

Country: Slovakia

# Company Report

Oui. JA Firma



**Adress** Gymnázium, Školská 2, 018 41  
Dubnica nad Váhom

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**Business  
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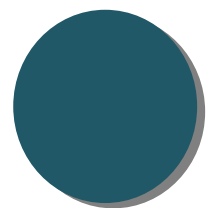


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Our **U**nique Ideas **Oui.** /we/

# Content

<b>1. Executive summary</b> .....	<b>3</b>
Company information (3)	
Presidential foreword (3)	
<b>2. Production Department</b> .....	<b>4</b>
Product story (4)	
Product manufacture and its characteristics (4)	
Advantages and usage (4)	
Responsibilities and activities of Production Department (5)	
Market research (5)	
<b>3. Marketing</b> .....	<b>6</b>
Marketing strategy(6)	
Promotion (6)	
Sales(7)	
Target customers (7)	
Overview of marketing activities (7)	
<b>4. Finances</b> .....	<b>8</b>
Responsibilities of Financial Department (8)	
Financial strategy (8)	
Financial management to 3rd March 2017 (8)	
Prices (9)	
Future (9)	
<b>5. Human Resources</b> .....	<b>10</b>
Organisational structure (10)	
Responsibilities and activities of Human Resources (10)	
Company activities (11)	
Personnel changes (11)	
<b>6. Thank you</b> .....	<b>12</b>



## Executive summary

### > COMPANY INFORMATION

Business Name	Oui., JA Company
Office Adress	Gymnázium, Školská 2, 018 41 Dubnica nad Váhom
Company motto	Our Unique Ideas
Contact	 <a href="mailto:spolocnostoui@gmail.com">spolocnostoui@gmail.com</a>  <a href="https://www.facebook.com/oui.dca">www.facebook.com/oui.dca</a> <a href="https://www.facebook.com/ledprilby.oui">www.facebook.com/ledprilby.oui</a>  <a href="https://www.instagram.com/oui.dca">www.instagram.com/oui.dca</a>
Product	LED´s see! cycling helmet
Product motto	Be safe. Be visible.



### > PRESIDENTIAL FOREWORD

 Dear shareholders,

*It has been over 4 months since the establishment of the student JA Company Oui. During this time period our team has been working and actively taking part in many successful events organised by our company as well as in the development and manufacture of our product – LED´ see! helmet.*

*The establishment of JA Company Oui. is in a full competence of Association of students of Applied Economics at Grammar School Dubnica nad Váhom, which has been formed based on the Partnership Agreement with the reference to Civil Code § 829 and registered properly in JA SR with the consecutive number 060/2016-2017.*

*In the beginning we were a group of ambitious, creative young people with innovative ideas and willingness to learn new skills. We started with selling smaller products and organised various school events, such as disco or ball for our classmates, friends and the public as well. Currently we have been selling our clothing collection. All of these activities provided us with valuable opportunities to learn the basis of management and other useful skills, as well as the finances for the aforementioned product development of LED´ see! helmet.*

*LED´ see! helmet is a cycling helmet which has a great advantage in comparison with others – it increases the visibility of the cyclist in the dark or foggy weather by using special waterproof LED stripes attached to the helmet powered by a regular power bank.*

*My gratitude for promptness and help with coping with the problems belongs to our Headmistress Mgr. Adriana Vančová who has been motivating and leading us since the difficult early beginnings. I would also like to thank Progresívna škola, our school magazine, Zelená škola and Dubnická Telka for enabling us to collaborate with them in a very convenient and beneficial way. My thanks also belongs to Marpex company and their helpful staff.*

*I firmly believe that we will remain as ambitious as we have been till recently and we will continue with our work.*



**Barbora Rýdza – President Oui. JA**

## Production



### PRODUCT STORY

*As many of us have recently become drivers, we all know the instant shock and fear from the car drive when cyclists wearing no reflexive equipment appear on the road all of sudden. As this experience was for many of us what discouraged us from driving, we decided to do something about it. By creating an illuminated cycling helmet we want to increase the safety of cyclist themselves as well as the drivers on the road.*



### PRODUCT MANUFACTURE AND ITS CHARACTERISTICS

**LED's see!** is a cycling helmet to which LED stripes (IP65), 2835, 300LED are attached by using a silicon glue. The LED stripes in winter white colour with a silicon resin coat are waterproof and their input volatage is 12V. The angle of shining is 120° and its lasting power is 40,000 hours. The LED stripes are powered by the external multi-purpose powerbank. Because of its wide usage and rechargability, the power bank is better and safer for the environment than the regular non-rechargable bateries. Moreover, thanks to the voltage converter build in the USB cable it provides the exact amount of power for the LED stripes to shine brightly and evenly. LED's see! helmet follows all of the safety standards.

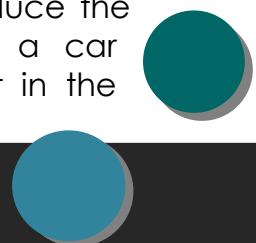


Production Department employees with the great help of other members of staff participated in the whole proces of manufacture, having learned the essential skills in terms of electricity and other technical abilities.



### ADVANTAGES AND USAGE

LED's see helmet is diffrent from the others thanks to the LED stripes attached to it, which increase the visibility of the user in the dark or in foggy weather. The whole LED system is waterproof so it is safe to be used in all weather conditions. LED stripes provide a bright light which makes the user being visible from the distance of many metres. Using LED's see! helmet instead of the regular one provides brain protection, design and helps to reduce the number of accidents caused by a car driver not having noticed a cyclist in the dark.



## Production

### ➤ RESPONSIBILITIES AND ACTIVITIES OF PRODUCTION DEPARTMENT

Our student company *Oui.* has focused on the production of cycling helmet LED's see! . The manufacture of the product was a responsibility of the five

members of the Production Department with their Vicepresident but other members helped as well. While developing the product itself we collaborated with Marpex Company. Our consultants helped us with technical issues of the product and provided us with useful tips.

Our helmet places great emphasis on the safety aspect of the user. In the development phase we had to consider many options for attaching and connecting the LED stripes to the helmet and choose the most suitable one. Members of the Production Department also had to opt for the best LED stripes, as we wanted them to be waterproof, longlasting, in a high quality and for a good price.



Besides the production of LED's see! helmet, Production Department was involved in organisation and making DIY decorations for the upcoming events – Easy Party in February and Hollywood Ball in March.

*Oui.* has been currently working on a clothing collection. Because we have favoured the production of helmet as it is our main product, we had to delay the production of our merchandise. The preparation of the clothing line was taken in the responsibility of the Marketing Department.

 „The product development was very challenging for us at first as we had little knowledge and experience in this technical field. There were some obstacles but we managed to deal with them successfully and create a product we are now very satisfied with.“

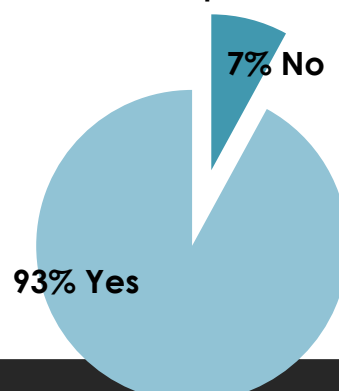
**Nikola Pieřková, Production Vicepresident *Oui.***



### ➤ MARKET RESEARCH

To be able to understand the needs of the market and our potential customers, we have made a short survey on what are the customer preferences. These were shown to be something new, innovative, which can be used on every day basis. **93%** of the respondents asked demonstrated their interest in buying a daily used product, with new improvements or functions.

**Would you like to improve any of your existing products of daily use?**

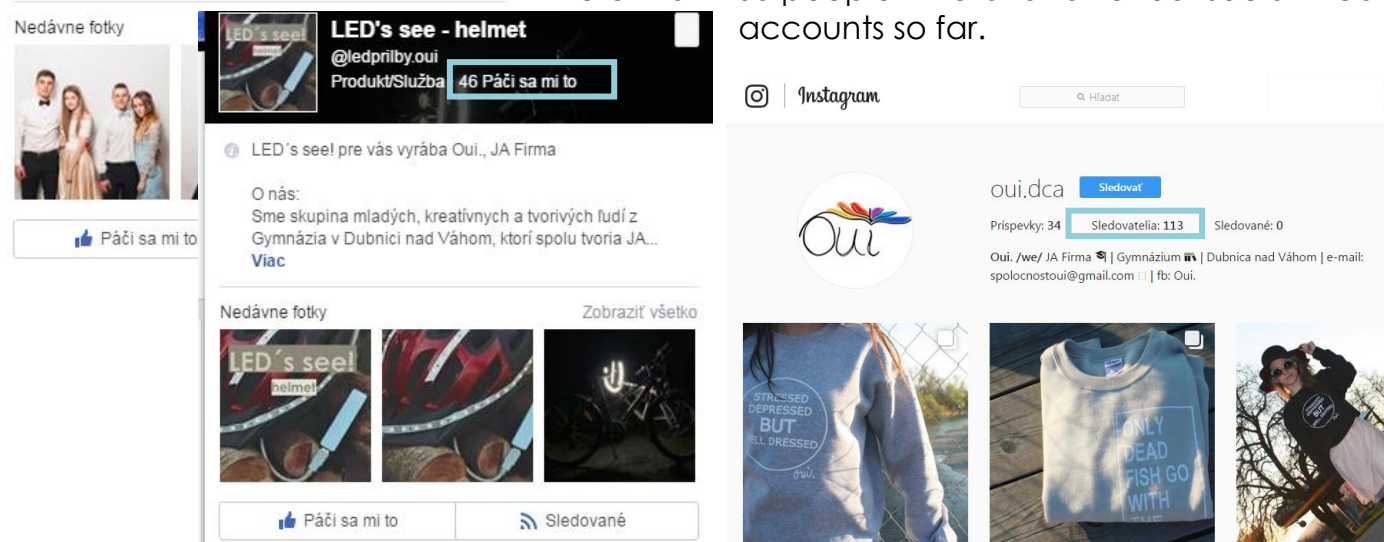


## Marketing

### ➤ MARKETING STRATEGY

Marketing is one of the most important business departments and plays an important role in the company. Its major aim is to create, keep the and satisfy the customer. In Oui. we are conscious about how important it is to set a good marketing strategy. The Marketing Department has been following a formerly approved strategy of the **marketing mix 4P**.

Promotion and sale goals were based on the customer research which had been precisely done by Marketing Department. We have set our online promotion goals to be reaching the number of 200 followers on Facebook and 100 followers on Instagram. In fact, we have managed to reach our goals in terms of social media marketing and attract more than 400 people in total at all of our social media accounts so far.



### ➤ PROMOTION

Our products, events and our company were advertised on our website and the social networking sites Facebook and Instagram,. The effectivity of online marketing was constantly and regularly watched and measured. We believe that by using a more strategic plan, we can develop better marketing communications and build a much wider audience over time. Based on the results of social media analysis, we accustomed the plan to keep in touch with our customers and share the content which is interesting for them. To strengthen the online promotion we have set up our website and been currently working on its improvements.


We communicate with our audience via social media and keep creating a strong and friendly relationship with the customers. Our profiles also offered us the opportunity of interaction with people and „learning by doing“ in terms of online marketing.

Promoting our events and our company locally we used offline promotion as well. We informed students about upcoming events by displaying posters and announcements in our school. Judging by the positive response from our classmates we believe we managed to accomplish and fulfill our marketing aims.

## Marketing

### > SALES

Our sales team has been working especially hard this year. We have managed to sell 6 units so far, but we have been constantly taking new orders. Our regular sales were done at school, via our website and we also used our social media profiles to take orders from customers. The tickets for our events were offered via social media and by poster displays.

 „Thanks to the participation in JA Company we had the opportunity to learn how marketing and business work and gain skills that can be used in any career. We are eager to learn new things with passion and joy and that's great!“



**Rebecca Žigo, Marketing Vicepresident Oui.**

### > TARGET CUSTOMERS

Our current customers have been people from our neighbourhood or school so far, as we started with selling the helmets locally. Nevertheless we expect to exceed our market of target customers further in the future.

As a part of our marketing research we have already looked closely at worldwide cycling statistics and found out where cycling helmets are compulsory. „In 2003 bike production had climbed to over 100 million per year compared with 42 million cars.“ (WorldWatch Institute). There are currently more than a billion bicycles in the world. Helmets are already fully or partly compulsory in Australia, Austria, Canada, Czech Republic, Croatia, France, Iceland, Latvia, Slovakia, Slovenia, Sweden or USA. In the future, we can therefore say, that focusing on the countries where helmets are mandatory presents a potential market expansion.



**Company merchandise**

### > OVERVIEW OF MARKETING ACTIVITIES

So far, the Marketing Department has accomplished following tasks: graphic design of the company logo, signing up for the social media and creating company profiles, managing the activity of online marketing, monitoring the effectivity and success of online promotion based on web analysis, public relations and cooperation management, creating and displaying posters and announcements as well as providing sales. We were responsible for designing and selling our planned company merchandise.



**Our leaflets**

Thanks to Dubnická telka, we were provided with necessary gadgets for the promotion issues. They also helped us with advertising and offered us their services free of charge. Besides Dubnická Telka we have managed to agree on other beneficial marketing collaborations with Zelená škola, our student magazine Presso and Students Council at our school.

## Finances

### > RESPONSIBILITIES OF FINANCIAL DEPARTMENT

The responsibilities of the Financial Department have been to control the cash flow of the company, managing the economy and making prices. So far, we have been accounting, keeping cash and accustoming the financial strategy in order to create a profitable company.

### > FINANCIAL STRATEGY

The aim of our financial strategy has been to satisfy the customers with the product or service of a high quality and for a reasonable price, which would contribute to positive financial prosperity of the company.

The initial income has been formed by issued share capital of 100 shares at 2€ each. Money for the product development were ensured by organising various additional events such as a disco or a ball.

### > FINANCIAL MANAGEMENT TO 3rd MAY 2017

Earnings	Expected	Real
Party	900,00	2571,06
Ball	2500,00	3130,45
Product	184,00	198,00
Seasonal events	0,00	360,48
Other	0,00	50,00
<b>Total</b>	<b>3584,00</b>	<b>6309,99</b>

<b>Total earnings expected</b>	<b>3584,00</b>
<b>Total costs expected</b>	<b>3515,00</b>
<b>Total company profit expected</b>	<b>69,00</b>
<b>Real earnings</b>	<b>6309,99</b>
<b>Real costs</b>	<b>5253,41</b>
<b>Profit (without salaries)</b>	<b>1056,58</b>

Costs	Expected	Real
Party	665,00	1256,27
Ball	2300,00	2266,89
Product	220,00	561,02
Marketing	330,00	643,50
Seasonal events	0,00	225,23
Salaries	-	*
others	0,00	300,50
<b>Total</b>	<b>3515,00</b>	<b>5253,41</b>

\*Salaries

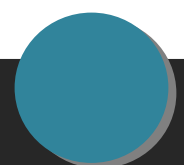
460,00

**Total operating profit**

**596,58**

**Liabilities**

<b>Loans (repaid)</b>	<b>1300,00</b>
<b>Current Loan</b>	<b>0,00</b>
<b>Dividend</b>	<b>200,00</b>





## Finances

### ➤ PRICE

Product price was established to be 33€ for LED´ s see! Price was set after considering the costs of the raw materials, advertising and work wage.

Product calculation	
Costs	24€
Price	33€

**LED´S SEE!**  
HELMET

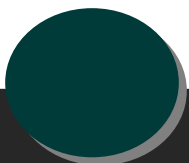


### ➤ FUTURE

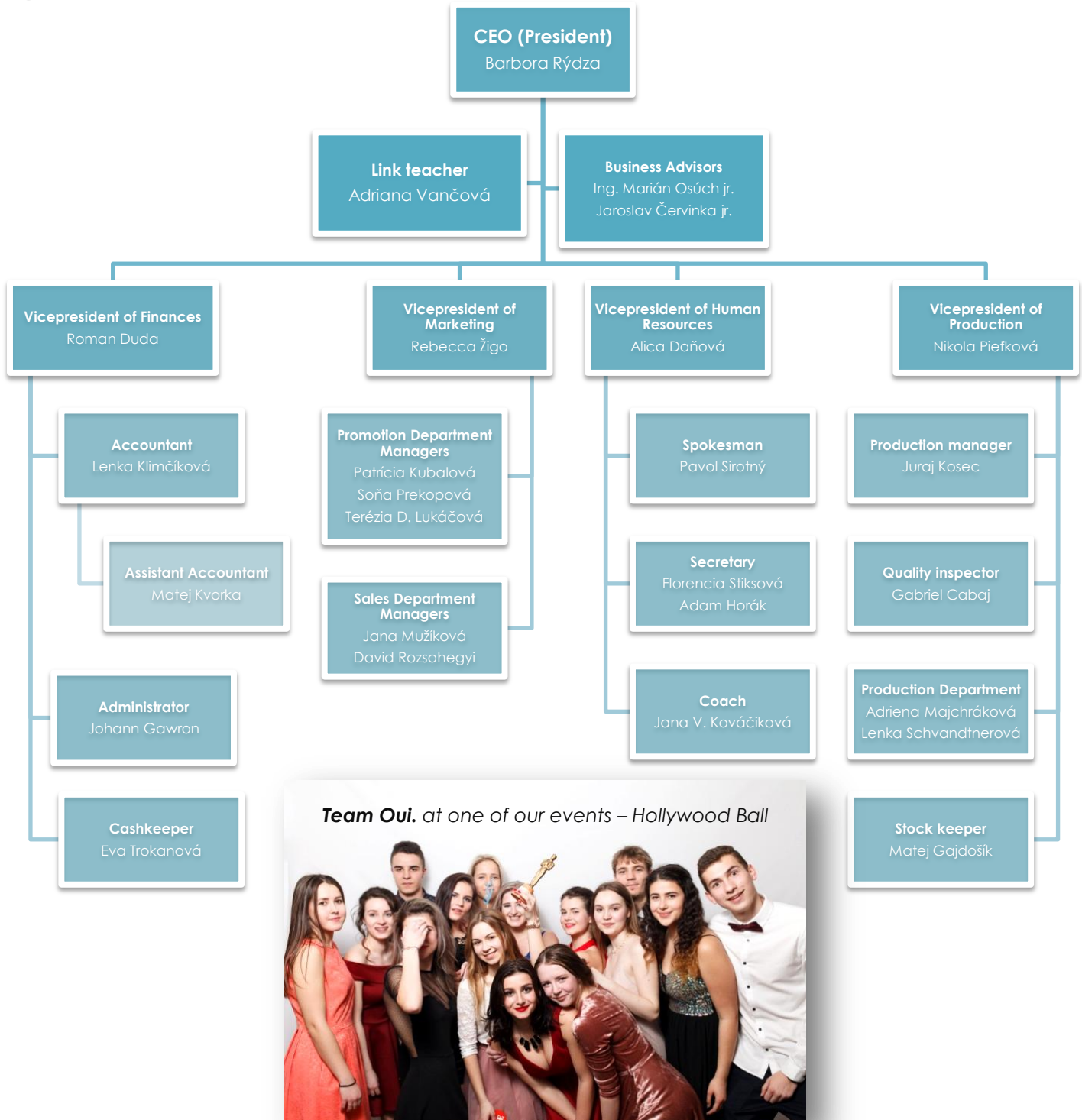
Since we believe that helmet LED´ s see! is profitable and rentable in a long term, we plan to make a wider sortiment and produce children version of LED´ s see!. In terms of product development, in the future we will remain looking for new ways, how to improve the power system and start working on the self-powering model.

In addition, we would like to extend the field of online marketing. We also believe in a big importance of content marketing and paid advertising as an implement of the organic one. Therefore we plan to share interesting content on the website and invest in marketing sector.

Moreover, we would like to make use of the human resources of our company and get involved in a company philanthropy via cause related marketing. In terms of sales, we would like to broaden the regular sales places to cyclo- shops and start a collaboration.



## ORGANISATIONAL STRUCTURE



## RESPONSIBILITIES AND ACTIVITIES OF HUMAN RESOURCES

The main responsibility of Human-resources Department has been to perform human resource management, to bring out the best work ethic, create a team of our employees and to oversee various aspects of employment. These aspects include fulfilling the tasks given to the employees, actively taking part in company activities and participating in company meetings.

## Human Resources

Some members of the company performed better work effort than the others did. However, the more hardworking or assertive members usually motivated the less initiative ones to work harder. A very essential part of Human-resources Department was the motivation of the members and the encouragement in learning and their personal development. By organising events, all of the members have learned the importance of teamwork and collaboration.



*„We had to deal with a few opinion exchanges or arguments in our company. Nevertheless, I have to admit that these were wholesome, as they always helped us to opt for the best decision.“*



**Alica Daňová, Vicepresident for Human-resources Department OUI.**

Vicepresidents of each company department have also been in charge of supervising the performance of duties and maintaining the views of their employees as well as pushing their motivation. The participation in company meetings was watched by the Vicepresident of Human Resources, who is responsible for considering it when deciding about the wage level. The salary has been formerly agreed to be 3€ for the management and 0,30€/h for other employees. To increase the employee satisfaction we've given the most hardworking employees a financial bonus.

## COMPANY ACTIVITIES

So far, the company members have participated in various activities provided by JA Slovakia programme. They have gained useful skills at Presentation Skills Workshop, JA INOVATION CAPM and JA SOCIAL INOVATION CAMP, Marketing Online Webinar, Management Training, Google online webinar and many others. Vicepresidents have also had meetings with our business advisors too. Moreover, the financial advice was provided by the consultant manager from NN.

Running a company has been an extraordinary challenge for all of us. We have learned a lot about business, teamwork and money by learning-by-doing. Many members have enjoyed being part of the company so much, that they decided to make use of the opportunities provided and take part in certificate programmes such as Digital Garage by Google, Entrepreneurial Skills Pass (ESP) or Business Idea Competition.



**Team OUI. at Innovation Camp**

## PERSONNEL CHANGES

There have been some changes in the organisational chart as well. Our former cash keeper Pavol Sirotný has switched the role with the spokeswoman Eva Trokanová.

# Thank you!

JA Slovakia  
Marpex s.r.o.  
Progresívna škola  
Dubnická Telka  
Gymnázium DCA



OUI



**JA Slovensko**  
Člen skupiny JA Worldwide

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