



# COMPANY REPORT



2016/2017

## Obsah

President's speech	3
JoTter	4-7
Financials	8
Marketing	9
Management	10

## President's speech

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Dear shareholders, partners and sympathizers of our company. Five months have passed since a group of unexperienced young people introduced their plans to their investors at the general assembly and thus accepted a challenge to set off to the unexpected. That day new students JA company “DEED”, was formed near Grammar School of Saint Thomas Aquinas in Košice.

The name DEED hints at our main objective. We try to help people around us throughout the whole functioning of our company. They are mostly students, teachers or other staff of our school. It is our priority to make their day to day life easier and more pleasant. Everything that we accomplished so far is thanks to a team of nineteen employees who are willing to sacrifice their free time, aren't afraid of taking responsibility for their actions, and perceive obstacles as new challenges. But the most crucial thing is that they enjoy what they are doing. We think of our motto as an inspiration to innovate in a manner that is interesting for the young. Well, see for yourselves.

# JoTTer

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With a vision of happy students, the department of production is focusing on developing a device which could make their lives easier .



If you are a student, you have surely struggled with **tons of notebooks** in your backpack, causing you **back pain** as well as endless **re-writing** of the notes you have to do in case you missed a class. With a revolutionary device called JoTTer, all these problems will fly away. JoTTer allows you to write your notes into one simple device with a special pen and all of your notes are automatically saved into your tablet as a .jpg file.

## **“Why just don’t use a tablet instead?”**

You can comfortably lay your hand on JoTter without fear of ruining your notes, because the specialised screen reacts only to the pen, not touch as it does in many tablets. Next advantage out of many others is that thanks to its sensibly designed angle, light does not reflect from the surface.

Our device works on a principle of a signature system used in banks or other institutions. The signature pad is connected to a tablet through an application made by Matej Focko, working for Microsoft Student Training center. We are also thankful to Elcom company for lending us the signature pad.



Our department took part in creating this device by supervising the process. Among other activities we are responsible for running a school buffet. Apart from that we organise a lot of big events, for example a school ball with more than two hundred participants or less crowded events, such as an Italian movie night.

A big thank you belongs to our coworkers from other departments as well as our teacher and mentor Ing.Kvetoslava Danková.



## Product price

The price of our product is currently 578€ . The cost of the signature pad creates the majority of this sum. Our team is searching for a hardware of a similar quality at a lower price so that Jotter could be more affordable for the public.

**We are planning on lowering the cost of Jotter to at least 200€ each.**



## Financials

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Students and teachers have shown a big interest in our company and have been watching our activity since the beginning. We managed to sell all 100 equities worth 3,50€ each in a couple of days and thus we gained a capital of 350€ . This chart shows our financial progress until 1.3.2017...

	<b>Plan</b>	<b>Reality</b>	
<i>Incomes</i>	6 400,00 €	9 045,76 €	141 %
<i>Outcomes</i>	5 400,00 €	5 832,69 €	108 %
<i>Profit</i>	1 000,00 €	3 213,07 €	321 %
<i>Tax (22/21%)</i>	220,00 €	674,74	307 %
<b>NET PROFIT</b>	<b>780,00 €</b>	<b>2 538,33 €</b>	<b>325 %</b>



## Marketing

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Creativity of our employees is very important. They have to make the content simple and catchy at the same time. Customers mean a lot to us, that is why we give them a special attention, so they won't miss any important news. Throughout the past couple of months , marketing of JA company DEED focused on propagation used mostly the social media such as short videos, surveys and posts. We also use the non-electronic way of propagation via posters, school newspaper and radio.

The results of our effort achieved their goals such as mastering of the DEED logo, production of commercial objects and of course creating our website.

## Management

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Every company functions thanks to people and certain discipline. Department of human resources takes care of that. Employees of this department are tasked with attending to employees and shareholders of our company. We regularly note the attendance of our employees by which we provide foundation for calculating salary for the financial department.

Besides keeping the records of shares and shareholders, presence register and employees' attendance, our department specializes in preserving the company's culture – supports casual relationships of members, because we think of ourselves as better in overcoming obstacles when united.

**Teacher:** Ing. Kvetoslava Danková

**Consultants:** Ing. Marcel Ulik Profitmetal s.r.o. Košice

Ing. Mária Sutorčíková MOORES, s.r.o.

Mgr. Zuzana Molčanová a Ing. Marek Láni

Microsoft Czech Republic and Slovakia



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