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2020 - 2021 Complete Comfort Company Report



Junior
Achievement®
of Greater Washington



Executive Summary



Mission Statement

Complete Comfort's mission is to address the high stress levels that has not only been increased by the pandemic, by providing a peaceful get-away through a soothing body experience.

Product Description



The Comfort Wrap is 100% cotton, filled with buckwheat and, can be heated or cooled at your leisure. The

Complete lavender spray is an all Natural, calming, and soothing spray in a compact bottle that can be used on a variety of fabrics and surfaces, and is easily washable.

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Financial Overview

Gross Revenue	\$1725.61
Total Expenses	\$801.86
Net Profit	\$923.75
Capital Investment	\$320.00

JA Company Performance

As of March 3rd 2021, Complete Comfort has done outstanding in all aspects of business and is continuing this great work. With the team's hard work and dedication we are able to provide comfort through these difficult times.

Leadership and Organization

Leadership

Leadership roles were selected through a company vote. Each person running for a position gave a speech, and then the team selected the candidate. The candidates made speeches to show their experience and why they believed they should be chosen for the position.

Motivation

The original method for motivating employees was keeping them updated with progress, thus allowing them to feel part of the team. Team building was also instilled by the use of ice breakers at the beginning of each meeting. Motivation was also provided through paid meeting attendance. Finally, each member also bought stock in our company, giving them investment in their roles and the company. In retrospect, motivation was not an issue for Complete Comfort employees.

Strategies & Development:

The strategy for achieving company goals was to have detailed agendas for each employee. Every week the CEO and COO made a new schedule to make sure everyone knew what to do. The agenda had the tasks labeled out for each person or a specific department. Complete Comfort utilized breakout sessions in our weekly Saturday meetings to complete tasks more efficiently in smaller working groups. As deadlines approached, the company added strict due dates to the employees' tasks. Following that, we added regular Wednesday meetings that assisted in task completion.



Innovation

Strategy

Complete Comfort's strategy is to provide solutions that address multiple aspects of comfort and quality of sleep, such as bundles of different products geared toward increasing the customer's comfort level and sleep quality. Many businesses concentrate on selling the customer a single product, focusing only on one specific aspect of the customer's comfort. This results in customers spending additional time and money to obtain the right products to meet their needs. Through Complete Comfort's bundles, we can provide the customers with products that will significantly improve the customer's comfort in different aspects of their lives instead of just covering just one aspect. Such as improving the quality of sleep, soothing and recovering from sore muscles, and relaxing different parts of the body where one of our products, the comfort wrap, is applied.

The push to expand to more products within Complete Comfort is based on providing more ways to improve the customer's comfort. Currently, we sell a bundle of our Comfort Wraps and our Lavender Fragrance Spray. However, the company is looking to expand to more bundle products, including weighted blankets, socks, and more.



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Did You Know?

The CDC claims "Lavender has been suggested as an excellent natural remedy to treat insomnia and improve the sleep quality"

products, including weighted blankets, socks, and more aromatherapy products. This focus on bundling our products to potential buyers and investors, we received many questions on how we are different

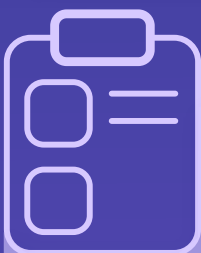
from other companies who offer similar products. We received a positive response when we expanded on the focus on bundles and the affordable prices that we offer. This positively impacted our business performance during events such as the JA Trade Show and our social media platforms, such as Instagram and Facebook.

Marketing and Sales Strategies and Methods



Social Media

We also made extensive use of **Facebook** and **Instagram**, emphasizing the advantages of our comfort wrap. The main focal point that the company decided to hit on was the amount of versatility and usability our Comfort Wraps have for the user. Specifically, that it can be heated, cooled and is hypoallergenic. We came up with the strategy to make daily postings on Instagram and Facebook to maintain interest in Complete Comfort and its products. These posts included motivational quotes, updates on our company, and our commercials that were awarded best commercial by JA tradeshow judges.



Company Survey

Prior to the launch of our product, we conducted a **survey** based around the interest of wellness and relaxation related products. We surveyed approximately 50 individuals, ages ranging from 16 to 65 years old. Based on the results of the survey, we were able to gauge that there was interest in our product and at what price point.



Nextdoor

Using the social networking app, Nextdoor, the company was able to reach additional potential consumers around the neighborhood (PG County area). From advertising on Nextdoor, we were able to reach 254 people in total.



Email Strategy

We then sent out our sales e-mails to prospective customers through Mailchimp using a list of customers from our prior JA company and supplementing it with additional contacts.



Tradeshow

The tradeshow is where the bulk of our sales came from. As a result, we were able to accomplish **\$707.74** in sales.

Using our comprehensive sales plan, we were able to accomplish a total of **\$1,257.68** in sales as of March 3rd, 2021.

Financial Performance

Break-even

Our break-even was based on the investment we received from Dan Maguire. We obtained an investment that included \$200 with a \$10 royalty on each unit until we sold 20 products from our website. Therefore, our break-even was 20 units sold. With this, we were able to pay back our investor the \$10 royalty considering the conditions and keep the rest for the company. So far, presales for our products mostly went toward our expenses incurred. This includes the Square fee that is being taken out for every transaction.

Outstanding Transactions

The operational expenses occurred outside of the Square fees were for the website domain, website subscription, and shipping in support of presales. All these expenses with the exception of shipping for the presales are taken out monthly. As of February 23rd, our profit is \$290.20. For our startup capital, all team members contributed \$10 toward the company budget to start building our funds. As a result, our budget grew to approximately \$400.

Statement of Activities	
Income	
Tradeshow Discount Products	\$283.92
Comfort Wrap	\$761.86
Complete Bundle	\$679.83
Gross Revenue	\$1725.61
Investments	
Team Investment	\$120
Investor	\$200
Capital Investment	\$320
Expenses	
Inventory	\$653.90
Square Fee	\$44.42
Tax (6%)	\$103.54
Total Expenses	\$801.86
Total	
Net Profit	\$923.75

Learning Experiences and Future Application

Running a company virtually has allowed members of the team to grow as individuals through accountability and management responsibility and as a group to create a successful environment for continuous growth and adaptation. Our challenges ultimately contributed to our successes and allowed us to become this now united Complete Comfort.

One of the biggest challenges that the company faced was finding a viable wholesaler for our product. Our original product idea was to address sleep deprivation and anxiety issues by bundling a weighted blanket with a lavender fragrance. Our search for weighted blanket suppliers proved to be challenging, as we wanted a North American supplier and, of course, a product that was reasonably priced. Finding a weighted product at a reasonable price proved to be difficult. The company faced a huge dilemma: Stick with the original product idea or develop another product that provided more security in terms of stock, shipping, and pricing. We went ahead and bought a weighted sample blanket but ultimately decided that we had more product security with our Comfort Wraps. The decision to switch products was made ten days before the tradeshow, forcing the company to redirect our sales and marketing strategies with an “all hands-on deck” approach. Ultimately, these challenges contributed to our successes.

Key learnings from this year are numerous but chief among them was the need to build a team of diverse individuals, some new to JA, that could work together under intense pressure. We recognized that in this virtual environment, to reach our full potential we had to take advantage of not only all the tools and resources provided by JA but also the many others offered on the internet. Communication, collaboration and trust were also very important in building the team. Exceptional teamwork and understanding what was at stake, allowed task to be completed in a faster time span.