the 4.0 mugs that Cedarville University gives out to achieving students. Therefore, we would not have to educate them on the 4.0 mug meaning. We would be marketing to alumni through email 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 mass amounts of 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 plan to table in the lower SSC with information about our product, as well as the Square link where they can 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 plan to utilize the mass amount of people who are present at chapel everyday by requesting that Dr. White mention that 2.0 mugs are 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 adds credibility to the endorsement.

The Rock

During our sales period, we would paint the rock with a simple "2.0 Life" on the Cedar rock outside of the Stevens Student Center. 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, applying to our mug.

Supplier Information

ScreenPlayPrinting is our primary supplier. We decided to order from ScreenPlayPrinting because this company is also the supplier of the Cedarville University 4.0 mugs that we are trying to imitate. This perk allows our company to access the exact same mug shape and color as the 4.0 mugs our company is trying to copy. ScreenPlayPrinting also provides 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 allows for easy pickup, erasing the cost of shipping from our expenses.

Inventory Information

Our supplier, ScreenPlayPrinting, provides a discount for bulk orders over 100. We decided on 300 mugs in our inventory based on historical data as well as the bulk order

discount.

Potential Problems

One potential problem that our company could face would be a delay in production of the mugs. This would push our timeline back and would force our company to sell the mugs in a shorter period of time. However, I believe our company can overcome this problem through pre-orders and continued marketing to retain customer interest. Another problem that our company could face would be receiving broken or damaged mugs. However, due to the close nature of our supplier, we believe our company could get credit for the damaged inventory.

Timeline

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

Exit Strategy

Our contingency plan for leftover inventory would be to sell the remaining mugs to the Cedarville University Bookstore. Past companies have sold their products to the Cedarville Bookstore, which provides a relationship with the management. Additionally, this product is novel, which would provide a strong incentive for the bookstore to purchase the remaining inventory.

Loan Proposal

The loan amount we will be requesting is \$1,200. The loan amount is a combination of the inventory pricing and the marketing expense.

Loan Proposal	
Cost of Goods Sold	\$ (1,120.00)
Marketing Expense	\$ (80.00)
Loan Request	\$ 1,200.00

Financial Information

Breakeven Analysis	
Selling Price	\$ 10.00
Fixed Cost	
COGS	\$ 1,120.00
Marketing	\$ 80.00
Interest	\$ 18.00
Total Fixed Cost	\$ 1,218.00
Variable Costs	
Credit Card Cost	\$ 0.28
IBC Reserve	\$ 0.50
Total Variable Cost	\$ 0.78
Breakeven Units	133.00

Income Statement	
Sales	\$ 3,000.00
Cost of Goods Sold	\$ (1,120.00)
Gross Profit	\$ 1,880.00
Marketing Expense	\$ (80.00)
Interest Expense	\$ (18.00)
Square Transactions Expense	\$ (82.50)
IBC Reserve	\$ (150.00)
Sales Tax	\$ (202.50)
Total Operating Expenses	\$ (533.00)
Net Income	\$ 1,347.00

Cash Flow Timeline			
	Present: 9/24	9/24-Close	Summary
Cash Inflows:			
Sales		\$ 3,000.00	\$ 3,000.00
Loan	\$ 1,200.00		\$ 1,200.00
Total Cash Inflows	\$ 1,200.00	\$ 3,000.00	\$ 4,200.00
Cash Outflows:			
Cost of Goods Sold		\$ 1,120.00	\$ 1,120.00
Marketing Expense		\$ 80.00	\$ 80.00
Square Expense		\$ 82.50	\$ 82.50
IBC Reserve		\$ 150.00	\$ 150.00
Loan Interest Expense		\$ 18.00	\$ 18.00
Loan Repayment		\$ 1,200.00	\$ 1,200.00
Sales Tax Expense		\$ 202.50	\$ 202.50
Total Cash Outflow	\$ -	\$ 2,853.00	\$ 2,853.00
Change in Cash	\$ 1,200.00	\$ 1,347.00	\$ 2,547.00
Beginning Cash Balance	\$ -	\$ 1,200.00	\$ -
Ending Cash Balance	\$ 1,200.00	\$ 2,547.00	\$ 2,547.00

Consolidated Financial Statements



Neos Projected Income Statement

Revenues:		
JoyBox	\$5,360	
Flu Requisite	\$6,500	
Devotional	\$4,245	
Jordan Dooley Event	\$5,200	
Travel Mug	\$3,000	
2.0 Mug	\$3,000	
Total Sales		\$27,305
Cost of Goods/Services		\$14,106
Gross Profit		\$13,199
Expenses:		
Marketing Expense	\$824	
Regfox Expense	\$396	
IBC Reserve(5%)*	\$1,365	
Sales Tax Expense(6.75%)*	\$673	
Square Expense(2.5%)	\$560	
Loan Interest Expense	\$195	
Other Expenses	\$131	
Total Expenses		\$4,145
Net Income		\$9,054

Neos Total Loan Request	
Loan Request:	
JoyBox	\$2,000
Flu Requisite	\$2,000
Devotional	\$1,800
Spark	\$2,500
Travel Mug	\$1,550
2.0 Mug	\$1,200
Total Loan Request	\$11,050

Cash Flow Timeline			
	Present-10/1	10/1-Close	Summary
Cash Inflows:			
Sales	\$0	\$27,305	\$27,305
Loan	\$11,050	\$0	\$11,050
Total Cash Inflows	\$11,050	\$27,305	\$38,355
Cash Outflows:			
Cost of Goods Sold	\$4,226	\$9,178	\$13,404
Marketing Expense	\$380	\$418	\$798
IBC Reserve	\$0	\$1,365	\$1,365
Square Expense	\$134	\$426	\$560
Loan Repayment	\$0	\$11,050	\$11,050
Loan Interest Expense	\$0	\$195	\$195
Provision for Income Tax	\$0	\$ 268	\$268
Total Cash Outflow	\$4,740	\$22,901	\$27,641
Change in Cash	\$6,310	\$4,404	\$10,714
Beginning Cash Balance	\$0	\$6,310	\$0
Ending Cash Balance	\$6,310	\$10,714	\$10,714