

Company Report

ANNUAL REPORT
OCTOBER 2019-APRIL 2020



**ILLUMINATED
VIBES.**

EXECUTIVE SUMMARY

MISSION STATEMENT

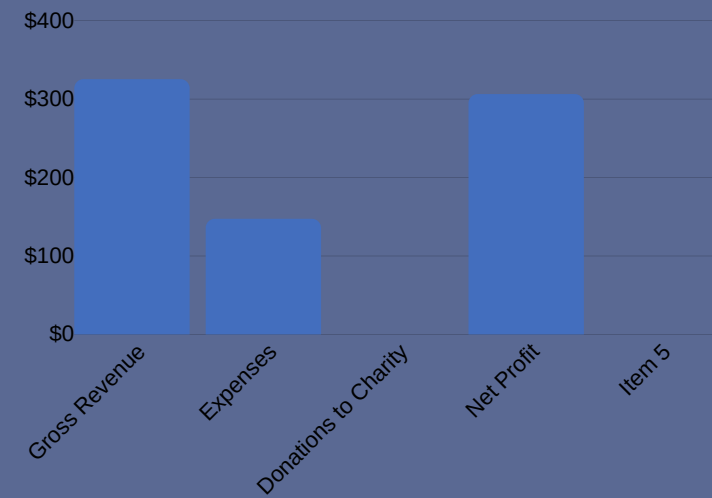
OUR MISSION IS TO SPREAD AWARENESS TO MODERN DAY ISSUES AND OCCURRENCES. POSITIVISM IS SOCIAL ISSUE THAT WE CHOSE TO FOCUS ON THROUGH THE VIBRANT COLOR OF YELLOW.

PRODUCT DESCRIPTION

THE PRODUCT WAS A 2M PIXIE STRING FAIRY LIGHT, ASSOCIATED WITH THE COLOR YELLOW FOR POSITIVISM. WE PACKAGED IT WITHIN SMALL BAGS INSIDE ANOTHER DRAWSTRING BAG TIED WITH DIFFERENT COLOR RIBBON TO RESEMBLE FUTURE COLORS WE WOULD WORK WITH. IN ADDITION, INSIDE WAS A BUSINESS CARD AND A INFO CARD EXPLAINING OUR COMPANY'S PURPOSE FOR THE PRODUCT.

- JUNIE MERTUS CEO 20

FINANCIAL OVERVIEW

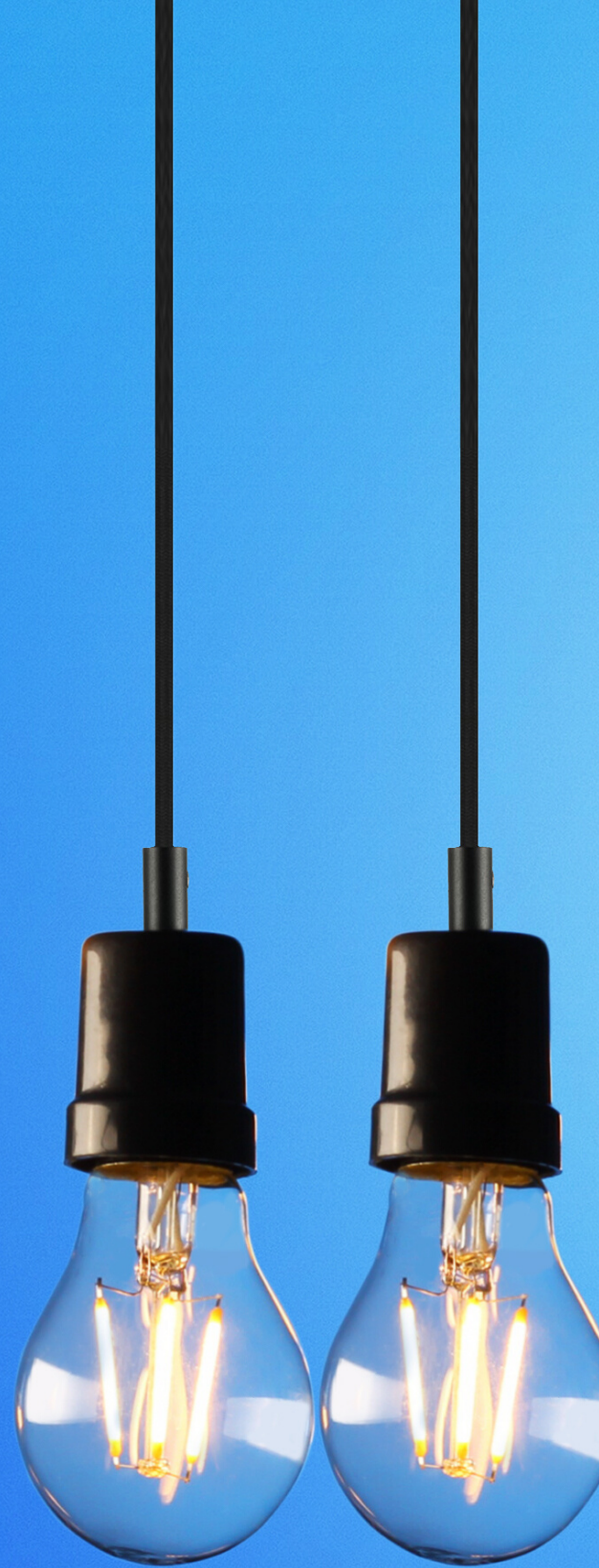


JA COMPANY PERFORMANCE

AS OF MARCH 2020, ILLUMINATED VIBES HAS DONE GOOD IN ALL AREAS OF BUSINESS PERFORMANCE. THERE ARE STILL CERTAIN PARTS OF THE COMPANY THAT NEEDS TO BE IMPROVED. BUT DUE TO COVID-19 WE HAD A DECREASE IN SALES RATHER THAN AN INCREASE. BUT WE ARE GLAD TO HAVE MADE CLOSE TO \$400 IN PROFIT.

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LEADERSHIP AND ORGANIZATION



COMPANY LEADERSHIP

The leadership team for Illuminated Vibes is a group of strong-willed individuals that work hard to see the success of the company. The company is divided into five major departments: A CEO, Finance, Sales, Marketing, and Supply Chain. This structure permits the company to have a smooth flow of everything that is occurring. The company roles came about as a result of the passionate individuals who expressed and vocalized why they believed that they would be great for the position that they are applying for. We did an anonymous vote among the other members of our company. Aside from our great leadership, we have in total eight members in our company. They each play a vital role and are very strategic with the work that is done behind the curtains.

Our team has a unique background whether it be with which school they attend to simply their Cultural Background. Each person brings a different Dynamic to the team that allows us to understand each other and build into our company. Each person brings some strengths and Weakness. We use each other's Strength to construct certain strategies that will improve our level of competition.



Company Leadership

CONTINUED>



- Gabrielle Johnson.....(Head of Supply chain)
- Mark Gelke.....(Head of Finance)
- Nina Anderson.....(Head of Sales)
- Giselle Martinez.....(Marketing)
- Khalia Horton..... (Sales)
- Junie Mertus.....(CEO)
- Dionne Lewis.....(Supply Chain)
- Jasmine Myers..... (Head of Marketing)
- Kyah Miller.....(Finance)

INNOVATION



Product Conception

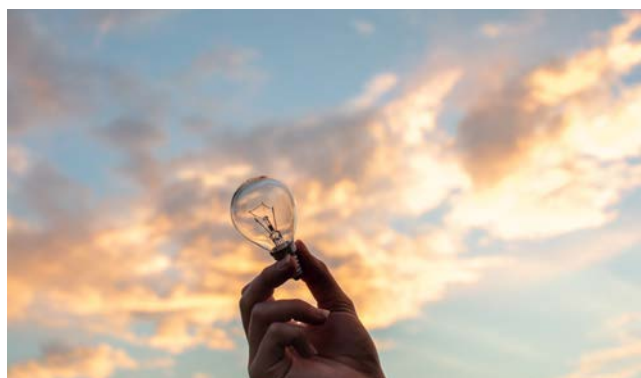
The idea behind our product was to simply inform people and make them knowledgeable about different issues that some people deal with on a day-to-day basis. Bringing awareness to any movements, any diseases, any issues that have an impact on our lives. Even if you do not have a disease or impacted by a specific movement, through our product you are able to support a movement. We took the initiative to shed light on a topic or topics that people do not usually focus on. Our product has allowed us to leave an impression on the almost unimpressionable and the ones that were already aware, but now they have become fully aware. Yellow represents courage, creativity, intellect, optimism, enthusiasm, joy, positive, and wisdom. By implementing more yellow in your life you can increase your mental activity and awareness, give off positive energy, uplift your spirits, and improve your decision-making process as it supports your mind in clarity of thoughts and ideas. Having yellow targets, the societal focus of mental disorder, allowing individuals to know more about it and help support.

Competitive Advantage

Our lights are more of advantage than our competitors because they are inexpensive and support a great cause. The yellow pixie lights we sell are friendly to the ecosystem. While our competitors are selling lights for prices that are just for lights that also uses electricity, our product is battery operated. The battery life for our product is over 84 hours and have changeable batteries. We allow our customers to feel a purpose in buying our products with how they would be giving back and that also puts us at advantage.

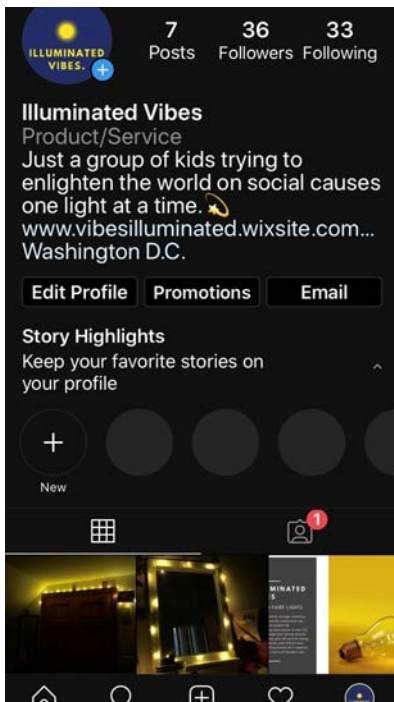
Impact of Innovative thinking

We wanted our consumers to understand we were caring about the issues and causes we face daily. The different colors represent different aspects of life. Color awareness is being used to represent our different causes. Not only can the colors represent the issue that we are supporting, but the colors can also represent other causes. For every color, there are at least two or more movements or causes that are also represented by that color as well. The company stands on the belief that the innate goodness in consumers will lead them to support causes they did not even recognize before. For example, purple is a color that symbolizes feminism and provides awareness, we would use that color to explain why the movement is important in society and how to get involved. Having these different colors will help keep our audience alert and active with our company because we would be constantly providing information to them through our product.



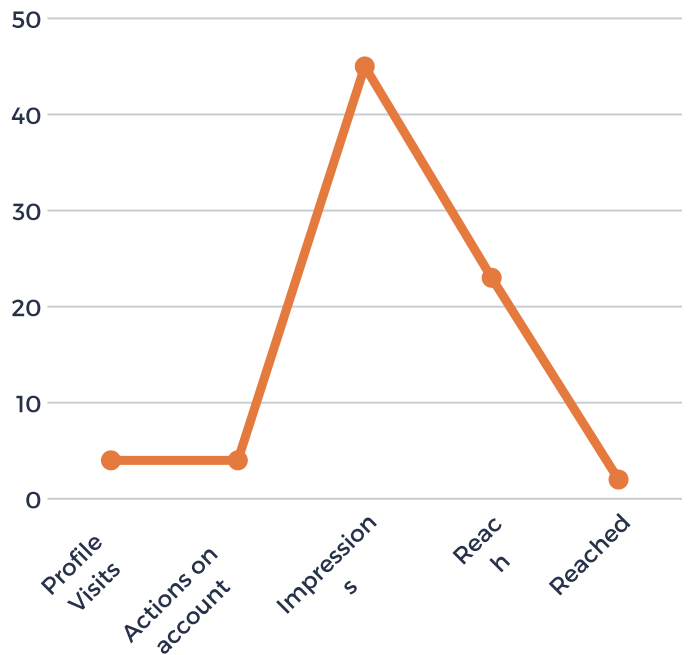
Illuminated Vibes.

REPORT BY THE SALES AND MARKETING TEAM



STATS OVER THE PAST MONTHS

Instagram and our website was a way for us to interact with our audience and we saw much impact from that. We started following pages that relate to our mission which was bringing awareness and people begun emailing and inboxing us on Instagram asking questions about our product and they ranged from different age groups .



36

People within the social media platform has followed our business page.

2

Two primary platforms for our product to be displayed to the public. These platforms were Instagram and our website.

25%

Of our sales was made from the social media platform that we have established.

Sales Continued

We conducted a Marketing Survey to help us find people interested in our product. We found that 81.3% of the people that were interested in our product were female and that 18.8% were male. So, that information alone let us know that most of our target audience would be women. We then identified a demographic illustrating 81.3% interest in our product were in the age group of 30-45. Taking from the overall pool of people who took our survey 68.8% somewhat considered purchasing our product. This information was extremely useful because it showed us that there were possibly some changes that we could make in our product for people to become more interested. It also let us know that based on our data our target audience would be primarily women ages 30-45.

FINANCIAL OVERVIEW

Statement of Activities	
Total Units Sold	55
Positive Yellow Lights	55
Total Income:	\$575.00
Total Sales from Positive Yellow Lights	\$275.00
Shark Investment	\$300.00
Total Expenses:	\$210.50
Sales Tax	\$34.50
Service Fees (i.e. Shopify and/or Square)	\$84.00
Materials and Supplies	\$92.00
Net Profit Before Return to Investors	\$364.50
Shark Investment (30% Equity)	\$109.35
Net Profit	\$255.15

Overview

As of March 2020, we have sold a total of 55 of our first units generating a total revenue of \$575.00. After expenses, a charitable donation, and investor return, Illuminated Vibes' net profit is \$255.15

Capitalization

For startup capital and preparation for our trade show, we relied on investments of \$300 from our investors, Lisa Friedlander and Kesi Stribling. This was a \$150 offer in exchange for 15% equity in the company. With an expected return if our company had made profit.

Liquidation

We were able to generate enough profit to pay off investors their investment. Our investors, Lisa Friedlander and Kesi Stribling, requested a 15% percent return of their initial investment totaling to a return of \$300. When liquidating our company, a total of \$364.15, will be used to return to our investors and the Illuminated Vibes' team's Members .

Break Even Point

To prepare for the trade show, we used money given from the investors to pay for necessary supplies for our trade show. With little money left from the Trade Show in order to break even and pay back investors, we decided to sell our lights at \$5 per unit in order to build customer attraction. We met our sale goal but were a little under by 5% leaving us with the remainder of our unit.



Learning Experience

Challenges Illuminated Vibes has faced were the supplies that were coming in and the packaging that it came in, they were small zip lock bags which did not look presentable to sale. We had decided we would get fun drawstring bags to add colorful ribbon to. It was a struggle to have everything ready by the trade show when our packaging was still undecided. Illuminated Vibes had decided to create a second product as a response to give back to charity, however it did not turn out as well because we did not finish selling out the first product. This was due to COVID-19, we were not able to sell or ship our products. We wanted to ensure the safety of our customers and of course our members. This challenge has helped us to improve our marketing to attract customers to finish selling our product. As a result, at the trade show we utilized the lights to explain and display the mission which was bringing awareness and knowledge. This caused a great increase in profit which we will give to our potential charity. There were many trials and tribulations which Illuminated Vibes conquered by venturing out to help its peers when being stuck at a railroad crossing. The success of Illuminated Vibes was based on the different causes which we explained on a card that was wrapped around the lights. Illuminated Vibes taught us different ways to market and what works and what does not. What worked for us is when we posted information on our social media and allowed our audience to interact. In addition, adding colorful accessories to our packaging which caught our customers attention like our drawstring bags with colorful ribbons. What did not work was when we simply try to sell our products without providing full back knowledge of product. Team members of Illuminated Vibes went through many changes because of how customers were not satisfied with certain ways of packaging. Although consumers made recommendations and reviews about the product, Illuminated Vibes decided to make sure to include customers recommendations to appease their consumers. There are many choices and decisions that were to be made during the sale of Illuminated Vibes that made a good profit. Illuminated Vibes became a learning experience to everyone on the team who benefited by having different skills in which we all collabed to make a great product. The team was able to come together and learn from each other the ways to produce a product and define a purpose.