



ANOW

2020/2021

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Gymnázium Dubnica nad Váhom

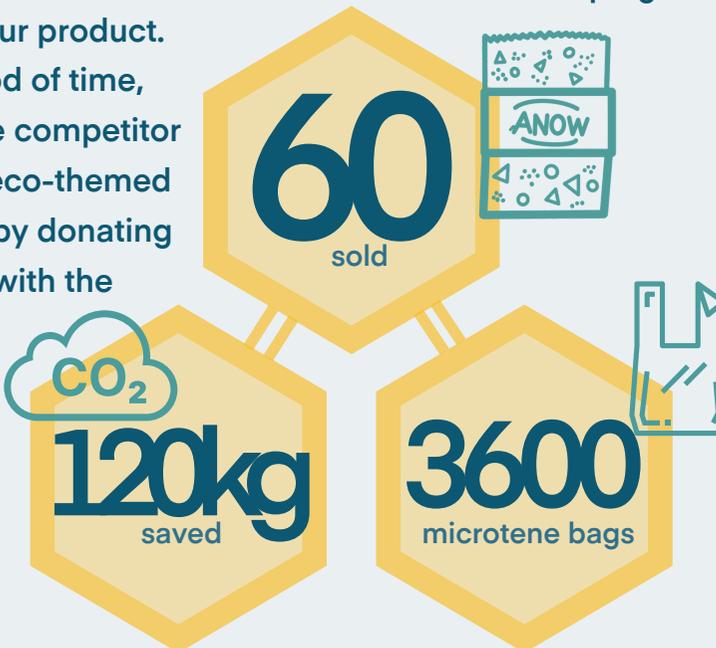


goals

1. Create a more ecological alternative for single-use plastic.
2. Refer to reusability and renewability of our product.
3. Compete with other similar ecological brands by maintaining local sources of materials with the same quality, but for a cheaper price.
4. Support ecological perception of people by sponsoring eco-themed discussions in our school and also by donating to civic association #everyindividualmatters with the hashtag #klímatapotrebuje.

achievements

1. We managed to create what we have desired to.
2. We referred to all of the positive features of our product.
3. By selling 60 bee-obals, in such a short period of time, we managed to become quite a recognisable competitor
4. We fulfilled our expectations by sponsoring eco-themed discussions in our grammar school and also by donating to civic association #everyindividualmatters with the hashtag #klímatapotrebuje.
5. Obtaining new experiences and skills in the online selling and marketing ecosystem.
6. Saving 120 kilos of carbon dioxide (around 3600 plastic bags)



abstract



product

Home-made, reusable bee-wax wrap, that is an alternative for single-use plastic food packaging. Bee-obals make your day brighter by their happy designs and they keep your packed food fresh for a longer time, whilst helping our planet towards a "happier tommorow".

find us

- [anow.company](https://www.facebook.com/anow.company)
- anowmanagment@gmail.com
- [anow.company](https://www.instagram.com/anow.company)
- <https://anow.company.site/>
- <https://www.sashe.sk/anow>



100 hours on the zoom

employees

During the existence of ANOW company, no employee has quit his job, nor we had terminated any employees. No new employees were hired throughout the existence either. All operations of the company were performed by full-time employees.



salaries

The employees have agreed that the salary was paid to the employees only once. Employees received a total of 60 € in salaries. Minimum wage of our company is 0.3 € per hour and management members received a total of 50 € in benefits.. Any further remunerations will be paid to the employees after the final liquidation of the company, depending on the final profit of the company.



human resources

The division of human resources was to motivate employees, solve conflict, keep high productivity, take care of evidence of hours worked by employees, prepare the basis to pay salaries and organize team building events.

motivation

Motivation plays a key role when it comes to a company that works. Motivation by salary isn't effective enough, because people often work only for the money. We haven't told our employees what and how to do it, because everyone knows that. We think it's important to know WHY to do it, or what's the POINT of our work. Why is our bee-obal the right choice? Realizing it paid off in the end by knowing how much plastic we saved. Why we do something is the strongest motivation, it is basically a complex self-reflection, and that is what motivated us the most.

communication

Without active communication, we wouldn't be able to deal with labor conflicts. So at the beginning of our company, each employee received a personality test. We found out what types of people we are working with, so we could alter the working environment as well as conditions, after which they can work comfortably, fulfilled by their job and with the knowledge of why they are doing the job they do. We used radical cordor with the existing labor conflicts. It taught us to be honest and emphatic at the same time.



production

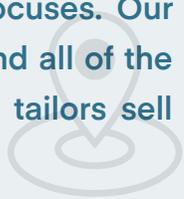
Based on our market research, we firstly decided to do production and selling of our school's t-shirts, which were dedicated to raise awareness of our activity among students, their parents and friends of our school. We bought them in an online shop and acquired a printing company to do the printing for us.



This dedication also brought us more capital for the next product - bee-obal, a slovak ecological product for food packaging, that serves as a great partner during hiking, cycling, or other activities. Bee-obals, on the other hand, were manufactured by us in the school laboratories of Gymnázium v Dubnici nad Váhom. Bee-obals are our main products, hence we will describe the details of sources and manufacturing more deeply.

sources of materials

Locality of our sources was one of our main focuses. Our bee-wax was bought from a local bee-keeper and all of the fabrics were bought on sashe.sk, where slovak tailors sell the fabrics to ordinary people.



our workflow

grating of the bee-wax

We firstly needed to grate the bee-wax into smaller pieces, so it can melt to perfection in order to achieve more quality



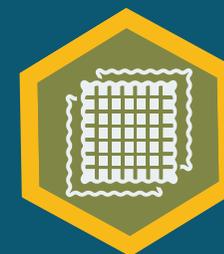
reusable



fragrant

preparation of fabric sizes

We offer our wraps in two set sizes, but a personalization of your bee-obal is a possibility as well. Preparation plays a big part of retaining a safe working environment.



handmade

hygienic and safe ironing

As mentioned above, we keep our working environment safe since the preparation. We iron the already grated bee-wax on top of a prepared fabric in order to merge them into just one wrap.



original



local

ready-to-use bee-obal

After a brief drying in the fresh air, bee-obals gain their structure and a very pleasing fragrance.



sustainable

marketing

Our marketing was based on our product and in understanding of our customers. We also used the known 4P principle, which was very useful to us in the current situation. Through the beginning of the creation process we managed to use method design thinking.

analysis

Our company is Human-centered. At the start, we needed to define the problem and find a problem-solving product. We analyzed the issue of plastic waste and broke it down into smaller pieces to determine the part we can improve the most with our product. We also examined the target group of people we wanted to set our market and promotion towards primarily.



synthesis

600⁺ followers

It is most challenging part of creation. We made many prototypes, and after some failures, we found out the main characteristics that our product should have. It should be for everyone - young people, boomers, hikers, and everyone who wants their food anywhere and anytime without any plastic around.



place

After analyzing our market, we realized that an e-shop would be the best choice due to the pandemic, thanks to its ease of accessibility. Our online store has had 70% higher worldwide sales than our product in local shops, but we expect the sales to go higher following the shops reopening.



promotion

After analysis, which told us our customers are 90% students, we predominantly focused on online promotion. We used Instagram not only to share our posts and videos about bee-obal and how to use it, but we spoke up to people thanks to big eco-influencers - Natália Pažická (42,6k followers) and Nikoleta Kováčová (37,3k followers). Local potential customers found out about us thanks to Instagram @square_trencin (7k followers). Social media were not our only method of promotion. We spoke mainly to young people through eco-discussions where we've talked about critical topics such as green-washing and global warming.

Because students aren't our only customers, we focused on off-line media as well. We have appeared on TV twice and collaborated with some magazines.

This way, we managed to speak up to half a million people.

500K⁺ spoke up to people

competitors

Bee-obal isn't just any beeswax wrap, as the packing of your food isn't the end of your journey with our product. Bee-obal is local in everything, from beeswax to its production. Localness isn't the only feature it has, however. Seeing that some of our customers came across this alternative for the first time, we offer them a blog full of tips and tricks on using Bee-obal. If they are tired of reading long manuals, we made several videos to demonstrate its use in real-life situations.

 **guide videos**

regular feedback 

 **eco discussions**

Our buyers can also be interested in our social media accounts, where we care both about those thinking of purchasing our product and those already having purchased it. We get feedback from our clients regularly. Due to that, we introduced the option to choose the size and the pattern of their bee-obals. Every bee-obal comes with a quick fixer and immediately becomes the best friend of every customer.

**your best friend
for every trip**



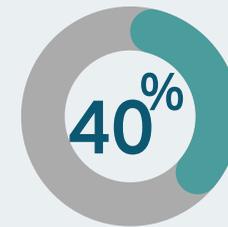
36% cheaper price

As for the pricing, we had to consider not only the prices of materials used to create our wraps, but also the work and time needed to produce them, packaging of the product and the ways to deliver it to our customers. We started to sell them for 4.50 € a piece, however, we had the chance to increase the price to 5€ thanks to high demand. After all, our price is still the lowest on the market being 36.5 % lower than any other bee-wax wrap. Even with this price, we guarantee high quality of the materials and the product itself.

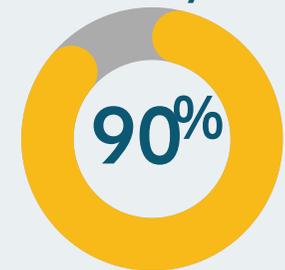
bee-obal
competitors

market

before analysis:



after analysis:



financials

profit and loss account

Sales	795.80€
Purchases	538.04€
Production Wages	50.00€
Closing Stock	0.00€
Cost of Sales	588.04€
Gross Profit	207.76€
Salaries, commissions and Bonuses	60.00€
Stationery	0.00€
Rent & Hire	0.00€
Miscellaneous Expenditure	0.00€
Registration Fee	5.00€
Total Expenses	65.00€
Gross Profit Less Total Expenses = Operating Profit (or Loss)	142.76€
Miscellaneous Income	5.00€
Net Profit (or Loss)	147.76€
Corporation Tax Payable	22.16€
Profit after Tax	125.60€
Appropriations of Profit	125.60€
Dividends:	100.00€
Donations:	25.00€
Other:	0.60€
Balance	0.00€

Financial tables show appropriate values according to the past situation, when we the company was being started.

All of our sales come from either t-shirts or bee-obals selling.

balance sheet

Current Assets:	
Stock	0.00€
Debtors	0.00€
Cash at Bank	0.00€
Cash in Hand	547.76€
TOTAL CURRENT ASSETS	547.76€
Less	
Current Liabilities:	
Bank Overdraft	0.00€
Loans	0.00€
Creditors	0.00€
Corporation Tax Payable	22.16€
VAT Due	0.00€
TOTAL CURRENT LIABILITIES	22.16€
BALANCE	525.6€
Represented by:	
Issued Share Capital: shares at €	400.00€
Profit & Less Account (Profit after Tax)	125.60€
Shareholders Funds	525.60€



Verified by Mgr. Katarína Šašinková,
APE teacher



what's next?

We realise that the market of plastic alternatives is very fast growing, hence we are not scared of our future. For the future, we are negotiating a possible collaboration with a local shop in Čičmany, which would result in even higher sales and therefore more plastic saved. Besides Čičmany, we would also like to expand into small shops in our local area, which were closed due to the ongoing pandemic.

čičmany
special edition



We would also like to organise more eco-discussions on the topic of plastic alternatives, which would raise much needed awareness.

assortment expansion

We also want to expand our assortment in various sizes and graphic designs. We still want to keep all of the designs in the "natural theme".

your size
your graphic
your bee-obal



obtaining new certificates



Engaging new customers with new certificates is one of our ambitions as well. GOTS certificate (Global organic textile standard), was developed by leading standard setters to define world-wide recognised requirements for organic textiles and it has 4 scopes.



Obtaining another certificate - Ecocert, would mean that our sources of material would also be certified, which is obviously a great benefit.

keep on helping

We also desire to maintain the help given to others. We would like to support more eco-discussions, since they are actually an investment for us by raising public awareness. Other than #ozeveryindividualmatters, we would like to add some more organisations into our "to help" list.

**#EVERY
INDIVIDUAL
MATTERS**



special thanks to

Katarína Šašinková

Juraj Mičko

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Miriam Dolinská

@square_trencin

Natália Pažická

Nikoleta Kováčová

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