

# Proclaim The Name: Pursuit

## General:

- Mission Statement:
  - Proclaim the Name Pursuit is a branch of Proclaim the Name. We seek to be a conversation-starting, image-driven, and evangelism equipping brand. Our artwork opens the door for people to ask about the meaning of the parable of the lost sheep, which is simple to explain, allowing for an easier transition into a gospel conversation centered around one's personal testimony.
- The Need:
  - Christians are called to spread the Gospel and what better way to spread the Gospel than producing products that initiate conversations? While there are many companies that attempt to achieve this need through clothing with words that prompt conversations, there are not many that accomplish this through images. By using images, Christians will be better able to reach those who would be less likely to ask about clothing with Gospel phrases, but who would ask about a picture on clothing.
- Our Products:
  - Long Sleeve Tee (\$24): Featuring our unique logo of roman numerals representing the 99 and the one sheep on the front, and a more elaborate graphic of the parable on the back, both sides of the shirt will serve to initiate gospel conversations. The shirt is long sleeve based on similar outdoors brands with artistic images on the back, and because a long sleeve received more votes over short sleeve on our survey. We will likely offer two colors (light green and midnight blue) from the ComfortColors brand, a company known for comfort and high quality. Survey responses revealed a preference for long-sleeves.
  - Trucker Hat (\$18): An earthy-colored hat with a leather patch on the front featuring our logo. The logo will be clearly visible on the front in order to inspire people to ask what brand the hat is.
  - Pin (\$6): Also likely featuring our logo and serving a similar purpose of a compelling conversation-starter, the pin is tailored toward those who would like to buy into the brand's vision, yet do not want another article of clothing.

## Marketing:

- Target Market:
  - Our target market consists of Christian college-aged students who are interested in unique apparel and accessories with an evangelistic focus. They are passionate followers of Christ who seek to proclaim the Good News of the Good Shepherd. This targeted market include groups such as Cedarville students, students at other Christian colleges, and Christian organizations on secular college campuses
- Awareness:
  - Concept testing: The first way we gained initial awareness for our company was through concept testing conducted through a survey. 230 respondents filled out the survey, with 122 desiring to be updated via email about the company.
  - Social media launch: Our team will launch an instagram account to help promote initial awareness of our company.
  - Website: We will begin using the Proclaim the Name website from last year, as well as update the content to reflect the new look for the company.
  - Google listing: We will use google listings to help increase the awareness of our company through google searches.
  - Influencers: Through friends, we will increase our social media presence through repostings and word of mouth.
- Interest:
  - Consistent social media content: After gaining awareness, we will move towards capturing the interest of those who are aware of our company through instagram posts that help to explain the vision of the company and the company's products.
  - Involvement fair: We will also attempt to spark interest in the product line at the involvement fair at Cedarville, which will allow potential customers to physically see the products that they could purchase.
  - Off-campus influencers: After marketing on campus, we will shift our focus towards off campus sales through personal connections with Christian organizations on secular campuses, and through friends on other Christian campuses who would be willing to help get our brand well known.
- Conversion:
  - Sales will be conducted through our website or in person during the involvement fair and various pop-up shops during the semester. Feedback from clients will also highly valued, and clients will be able to discuss with us through the website as well as in person.

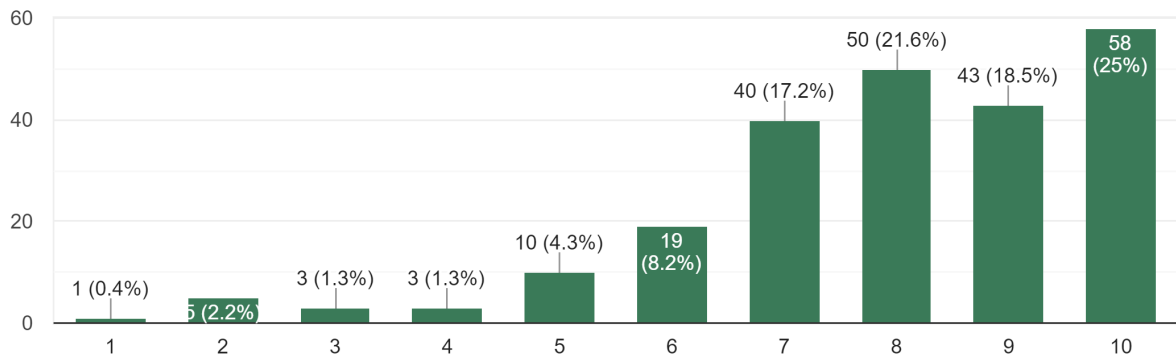
## Concept Testing:

- Word of Mouth
  - Before finalizing our direction for products, multiple members within our group discussed our vision for the company with friends around campus, and the responses we received were overwhelmingly positive.
- Survey Elements
  - We created a survey to test our products with our target audience, including detailed descriptions and photos. We focused on the following elements:
    - Design Preferences: Participants gave specific reservations about our logo and designs so that we could cater to their preferences.
    - Initial Interest: Our survey participants shared their initial interest in our brand's mission and product line.

- Personal Needs: Participants ranked the way that our product fulfilled their evangelistic needs.
- Demographics: Each participant gave their gender, age, and university (if applicable) so that we can cater our marketing to these demographics.
- Survey Results
  - Overall Company: 82% of respondents had a high level interest (7-10 range) in our company and our goal of creating products that help to drive evangelical conversations.

What is your initial level of interest in the presented outdoor product line?

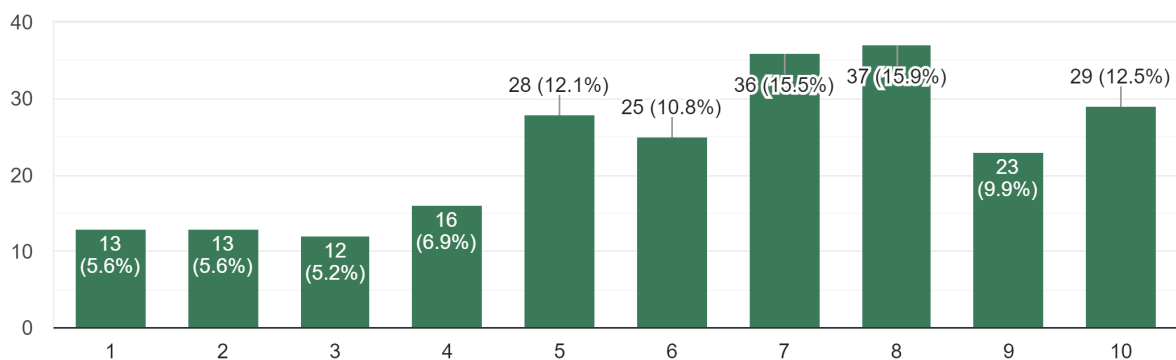
232 responses



- Shirts: 54% of respondents had a high level of interest in purchasing a shirt. (7-10 range)

If this product were offered, how likely would you be to purchase it either for yourself or for others?

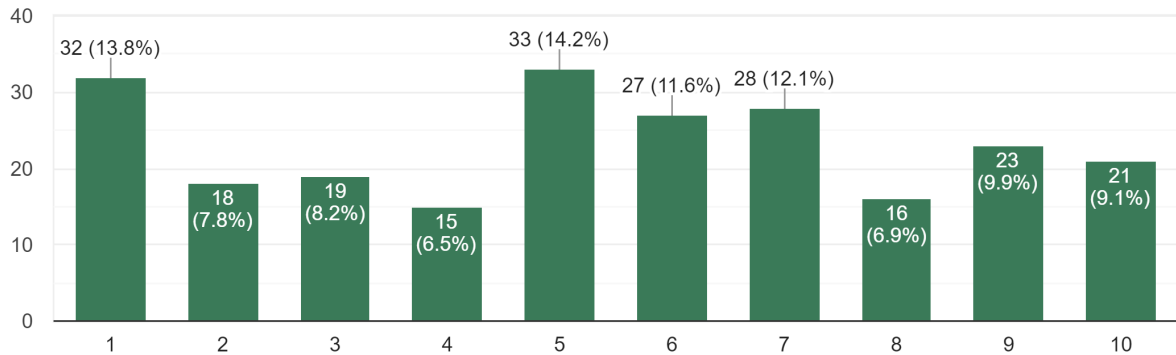
232 responses



- Hats: 38% of respondents had a high level of interest in purchasing a hat. (7-10 range)

If this product were offered, how likely would you be to purchase it either for yourself or for others?

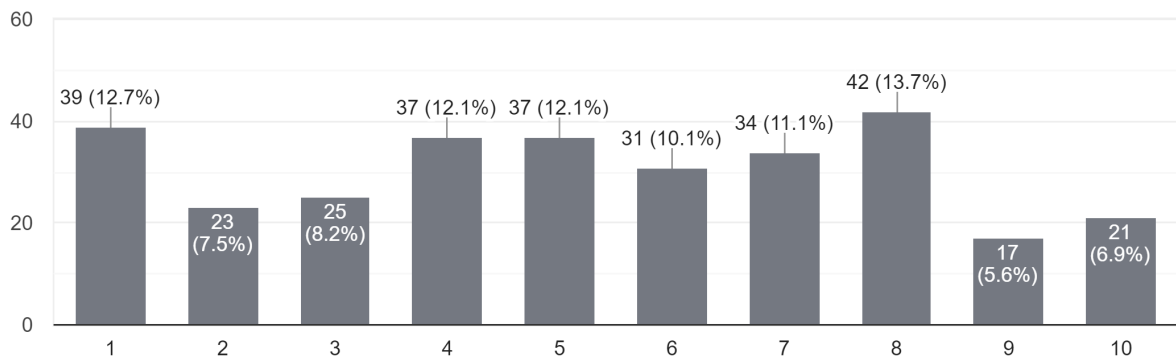
232 responses



- Pins: 37% of respondents had a high level of interest in purchasing a pin. (7-10 range)

If this product were offered, how likely would you be to purchase it either for yourself or for others?

306 responses



## Finances:

- Projected Sales: \$7,200
  - Shirts (\$4,800)
  - Hats (\$1,800)
  - Pins (\$600)

- Cost of Goods Sold: \$4,363
  - Shirts (\$3,000)
  - Hats (\$1,068)
  - Pins (\$295)
  
- Projected Gross Profit: \$2,837
  - Shirts (\$1,800)
  - Hats (\$732)
  - Pins (\$305)
  
- Projected Expenses: \$2,404
  - Marketing (\$1,450)
  - IBC Reserve (\$360)
  - Sales Tax (\$414)
  - Square Expense (\$180)
  
- Projected Net Income: \$433

The Neos Company		
Income Statement		
<b>Revenue:</b>		
Sales Revenue		\$7,200.00
Cost of Goods Sold		\$4,363.00
Gross Profit		\$2,837.00
<b>Expenses:</b>		
Marketing Expense		\$1,450.00
The Neos Company Reserve (5%)		\$360.00
Sales Tax Expense (5.75%)		\$414.00
Sqaure Expense (2.5%)		\$180.00
Total Expense		\$2,404.00
<b>Net Income:</b>		\$433.00

- Shirt:
  - Sell for \$24 per unit
  - Make for \$1.34 per unit

- As well, costs \$1.25 per unit for sticker on inside cover
- **Mug:**
  - Sell for \$12 per unit
  - Make for \$2.60 per unit
- **Weighted Average Break-Even Units: 93**
  - 186 Shirts
  - 93 Hats
  - 93 Pins

The Neos Company			
Break-Even Analysis			
<b>Fixed Costs:</b>			
Cost of Goods Sold			\$4,363
Marketing Expense			\$1,450
<b>Total Fixed Costs</b>			<b>\$5,813</b>
<b>Product:</b>	<b>Shirt</b>	<b>Hat</b>	<b>Pin</b>
Sales Revenue Per Unit	\$24.00	\$18.00	\$6.00
The Neos Company Reserve (5%)	\$1.20	\$0.90	\$0.30
Sales Tax Expense (5.75%)	\$1.38	\$1.04	\$0.35
Square Expense (2.5%)	\$0.60	\$0.45	\$0.15
Contribution Margin \$	\$20.82	\$15.62	\$5.21
Contribution Margin %	86.75%	86.75%	86.75%
<b>*Breakeven Sales Units</b>			<b>93</b>

**Loan Amount Requested for Pursuit: \$5,813**

## Proclaim The Name: Encompass

**General:**

- **WHO WE ARE:**
  - Encompass is a non-profit organization with the mission of providing Christians with physical reminders to encompass unreached countries in daily

prayer. We desire to bring greater awareness to the lack of evangelism in these countries and support current ministries working to spread the gospel abroad.

- THE NEED:
  - There are over 40 unreached countries (countries where their populace have never heard the name of Jesus). There is great need for the Gospel to go forth, but there is also great need for those going out to be supported in prayer as the missionaries reach the lost.
- OUR PRODUCTS:
  - Journal: Our leather-bound journal with lined pages will serve as a prayer journal. A Global Map will be featured on the outside front cover that highlights the locations of unreached countries and regions in Eurasia. The inside of the cover will contain information related to the regions highlighted that will create connections to the culture and encourage more specific prayer.
  - Mug: Our sixteen ounce ceramic pottery mug will have our Encompass logo on the front, with the global map of Eurasia as well as the word PRAY as the directions on the compass surrounding the globe. This mug will be an encouragement and reminder to take daily quiet time in prayer, as well as to share your burdens and how God has been answering your prayers.

## Marketing:

- TARGET MARKET:
  - Our main target market is Christian college students at Cedarville and beyond.
  - Our focus is college students, but we will also target other Christian organizations or peoples.
- HOW WE WILL REACH OUR AUDIENCE:
  - Our first strategy will be through social media. We will make posts 3 days a week on Facebook and Instagram accounts and 1-2 times a week on TikTok. We will use these accounts to bring awareness to our team, products, and mission.
  - Our second goal is specifically targeted ads. These will be posted online, mainly on social media.
  - Next will be our website. We are hoping to have our website up as soon as possible. On it we will have information about our team and mission as well as include information about unreached people groups. We want a welcoming and clean website that is easy to navigate as well as properly informative.
  - We want to make Encompass' website and social media pages easy to be found on Google by searching the word Encompass as well as other key words.
  - We are hoping to connect with Global Outreach and receive their help concerning a possible event and promotion of our company on a wider scale.

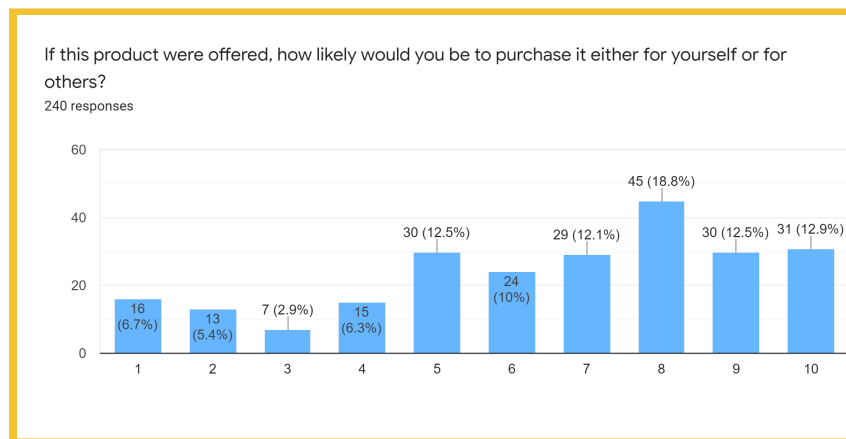
- When we are back on campus we plan to get more awareness for our brands in the following ways:
  - Passing out stickers and fake tattoos
  - Pop-up shops during the semester
  - On-campus influencers, such as SGA

## Concept Testing:

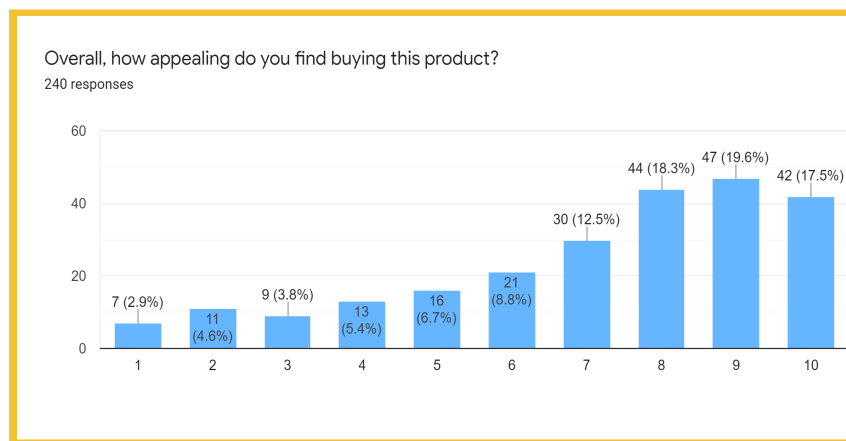
- We sent out a survey via email to several departments at Cedarville, as well as friends and family, to gather feedback on our products.

### ➤ MUG CONCEPT TESTING:

- 44% of responses were an 8 or higher for likelihood of purchasing the product



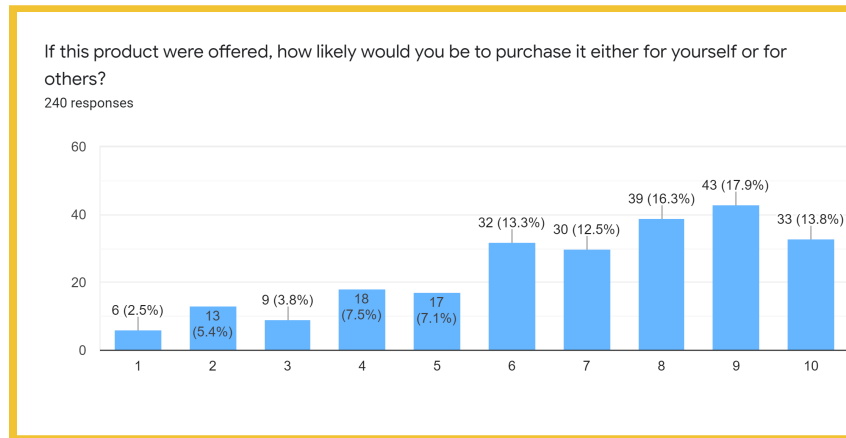
- 55% of responses were an 8 or higher for how appealing the product was



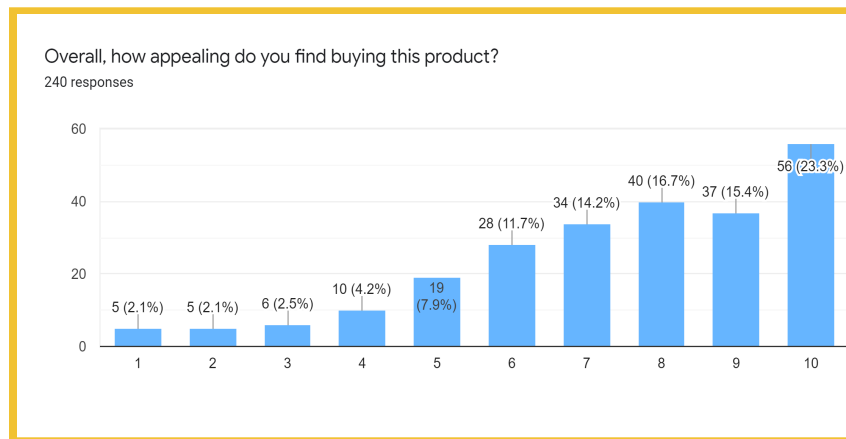
### ➤ JOURNAL CONCEPT TESTING

- 48% of responses were an 8 or higher for likelihood of purchasing the product





- 55% of responses were an 8 or higher for how appealing the product was



## Finances:

- Projected Sales: \$5,200
  - Journal (\$3,400)
  - Mug (\$1,800)
- Projected Expenses: \$2,169
  - Marketing (\$1,325)
  - IBC Reserve (\$260)
  - Sales Tax (\$338)
  - Website (\$246)

The Neos Company - Encompass

Project Income Statement

<b>Revenue:</b>			
Sales			\$5,200
Cost of Goods Sold			\$1,178
Gross Profit			\$4,022
<b>Expenses:</b>			
Marketing Expense			\$1,325
<b>IBC Reserve</b>			\$260
<b>Sales Tax Expense</b>			\$338
<b>Square Expense</b>			\$246
Total Expenses:			\$2,169
Net Income:			\$1,854

- Journal:
  - Sell for \$17 per unit
  - Make for \$1.34 per unit
  - As well, costs \$1.25 per unit for sticker on inside cover
- Mug:
  - Sell for \$12 per unit
  - Make for \$2.60 per unit
- Weighted Average Break-Even Units: 138
  - 79 Journals
  - 59 Mugs

The Neos Company - Encompass			
Revenue Breakdown			
Journal Price			\$17
Journal Estimated Units			200
Journal Estimated Revenue			\$3,400

Mug Price			\$12
Mug Estimated Units			150
Mug Estimated Revenue			\$1,800
Total Sales			\$5,200

## **Loan Amount Requested for Encompass: \$4,000**

### **Consider The Ravens**

#### **Mission:**

- 1) We are a non-profit organization seeking to lower suicide rates, specifically in the military. We are doing this by urging friends and family to encourage their military friend/wingman, and let them know there is someone who cares about them.
- 2) Our products also push friends and family to ask their loved ones in the military hard questions, such as, “do you have thoughts of self-harm?”
- 3) With our projected profit, we hope to donate to a military-based organization to further our mission
- 4) To fulfill this important mission, we are seeking a loan amount of \$2,000.

#### **Target Market:**

- 1) Military Family and Friends
  - a) Military family and friends are motivated by the desire to help the military member they care about through the struggles they are facing.
  - b) Our dog tags and stickers are a small, personal gift that can show the servicemen that their family cares, while at the same time giving the family a personal reminder to think about and/or pray for them. Our plan for targeting the friends and family is to reach out to family readiness groups.
- 2) Military Members
  - a) Military members will know the struggles that their fellow troops are feeling as they traverse the military. They will know how it feels, what the individual struggles are for each of their friends, and how these products could help them.
  - b) From their point of view, these dog tags will serve as a gift to help encourage someone else who is struggling alongside them. They can also be a reminder to fellow members who see it on their car, laptop, or water bottle.

- c) The size of this target market is dynamic because it depends on how many branches of the military we attempt to reach.
  - d) Although military members will be our target market, they will not be a source of revenue. Our goal is to have the family and friends purchase these products for their military members.
- 3) Upper-level Management
  - a) By selling our stickers to upper level management of the military, we are hoping they will pass them out to their troops. These stickers will have phrases which will remind the military members to check in with their wingman.
- 4) Veterans
  - a) As former members of the military, they are extremely familiar with mental health struggles, and will have developed empathy that cultivates a desire to encourage those in active duty.

## Products:

- 1) Dog tags
  - a) Two dog tags will be shipped to the customer. One will be for them to send to a service member to carry in his OCP pockets, wear around his neck, or stash in a flight suit pocket, and the other will be for the purchaser to keep to remind them to think about/pray for their member.
  - b) It will feature five encouraging statements stamped onto the metal. For the service member, it serves as a reminder that someone, either a family member or a friend, cares about them and is keeping them in their hearts.
  - c) By shipping the dog tags with a QR code on the packaging, which will send them to our website, we can interact with the troops by giving them weekly encouragement.
- 2) Stickers
  - a) This product is a sticker that can be placed in public and personal places for encouragement.
  - b) We have chosen three different types of encouragement, oriented to uplift people in different ways. One decal will be based on the concept of "Wingmen," which is a term that air force service members call their battle buddies. This decal will be focused on uplifting and encouraging through conversation and unity. We will also be offering a family oriented encouragement decal with the Family Behind > Trials Ahead reminder.
  - c) Another decal will have our A.S.K. acronym which stands for Ask hard questions, Show vulnerability, and Know your wingmen, designed to start conversations about potential self harm.

## Marketing:

## 1) Awareness

### a) Social media

- i) We first will post interviews of military members, give visual aids of the product, and state the purpose and mission behind Consider The Ravens.
- ii) The initial presence we want to create is professional and genuine. We aim to gain an early following on social media that will continue to grow throughout the first 8 weeks of marketing.
- iii) We are using Instagram and Facebook on which we plan to do paid advertising.
- iv) Our message in the awareness stage through social media will be to bring awareness to the mental health problems the military faces, as well as bring awareness to our products that address these problems.

### b) Website

- i) The presence of our website will be welcoming, friendly, easy to use and understand, encouraging, and informational.
- ii) The website will contain informative content about the team, and the purpose and mission behind Consider The Ravens.

### c) Word-of-Mouth

- i) We plan to personally visit VFW clubs and USO offices to give away free product samples and put forward our mission.
- ii) Through word-of-mouth our team will spread the story behind our company and look to bring awareness to the problems surrounding military mental health.
- iii) We also hope to film videos of influential people, such as General Reno from Cedarville University to promote our mission and products.
- iv) Additionally, we will spread our brand by connecting with family readiness groups, as it is an important aspect of our target market.

## Finances:

### 1) Marketing Expenses

- a) The total expense for marketing will be: \$1,124.00
- b) This includes:
  - i) Pop-up shop free stickers
    - (1) Stickers are covered in cost of goods sold with 90 units
  - ii) Pop-up shop drinks
    - (1) \$460 for 180 units
  - iii) Posters at USO offices and bases
    - (1) \$24 for 240 units
  - iv) Social media ads
    - (1) \$120 for 40 ads

- v) Mailing
  - (1) \$520 for 800 units
- 2) Cost of Goods Sold
  - a) The total cost of goods sold will be: \$660
  - b) This includes:
    - i) Dog tags
      - (1) Unit price from supplier: \$0.60
      - (2) Units purchased: 500
      - (3) Total cost: \$300
    - ii) Stickers
      - (1) Unit price from supplier: \$0.40
      - (2) Units purchased: 900
      - (3) Total cost: \$360
- 3) Revenue Breakdown

Consider the Ravens		
Revenue Breakdown		
Dog Tag Price		\$6.49
Dog Tag Estimated Units		500
Dog Tag Estimated Revenue		\$3,245
Sticker Price		\$4.00
Sticker Estimated Units		900
Sticker Revenue		\$3,240
<b>Total Sales</b>		<b>\$6,485</b>

- 4) Net Income

Consider the Ravens	
Projected Income Statement	
<b>Revenue:</b>	
Sales	\$6,485.00
Cost of Goods Sold	-\$660
Gross Profit	\$5,825

<b>Expenses:</b>	
Marketing Expense	1,124
IBC Reserve (5%)	208
Sales Tax Expense (7.50%)	311
Total Expenses:	1,643
Net Income:	<b>\$4,182</b>

### 5) Break-Even Analysis

<b>Consider The Ravens</b>		
<i>Break-Even Analysis</i>		
<b>Fixed Costs:</b>		
Cost of Goods Sold		\$660
Marketing Expense		\$1,124
<i>Total Fixed Costs</i>		\$1,784
<b>Products:</b>	Dog Tags	Stickers
<b>Variable Cost Per Unit</b>		
IBC Reserve	\$0.32	\$0.20
Sales Tax	\$0.49	\$0.30
Total Variable Costs	\$0.60	\$0.40
Selling Price Per Unit	\$6.49	\$4.00
Profit Per Unit	\$5.08	\$3.10
Percentage of Sales	35.71%	64.29%
<b>Weighted Average Break-Even Units</b>	436	

**Loan Amount Requested for Consider the Ravens: \$2,000**