

Transparent
Company
Report



TRANSPARENT
UNIQUELY PERSONAL

Bathgate Academy
Company Name: Transparent
Link Teacher: Alexander Strang
Business Advisor: Martin Browne

Contents

Executive Summary.....	3
Mission Statement.....	3
Aims.....	3
Summary of Company Performance	4
Summary of Financial Performance	4
Company Members & Main Roles	4
The Product.....	5
Communications.....	6
Marketing	6
Operations	6
Sales.....	7
Financial Performance	8
Transparent Profit and Loss Account for the 6 months ended 25th February 2018.....	8
Transparent Balance Sheet as at 25th February 2018.....	9
Managing Director’s Statement	10
Conclusion	10

Executive Summary

Transparent ran from 1st September 2018 until 25th February 2019. During this time, we decided to create personalised glassware products relating to the time period (i.e. Christmas, Halloween etc). Our creation sold successfully within our school at parents' evenings, open days etc. and we were able to produce a net profit of £40 after corporation tax, which will be donated to our school charity fund.

Mission Statement

Transparent's mission is to provide high quality personalised glassware that will allow customers to have their own unique product created to their specific criteria.

Aims:

Transparent's goals are our primary motivation, what aspire us to improve and develop with the customers ideals in mind. We aim to provide our customers with high-quality hand decorated glassware products and strive to use recyclable materials to help the environment as well as keeping our costs as low as possible for our customers.

Our aspirations and key objectives consist of:

- To run a profitable organisation.
- To become efficient in our business operation to increase productivity.
- To grow our business efficiently.
- To establish a high-quality brand and increase awareness of it to maintain profitability.

Summary of Company Performance

We have suffered several setbacks as a team and this included having to split up a major business role due to a member of our group leaving school. At times deadlines have not been met and this has set us back however we have had a positive attitude and worked hard to get the job done. We have met numerous objectives which has ensured that targets have been met. We have formed strong relationships with one another which is a real benefit and it allowed us to motivate one another. We made many mistakes throughout the process but we view this as a learning curve. We made sure that we learned from our mistakes and therefore we ensured that we did not make the same mistakes twice.

Summary of Financial Performance

Transparent experienced some financial success. We sold the majority of our products for a low price, this allowed us to penetrate the market. We believe that we sold our products for the correct price as we took on board our market research and also priced our products so that we had a healthy profit. Our products generated a sales revenue of £230 and our total cost of sales was £50, this left us with a gross profit of £180. However due to the cost of our stationary (£30) and our registration fee of £100, our net profit was only £50.

Company Members & Main Roles

- Managing Director – Murray McKenna
- Operations Director (s) – Murray McKenna, Ellie Graham & Jessica Smillie
- Marketing Director(s) – Jessica Smillie
- Finance Director(s) – Ellie Graham



The Product

Deciding on our product could be described as problematic to say the least. Our initial idea was to sell personalised travel mugs and coffee mugs, these would be personalised using rubber stamps from a company called Sugru. We purchased eight coffee mugs to practice on and the stamp set, upon going through a trial and error process it became apparent that the stamps did not look how they had been advertised. Upon this we decided that we would still continue with the theme of using travel mugs and coffee mugs, however, we would use nail polish to design them as inspired by videos we had seen on YouTube. We began to practice this process, over and over again however we could not recreate the unique designs that we had seen on the videos. At this point, we had lost motivation with our product. Whilst engaging in conversation with one of the teachers in the school, she was talking about her love of candles. This inspired us to become a small personalised glassware company.

We conducted market research and generated an idea of what smells customers like and would expect to have in a candle. We also generated an idea about what glassware products that customers would like to be personalised.

We purchased the glassware from various reliable retailers and websites and we purchased a two sets of paint pens by Artistro. Whilst these pens were more expensive it allowed us to create a higher quality products as the pens are water based and non-toxic. We started to practice designing basic non-scented candles and over time our skills began to improve. As the candles were pre-made it meant that all we had to do was design the candles in a high quality manner.

We offer a range of glassware products including mason jars, candles, drinking glasses and vases. We sell these products in a range of sizes as we wanted to appeal to as many people as possible.

Our main product was our medium sized candles which are sold in various scents which are:

- Gingerbread
- Vanilla
- Mulled Wine
- Rose
- Lavender
- Pumpkin Spice



We realised early on that our candle was our best selling product and its appeal was being able to design the product to a customer's criteria. We made sure that our product was priced competitively with other candles that was being sold in local shops.

Communications

As a group we had a great level of communication which allowed us to work together effectively. We used modern technology such as email and group chats to communicate while we completed other tasks without having to be physically together. We used online file sharing software to send each other work we had completed and we made use of video conferencing which gave us the opportunity to have meetings over the internet without having to meet in person. Overall, the communication within our team is what made us successful as a company as it allowed us to work effectively and collaboratively while and meet strict deadlines while maintaining a high level of professionalism and creativity.

Marketing

Both Desk and Field Research was carried out before we decided on our product. The desk research required us to look online at products which had already been made and compare this to our ideas in order to come to a conclusion if our product would be successful. We also carried out Field Research, where we carried out surveys and questionnaires in the school and the local community to find out if people would purchase our product. The Marketing Director was in charge of preparing posters and leading the advertising for our company. She hung posters up around the school and also in the local community, which allowed our products to be seen and recognised by potential customers. She also analysed our target customers who we believed would be most inclined to buy our products, which concluded to be women of any age from middle aged to older.

Operations

After our team had actually came up with our product idea, we were ready to place our first order of materials. We soon realised that cheap, local stores were the best way to go in order to reduce costs. We used a classroom in school as our factory. There was a small cupboard in the room where we could keep our materials. When the room was free we spent our time creating our product as it was quiet and had enough space. Each member of the team was involved in the making of our product, and the operations manager looked over all production to ensure it was done safe and to a high quality for our customers. After a lot of research we were able to find products that made it just under £1.20 to create our final product. We sold our product for £2 giving us a 50 pence profit for every product we sold. These costs represent the balance between quality and product.

Sales

Our first event was selling at a school Christmas Fayre. This allowed us to get our product idea out there to our first customers, which consisted of pupils and teachers. Many people liked the idea of our personalized candles as they were homemade and special, not something you would buy out of a shop. This demonstrated that people were interested in our products and they were worthwhile continuing.



We also sold at some of local primary schools and parents evenings. This allowed us to reach more of our target market. We tried to arrange a stall at Livingston Designer outlet but due to the cost of it we had to say no.

We were able to sell a lot at school as we went round classes and teachers and pupils purchased our products. Some teachers even came in to see how we were making our products and were impressed how much effort and passion went into them. Overall, we managed to make sales of £230.

Financial Performance

Transparent Profit and Loss Account for the 6 months ended 25th February 2018

STUDENT COMPANY FINANCES FOR TRANSPARENT



PROFIT AND LOSS ACCOUNT

For the period ended: 25.02.19

Winding up fee	20%	
	€	€
A Sales		230.00
B Purchases	70.00	
C Closing Stock	20.00	
D Cost of Sales (B - C)		50.00
Gross Profit (A - D)		180.00
E Stationery	30.00	
F Rent & Hire	0.00	
G Miscellaneous Expenditure	0.00	
H Registration Fee	100.00	
Total Expenses (E + F + G + H)		130.00
Operating Profit (or Loss) (Gross Profit Less Total Expenses)		50.00
Miscellaneous Income		0.00
Net Profit (or Loss)		50.00
		€
Net Profit Brought Down		50.00
LESS Winding up fee payable to Young Enterprise		10.00
Net Profit after Winding up fee		40.00

Transparent Balance Sheet as at 25th February 2018

STUDENT COMPANY FINANCES FOR TRANSPARENT



BALANCE SHEET

As at: 25.02.19

Current Assets:		£
Stock		20.00
Cash at Bank		0.00
Cash in Hand		130.00
TOTAL A		150.00
Less:		
Current Liabilities:	£	
Bank Overdraft	100.00	
YE Winding up fee	10.00	
TOTAL B	110.00	
BALANCE (C)		40.00
Represented by:		
Issued Share Capital:		
0 shares at £1		0.00
Profit & Loss Account		40.00
Shareholders' Funds (D)		40.00

Note: The total at C should equal the total at D

If the student company has not been wound up at the time of the Student Company Report, this document must be signed by a third party, such as an Adviser, certifying the accuracy of the figures

I have examined the accounts of the student company and agree that the above figures are an accurate representation of the student company's position.

Signed: _____ (Adviser) _____ Date: _____

Print Name: _____

Managing Director's Statement

As the YE programme draws to a close it gives me the opportunity to reflect on my role and my company as a whole. I found the programme as a whole to be quite difficult and found myself in many high pressure environments throughout. Despite this, I enjoyed the role as Managing Director and found that it allowed me to use my existing skills effectively well improving in a personal and professional manner. One of the duties, the task I found most difficult was ensuring that the entire team was consistently motivated, I also found myself dealing with high absenteeism which left me often taking on other people's work load due to low staff numbers. Overall, our company was successful and the products we made were well received by our target market which provided us with high levels of satisfaction and allowed us to make a profit.

Conclusion

Running our business wasn't easy. We struggled and faced many difficulties along the way. However, in the end our product was successful and made a profit. Our teamwork and support from our teacher made it a lot easier for us to deal with the difficulties we faced and remain motivated. Along the way we realised that a strong team dynamic was essential in our company being successful. We also learnt that without determination, our product would never have been created in the first place. Overall, "Transparent" wouldn't be successful if it wasn't for determination. It was the key feature in creating a strong business.



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