

Vobis

pre vás ..

Company report 2016/2017

Vobis, JA Company

at OA Nevädzová 3 in Bratislava

Teacher: Ing. Adriana Jurášková
Consultant: Silvia Petöczová



Who we are?

Our team consists of 14 students - 11 girls and 3 boys. We are the ones who walked out of the shadow of a class and decided to experience pros & cons of common business by ourselves. We are not alone. We greatly appreciate the help of Mrs. Jurášková, who's our teacher & Ms. Petoczová, the marketing manager of KENZEL.

What are our aims?

- To offer customers that they can't find in competition
- To provide our shareholders with a vision of good business investment
- To improve quality of environment and support healthy lifestyle
- To provide higher safety of all cyclists and other road users
- To gain business skills, to learn not to be afraid to pursue business

What's our product like?

It's personal, original and tailored made. We invented the so-called „personalized bike bell“ the design of which is made by customer himself. The future owner of our bike bell chooses the colour and size of his/her bell from our catalogue. Then, we make his/her wish a reality. If the customer's happy with a final design, the production begins.



How do we offer our products?

When the novelty is implemented to the market, we direct our attention to marketing. Our marketing strategy includes social networks, banners, but most usually the essential part of our marketing strategy is a personal contact. That's why we attend schools to contact people directly, we present ourselves at school events (students matriculations) or volunteer events (Kenyel family day). In our work, we want to be unique, different and simply to offer something that the others do not have.

About us



A word Vobis comes from the Latin language and it means „for you“ which is our motto as well. We chose this name because it expresses our idea to focus on the needs and requirements of our customers, that we are trying to follow in the best possible way.

Our team consists of fourteen students who were chosen based on competition. Although we sometimes don't share the same opinions, we are able to find a solution as a team.

The reason to choose our main product – a personalised bike bell was to offer something made exactly to our customers' requirements and thus help to make cycling enjoyable. Positive approach to movement is good not only for their health, but also for environment. People will prefer riding on a bike with their own bell rather than driving a car.

OUR ACTIVITIES

During the whole school year all of us participated in various activities. We volunteered for Kenzel in their promo events. We visited their bike factory in Hurbanovo thanks to which we decided to start our business idea with the bells.

We helped our school with matriculation for which we designed special T-shirts with the school logo and funny motto as well as matriculation certificates. We organised the Open House where we accompanied the potential students and their parents interested to study at our school.

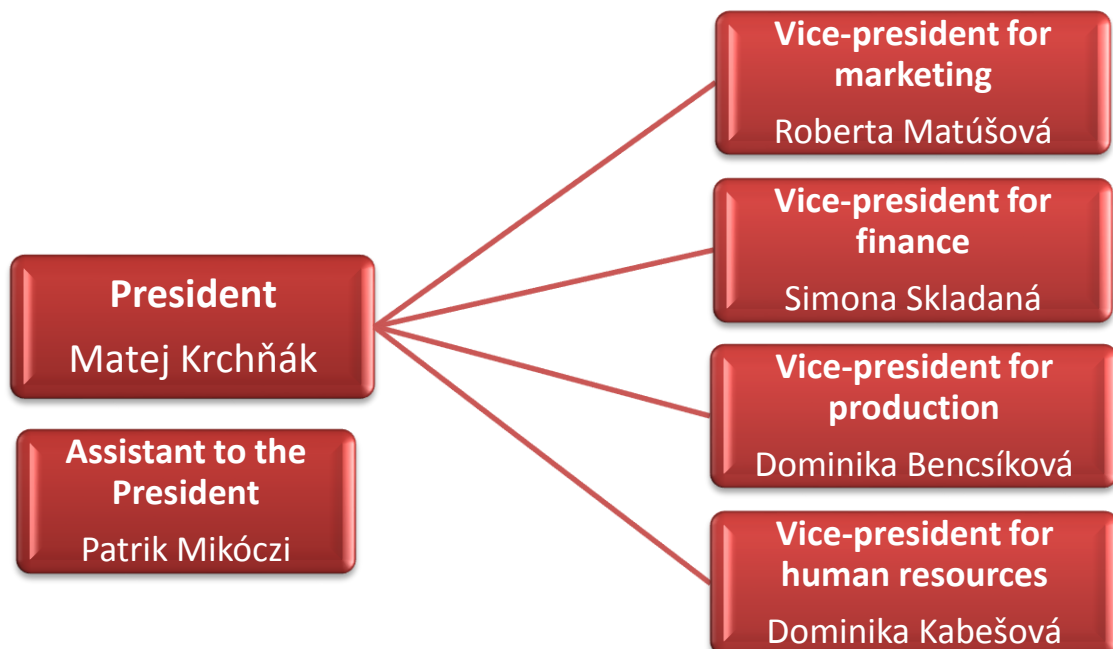
At all these events our product was offered.

Company management

Although we made all of the decisions together, the final one was up to the company management. We communicated not only at school but mostly on social networks, that allowed permanent contact. We produced the bells with the help of our consultant who provided us with production and marketing know-how.

In case of any problems we faced, we always knew that we could rely on our teacher's help. Although we were trying to solve most of the problems without her help, she was there to support us in our work.

Our team



Other members of the team

Financial department:

Adam Javorčík – responsible for cash

Júlia Katrincová – main accountant

Marketing department:

Renáta Gaálová

Nina Nálezová

Nad'a Nálezová

Nikoleta Kvintová

Human resources:

Mária Čulenová

Viktória Dodeková

Our products

BIKE BELL WITH CUSTOM DESIGN

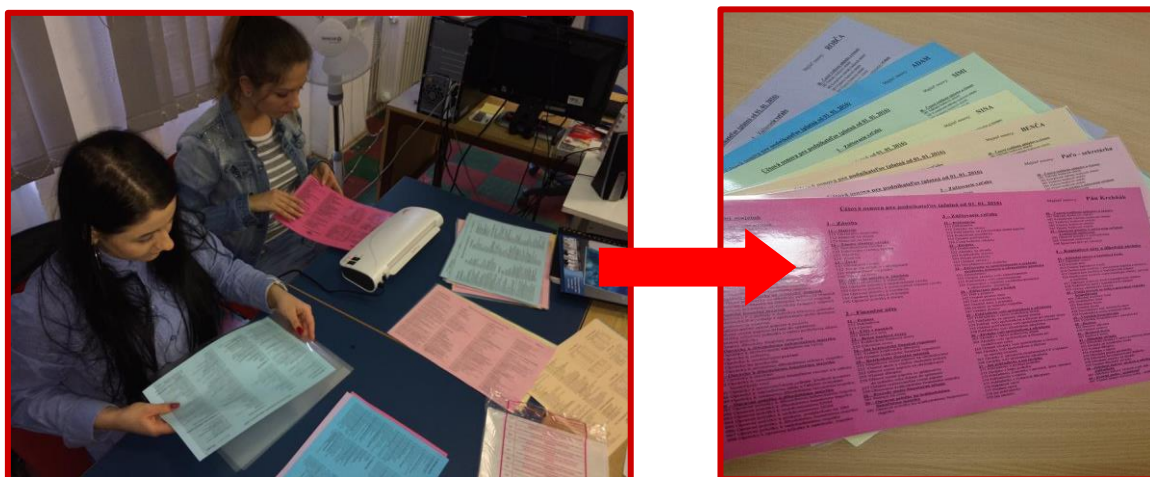
Bells are our main products. Personalised bike bell from Vobis will not only make your riding safe, but it's also a very stylish part of your cycling equipment. It's unique in the way that you can create your own design of it. The customers can propose their own impress which is then stuck onto the bells, and they can choose the size and color of the bells. The final design as well as the impress is made in our company but some of our components are supplied by our partner which is a Slovak company called Kenzel that makes bicycles.



Zvonček	Cena
1. Klasický chrómový zvonček, priemer 80 mm	4 €
2. Zvonček Bašil (rôzne potlače)	10 €
3. Zvonček Vintage s potlačou (potlač srdce, kvety), priemer 80 mm	7,50 €
4. Zvonček Vintage bez potlače, farebný (béžová, ružová, chróm), priemer 80 mm	5,50 €
5. Zvonček Vintage bez potlače, farebný (ružová, červená, biela, modrá), priemer 60 mm	4,50 €

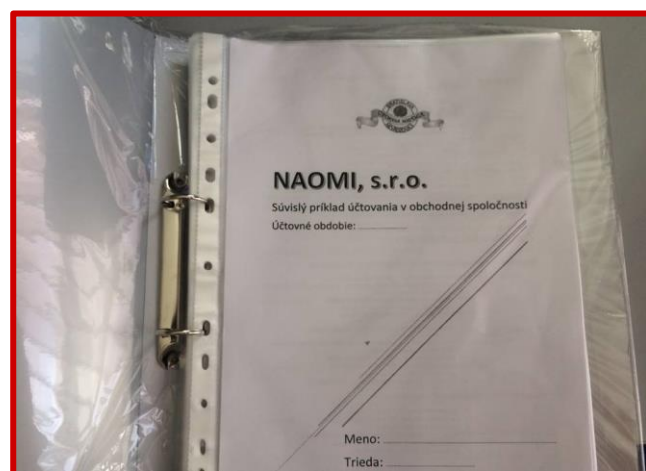
THE CHARTS OF ACCOUNTS

We make this additional product for students because it's used as a necessary school tool for accounting. In our offer we have a wide scale of colors, from which every student can choose a favourite one, every chart is marked with its owner's name. Besides clear account summary, the product includes specified numerical returns for salary accounting, travel expenses compensation, tax depreciation or any other tax rates. As the accounting schedules are made by JA company every year, the information included are always up to date.



THE FILE OF ACCOUNTING MODEL

This product is intended for students who are preparing for Accounting Maturita. It includes exercise assignment, the solution of which is similar to practical Maturita test, which guarantees us high saleability providing relatively low input costs.



Marketing

We were trying to keep the customers informed about the products we offer as effectively as possible. The marketing promotion was done by common advertising practises adjusted to our financial possibilities (e.g. posters, social media adds or promotion at school events). The reason why our company got so popular were the personal meetings with our customers. Our aim was to persuade them about usefulness of our product. We wanted to make them know that what we offer is not possible to get at any of our competitors. Thanks to our patient communication with the customers we could track which products they missed and accordingly we were improving our previous popular products. The major updates were the names put on accounting schemes or a competition for the most original motto on the bells. Thanks to the market research, we were able to make any improvements right away.

JA company aims

Our primary aim was to reach the highest profit, which could cover the incurred expenses and secure dividends for shareholders. Our products were not expensive, they were greatly demanded by the customers and therefore we were able to earn profit.

The secondary aim was to satisfy the customers with their unusual requirements (e.g. safety, originality, etc.) the result of which was satisfaction of the customers as well as ours, as we learnt how to work under financial and time pressure.



Problem solutions

An advantage of our team was the ability to communicate between each other in a reasonable way which made the whole process easier. For us the best way of solving problems was discussion or presentation of pros and cons of our potential decisions. As a work team we always supported and helped each other in any situation. We believe that success of any company is based on good relationships among its employees.

Any complaints were solved to customers' satisfaction, eventhough additional expenses were required. Fortunately there were not many of them.



SAMPLES PROMOTIONAL MATERIALS

Vobis
pre vás ..

uvádza novinku na trhu

Zvončeky na bicykel

s vlastným motívom

v ponuke v dvoch veľkostiach
a v rôznych farbách



cena od 4,- €



alebo s už navrhnutým dizajnom



cena od 7,50 €

v prípade záujmu kontaktujte aplikáčov

!Zvonček!

S motívom podľa
tvojho výberu

... už od 4 € ...

Ak máš záujem
kontaktuj aplikáčov



Vobis
pre vás ..

vytvorilo exkluzívny produkt
laminované účtové osnovy



Základná cena
výrobku 2,- €
Príplatok za
ľubovoľný
nápis 0,10 €
Ponúkame 13
druhov farieb



V PRÍPADE ZÁUJMU

Nás nájdete v 3.A alebo 3.C triede
Druhákovi navštívime sami.

Štyrtáci POZOR!!!

Firma

Vobis

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Vám tento rok ponúka na predaj **Fascikel so súvislým príkladom účtovania**. Ako darček od nás dostanete aktuálnu účtovú osnovu a papiere na poznámky. Neváhajte dlho, čas sa kráti. Nájdete nás v 3.A a 3.C. V prípade záujmu si pýtajte aplikáčov. Tešíme sa na Vás.



Cena 7€

Financial analysis

For the time period from 05/09/2016 to 30/04/2017

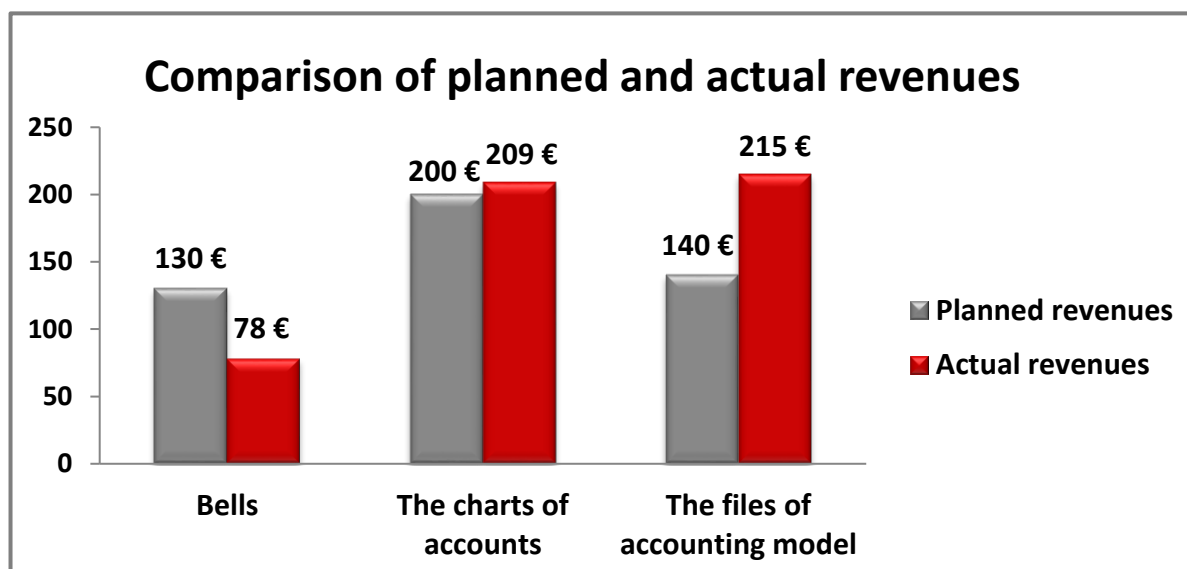
Proceeds from the sale of products	
Sales for bells	78 EUR
Sales for the charts of accounts	209 EUR
Sales for the files of accounting model	215 EUR
Overall	502 EUR

Expenses	
Material	164 EUR
Wages	190 EUR
Other expenses	30 EUR
Overall	384 EUR

Economic outturn	
Overall proceeds	502 EUR
Overall expenses	384 EUR
Profit	118 EUR
Income tax	25 EUR
Net profit	93 EUR

Capital – Shares	
Number of issued shares	80 ks
Nominal value of one share	2 EUR
Total value of subscribed shares	160 EUR
Estimated dividend per share	0,20 EUR
	t. j. 10 %

Despite the fact that we didn't achieve the expected earnings compared to the business plan designed at the company foundation, our time-tested products compensated the loss. The current number of orders from our customers for our new product (bells) gives us hope that these plans were not overestimated at all.



Our achievements

Our biggest achievement we consider the number of sold products. Great news is that the demand for our new product (a personalised bike bell) is increasing. It turned out that tailored made, personalised bike bells are requested not just by students and teachers, but they also enjoy popularity with customers outside the school world.

Compared to the previous year, the number of the sold accounting model files has increased by 54%. We believe this was thanks to our perfect promotion materials and personal sale. Thanks to that we could invest more money into development of our new product.

Success was achieved by individuals as well. The employees of Vobis, JA company succeeded in competitions like Innovation camp, which was organized by a non-profit establishment JA Slovakia. Two first places and two third places in competition of teams from Czech and Slovak republic proved that our communication and presentation skills gained by working in the company were worth.



Future of our company

As our personalised bike bells has been demanded by many customers, a chance of an end of our company is very low. We are planning to announce a marketing competition for the funniest motto. We would also like to run a campaign to sell our product outside the company seat.

Our aim is to create an e-shop, where customers would propose their own design of the product or they could choose from our proposals. We would also like to support building of the bike paths or children's traffic playground with our logo.

Vobis provided us with new skills about company policy and management. Vobis taught us how to work in a team effectively, or how to supervise it. We had a chance to see a real world where nothing is for free, however we have to admit that we like it a lot.

Our thanks goes to:

- ***JA Slovensko, n.o. for offered opportunities***
- ***Company Kenzel and especially Silvia Petöczová for expertise and willingness to take care of us.***
- ***The management of OA and teachers for your patience and support.***
- ***Shareholders and customers for the trust and favor.***

