

Teacher; Ing. Erika Hrušková
Slovakia 2020/21

COMPANY REPORT

Divergent



EXECUTIVE SUMMARY

Bring new healthy and tasty product

Improve vitality of our customers

Health benefits of walnut -
decreases risk of cardiovascular diseases
prevents diabetes

helps to prevent growth of cancerous cells and many more...

Support local suppliers

Walnut as a symbol of brain - our originality and creativity

Recycable packaging

Lessen carbon footprint



MISSION STATEMENT

We aim to improve health of anyone who is interested in healthy lifestyle and wants to taste something tremendously yummy.

3737,70€
INCOME

1892,30€
EXPENCES

1845,40€
NET PROFIT

715+
PRODUCTS SOLD

7
EDITIONS

PRODUCT AND PRODUCTION

IDEA

Healthy lifestyle has become a worldwide trend and people from all around the world are nowadays looking for healthy but sweet and natural food. After analysing our potential market, we produced sample products, which were tested by our friends and peers. According to this survey, we decided to start producing our walnut butters. By noticing the huge dip in regional market, we decided to choose walnuts from local sources.



- ▶ Anti-aging
- ▶ Reduce risk of cancer and inflammation
- ▶ Regulate sleep and improve memory
- ▶ Make your skin and hair glow
- ▶ Improve brain function and nerve system
- ▶ Improve metabolism and bone health
- ▶ Boost your energy

A JOURNEY OF WALNUT



Walnuts are born in a nut set of our local suppliers, who collect, peel and deliver them to us.



Firstly, we bake them in the oven, and then mix them with other ingredients.



After reaching the desired consistency, we fill walnut butter into glass containers, which decreases the pollution of our planet.



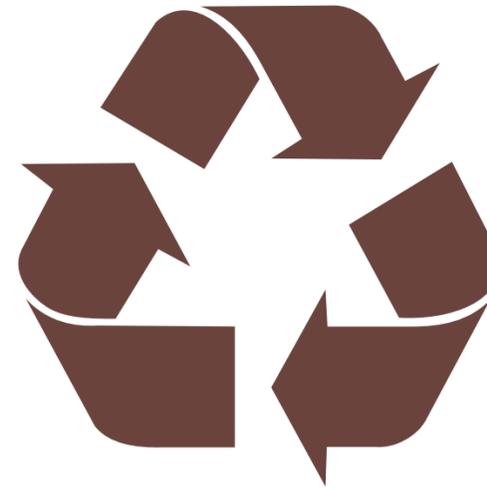
An expiration date and label are stuck to closed jar.



100% BIO walnut butter travels to customer packed in recyclable containers.



Now, it is a time for consumption of our walnut butter, which nourishes customers' bodies.



In order to decrease carbon footprint, we have established a Healthy planet system, which enables customers from our school to return their jars in return for 0,20€.

OUR EDITIONS



COCODREAM



RAWNELLA



VANILLA KISS



DALMATIAN



JELLY BUTTER



CINNAMON ROLL



LIMITED CHRISTMAS EDITION

SWOT ANALYSIS

MARKETING

INNER COMPANY IMPACT

STRONG FACETS

- Friendly atmosphere and good relationships between all members
- Effective communication between all departments
- Collective flexibility
- Quick problem solutions
- Opinion exchange possibility

WEAKNESSES

- Online only communication
- Lack of social media followers
- Uneven task assignment

OPPORTUNITIES

- Collaboration with influencers
- JA Slovakia supervision
- New trade contact connections
- Low number of walnut butter producers on the market
- People interacting and joining our competitions and challenges

THREATS

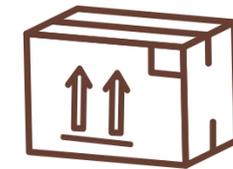
- Rival companies selling similar product made out of different types of nuts
- Anti-pandemic measures
- Physical distance between company members
- Lack of regional walnuts in 2020/2021
- Limited Slovak market

OUTER ENVIRONMENT IMPACT

3 SATISFACTION SURVEYS



DELIVERY



PACKAGING



PRODUCTS

100% CUSTOMERS WOULD BUY OUR PRODUCT AGAIN

COMPETITION

Our main competition consists of company called Nutsland who uses roasting technique for their nuts, which weakens aroma and flavour. We bake them in order to maximize and enhance customers' enjoyment. Nutsland is 13% more expensive even though, they only sell non-flavoured walnut butter. What makes us really stand out on the market, is that we flavour our butters according to our customers' preferences.

PROMOTIONS

We have been mentioned in at least 15 articles, 2 live radio broadcasts, 2 news reports have been streamed about us and 3 social media influencers have shared us on their profiles. Our company has been tagged on social media countless times by our satisfied customers during active challenges or after buying our product. Company reputation and purpose have been verbally shared among people, which helped us establish greater name on the market.

COMMUNICATION TOOLS

SOCIAL MEDIA STATISTICS

OF FOLLOWERS' GENDER, HOME TOWN AND AGE



75% WOMEN
25% MEN



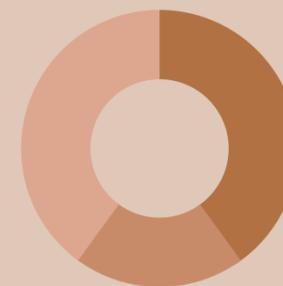
78% WOMEN
22% MEN

GENDER

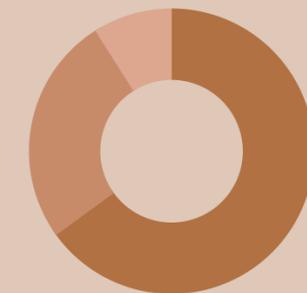
- 1. BREZNO
- 2. HNŮŠŤA
- 3. BRATISLAVA

CITY

- 1. REVÚCA
- 2. TISOVEC
- 3. BREZNO



40% 18-24
20% 25-34
40% 35+



65% 13-24
26% 25-34
9% 35+

AGE



Profit and Loss Account	
Sales	3,707.70 €
Purchases	1,423.69 €
Production Wages	146.27 €
Closing Stock	0.00 €
Cost of Sales	1,569.96 €
Gross Profit	2,137.74 €
Expenses	
Salaries, commissions and bonuses	80.00 €
Stationery	2.00 €
Rent & Hire	10.00 €
Miscellaneous Expenditure	225.34 €
Registration Fee	5.00 €
Total Expenses	322.34 €
Gross Profit Less Total Expenses	1,815.40 €
Miscellaneous Income	30.00 €
Net Profit	1,845.40 €
Corporation Tax Payable	276.81 €
Profit after Tax	1,568.59 €
Appropriations of Profit	
Dividends:	300.00 €
Donations:	150.00 €
Other:	1,118.59 €
Balance	0.00 €

FINANCE

23.5.2021

PRICE POLICY

Price policy of our product has been based on two methods. Primary method, was based off our variable and fixed costs. As soon as we calculated our costs per product, which are approximately 2,50€, we could add a profit margin. Secondary method, was based on price of our competitors on the market. Therefore we have slightly adjusted our price in order to get under the average price of our competitors. Retail price is 4.99€ per product, which means that we are, on average, 10%-15%

cheaper than the competition, while our product features much more distinctive taste and exotic flavours such as coconut or poppy.

	GOAL	REALITY
ESHOP	100	233
OVERALL OUTPUT	670	715
PROFIT MARGIN	50%	50%
UNIT CONTRIBUTION	2,50€	2,50€



FUTURE

We are currently able to sell and distribute more than 100 products per month, meaning we turnover more than 500€ per month.

We have already agreed with a local cake shop, near our school, which is able to provide us with production spaces, that are fundamental for our future growth.

We agreed on 150€ per month for renting these production spaces. We are planning to increase our output to 200 products per month, by improving our social media marketing and cooperating with influencers. By increasing output to 200 products per month, we will break even after selling 60 products, and everything sold after that will go into future growth of the company, optimisation and wages. This means that our company is planning to turnover approximately 1000€ per month, our fixed costs are predicted to be 150€ and with variable costs being 500€, we are looking at 350€ that can go into wages and future growth of the company at the end of the month.

Balance Sheet	
Current Assets:	
Stock	0.00 €
Debtors	0.00 €
Cash at Bank	2,102.40 €
Cash in Hand	243.00 €
TOTAL CURRENT ASSETS	2,345.40 €
Less	
Current Liabilities:	
Bank Overdraft	0.00 €
Loans	0.00 €
Creditors	0.00 €
Corporation Tax Payable	276.81 €
VAT Due	0.00 €
TOTAL CURRENT LIABILITIES	276.81 €
BALANCE	2,068.59 €
Represented by:	
100 shares at 5€	500.00 €
Profit & Less Account	1,568.59 €
Shareholders Funds	2,068.59 €

	PLAN	REALITY	FULFILLMENT
Products sold	670	715	106.72%
Product sales income	3,458.00 €	3,479.20 €	100.61%
Cultural events income	8,160.00 €	228.50 €	2.80%
Net profit	4,044.00 €	1,845.40 €	45.63%

HUMAN RESOURCES

Changing the internal structure of the company
by moving employees to more productive places.



Always discussing important decisions together
by consulting them with the whole management.
Conversations play the main role in discussing our
next steps.



By solving problems we found out that
every opinion is important
and that we need to join more ideas together
to solve the problem properly.



Leadership is very important in our company
when it comes to giving direction to the
employees, motivating
them and showing them ways to be
their best selves.



Looking forward to the future
our decisions are influenced by
company's future steps.



VÝZVA • CHALLENGE

SHARE YOUR
FAVOURITE
BOOK

Výzva trvá od 1.3.21 do 31.3.21
(nezabudnite označiť @divergent_egt)

@divergent_egt

**Otužuješ sa?
Ma/a by si začať!**

ÚLOHY

1. VYVÁLAJ SA V SNEHU
2. SPRÍJEMNI SI VÝLET DO
PRÍRODY LADOVÝM KÚPEĽOM
3. ZOBER OTUŽOVAŤ SVOJHO
KAMARÁTA
4. UKÁŽ NÁM SVOJ VLASTNÝ
SPÔSOB OTUŽOVANIA
(KREATIVITA JE VÍTANÁ)

TRÚFAŠ SI? @divergent_egt

VÝZVA

**HEALTHY
LIFESTYLE**

Ukáž nám tvoje zdravé
recepty

OD 5.4.21 DO 19.4.21

FUTURE

We plan to end the school year with a casual event called "The last night at the Chocolate factory", which will be the perfect tasty reward for us as a company and also a great promotion. With the help of the new distribution centre in Rimavská Sobota we want to start new collaborations. By the liquidation of the student company our brand Divergent is not coming to an end. We have received offers from large companies such as GymBeam or Riso-R, who would like to sell our product, or even help us with production. To be able to thrive, we are going to found a real Ltd company, and strive as much as we possibly can.

CERTIFICATION

Our production is currently taking place at the cake shop which meets all the hygienic requirements. In order to found a real Ltd company and sell our products online we will have to need other hygienic requirements for production and distribution.



Richard Branson - "A big business starts small."

PLANS

More variants of flavour combinations



Increase advertising



Book of recipes



Distribution and expansion



SPECIAL THANKS TO:

JA SLOVENSKO
ING. LADISLAV ČAJKO

MILAN RYBOVIČ
ING. ERIKA HRUŠKOVÁ

EVANJELICKÉ GYMNÁZIUM TISOVEC

