

ANNUAL | JA
REPORT | COMPANY
2020-21 | RÉVER

ING JANA MARCINOVÁ

EXECUTIVE SUMMARY



Our philosophy

A good company is committed to helping customers resolve their everyday problems, or at least make them easier. Our goal is to create a set of products that will help young students wake up for school with a smile on their faces and fall asleep peacefully at home after a difficult and exhausting day.

- To create a healthy organic recipe
- To supply and provide enough information to everyone who would like to taste our product.
- To be in direct contact with customers via email and social networks
- To engage the public in the possible improvement of our product

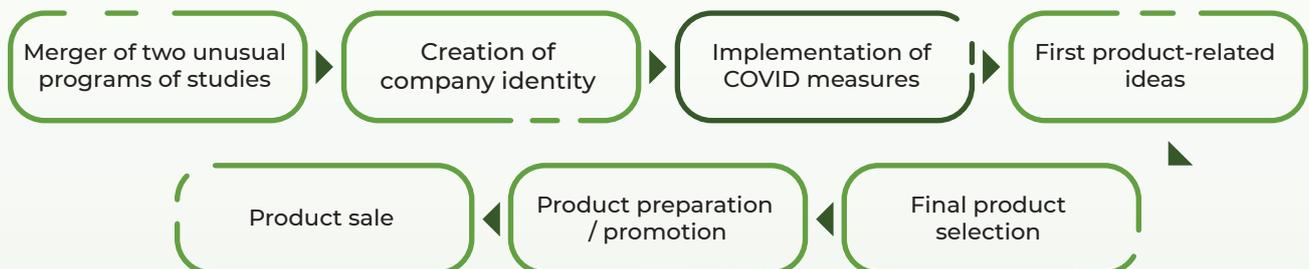
Problem

- Lack of energy, vitamins and concentration to begin a new day
- Sleep deprivation, inadequate quality or quantity of sleep
- Disposing of waste from the production

Solution

- To add the necessary plant-based energy component.
- To contribute to efficient and high quality sleep by using herbs.
- To make use of the surplus ingredients from the production of the drinks and to transform them into a new product.

Our company development



LETTER FROM THE PRESIDENT

We, third year students of the Law and Economic Department, have decided to make use of an opportunity to learn how to run a business and gain experience and knowledge necessary for doing business.

The beginning of the school year was something new for us, something we looked forward to and at the same time had respect for. We joined with the students of Information and Digital Technologies Department to form a team.

We set to work making use of the advice and guidance from our teacher, Ms Marcinová as well as Ms Imrichová, a consultant from AT&T. The first step was to appoint a president through a selection process. The elected president then appointed Vice-Presidents of individual departments.

The beginnings were tough for everyone. We needed to prioritize how to run a business from our homes. We moved into the online world. The system we created worked well, so we were able to improve our productivity and work together seamlessly. We focused on solving the problem associated with sleep disorders.

After hard work, we were able to come up with a product that met our expectations and filled the hole in the market. We were able to make 183 juices and 92 pieces of cookies. The Marketing Department put a great deal of effort into the promotion of the product. They successfully created profiles on social networks and even a website with a beautiful design. Our revenue is almost €800 and our profit is over €450.

The Production Department was in charge of the manufacturing process. They were able to prepare everything necessary for the production process without any problems, which then went smoothly. In addition, the Human Resources Department fostered a positive working environment and the Finance Department made sure that the set budget was not exceeded. Last but not least, I would like to thank our school, Private Secondary Vocational School for providing us with the place and conditions to carry out our business activities. I am particularly grateful to our teacher, Ms Marcinová and consultant Ms Imrichová for their assistance with our business. My special thanks are extended to all the members of the Réver company who helped us implement our idea.



Oliver Cupra
President of Réver

PRODUCT

When searching for a product, we thought about what bothers us and what our problems are. We found out that a high percentage of people have problems with sleep. We decided to fix it and create a product that will be helpful when getting up as well as when falling asleep. The Production encountered a large amount of unused raw materials that were created as a side product, so together we created cookies in order to reduce the waste.

Dobré ráno



Ginseng extract helps thinking, ginger with anti-inflammatory effects and xylitol are used in the drink to fine-tune the taste

The drink was created to start the your day with body full of energy

The primary ingredients in the drink are orange juice and lemon juice, Vitamin C contained in these food helps the immune system

For boosting energy the drink contains tein, which is contained in almost every kind of black tea

Dobrou noc

A night's drink was created for a deep and undisturbed sleep

Deserved rest will be enjoyed by poppy milk, which also has a high content of calcium and iron

Extracts from heartwort, honey-suckle, St. John'swort and hops have a beneficial effect on the nervous system and relaxation



Dobru' chut'



An **ecological** product created from secondary products, to **reduce waste** after production

Contained **cinnamon** lowers blood pressure, **poppy** is full of vitamins and **minerals** and **orange peel** gives the cake a unique taste

Production process



Selection of the right products



Creation of tasty and nutritious recipe



Purchase of necessary ingredients



Preparation of ingredients and their processing



Packaging and distribution of products



Transformation of leftover ingredients into the product Dobru' chut'

ZERO WASTE PRODUCTION

HUMAN RESOURCES

The Human Resources Department take care of quality conditions in the workplace. While working together, we came across communication problems between members of Réver that needed to be resolved. The main task was to keep the necessary documentation and maintain good relations in the company. Human Resources performed their tasks perfectly without any problems.

Team spirit

We decided to enhance the team spirit as much as possible. We organized several digital game evenings. Games based on expanding **creativity** and a need for teamwork. The main goal was **set to awake** a sense of **unity** in everyone and to **understand** each other's **weaknesses** and **strengths**

„Progress time“

A weekly event, where we went through all of our **achieved check points**

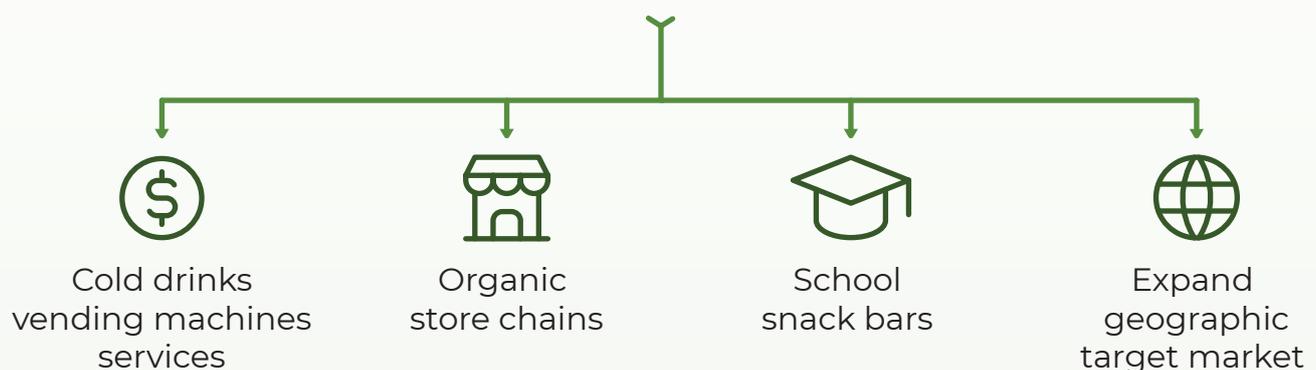
We **complimented** the people responsible for the **success**

It **raised** our **morale** as well as **informed** everyone of our progress

Goals

- To develop the payroll plan and to record payroll data
- To keep records of the shareholders
- To keep the record of the documents necessary for the smooth running of the company
- To ensure the communication with shareholders
- To keep good relationships in the company, help its members and support teamwork

Future vision



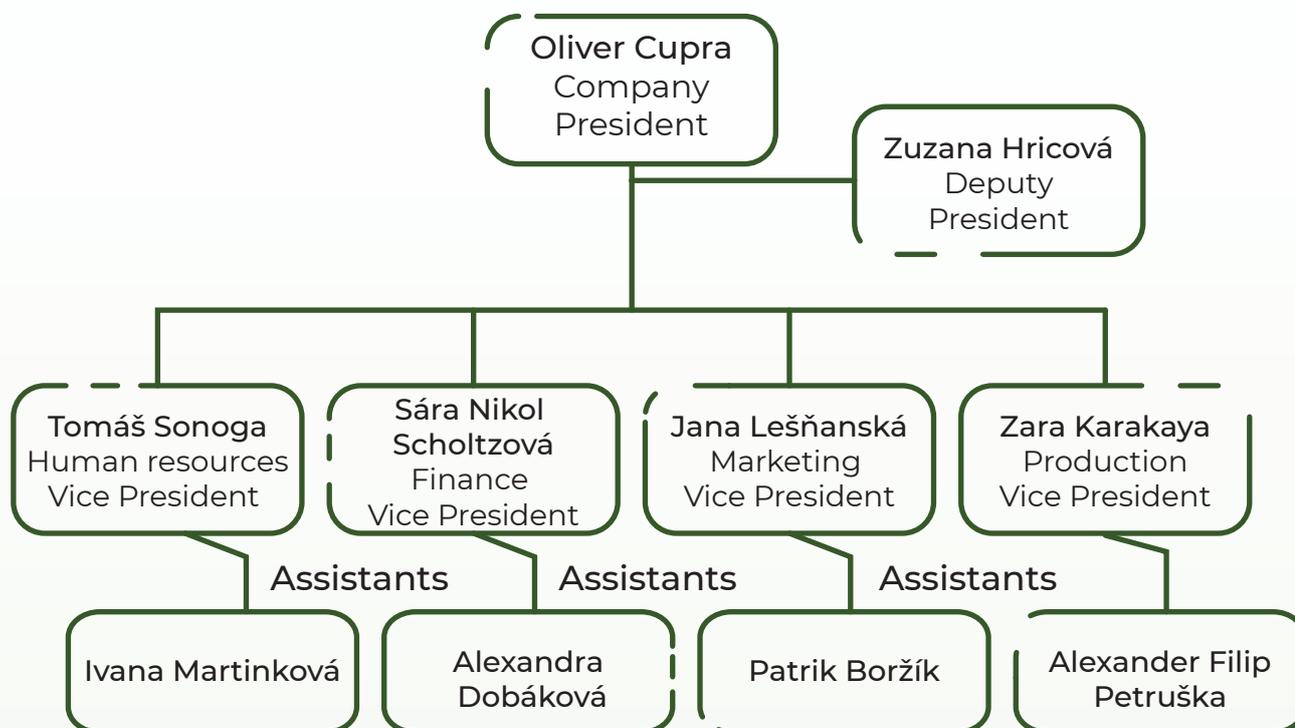
Professional growth

Together our work in the company resulted in countless new experiences, knowledge of problem solving, finances and management. We learned how to overcome obstacles such as pandemic situation and personal differences through communication and team building exercises.



Employees structure

Our company consists of **26 employees** who are divided into **four departments** (Marketing Department, Production Department, Human Resources Department, Finances Department) – each group takes special care of a specific part of our company to make it better.



MARKETING

We already knew when setting up the departments that Internet marketing will play a key role in success as the physical contact was limited to a minimum during our existence. We set up a team of skilful people and together we prepared the strategy which is based on 4P – Product, Place, Promotion, Price.

Product



Knowing a product - knowing what you are selling is the key to knowing how to sell it

Knowing the strengths of them – vegan, diabetes and lactose intolerance-friendly so everyone can enjoy

QR-code leading to our website - we wanted to make our label more interactive, so we added a little “secret” to it **THE QR CODE**

Recyclable - all of us know the importance of ecology so we chose glass as the material for our drink. We want to keep our green attitude

Place

- | Main focus on people with difficulties with sleeping and waking up on time
- | Target group chosen by experience – students from 15 – 25 years old
- | The target group has spread to people of all ages, thanks to our promotion



Promotion

The main focus set on digital promotion – **WEBSITE** and **INSTAGRAM**

Instagram

Modern design - layout of the application itself attracts a lot of potential customers

Easy way to communicate with customers and daily updates

The most efficient cooperation between IT students and students of Economics

Website

The essential element in introducing us to potential customers

All necessary information about us, about our products and contact form which enables contacting us directly

QR-codes located on our labels provide access to our website

123
followers

9% of
all sales

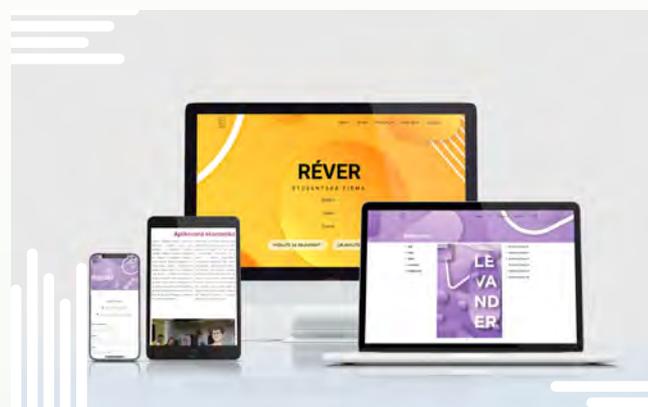
978
visitors



Price

We focused on setting the most appropriate price based on our target group

	Production cost	Margin	Price
Dobré ráno	€0.79	47%	€1.5
Dobrú noc	€1.06	29%	€1.5
Dobrú chuť	€0.23	23%	€0.3



FINANCE

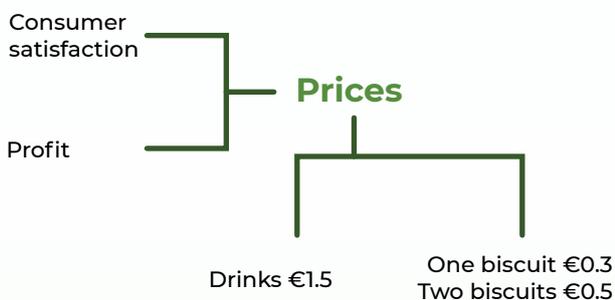
During the existence of the student company Réver, our department was responsible for all financial resources available to the company. It also kept and checked single-entry bookkeeping, in which we recorded income and expenses. Based on the documents provided by the HR Department we paid the employees wages in the amount of €0.30/hour. Most of our income was from sales of our products. The expenses were mostly related to production of our products and wage costs of all our employees.

At the beginning of our company's existence, we obtained startup capital in the amount of €225. This capital was formed by subscribing for 75 shares of €3 each. Most of our income was from sales of our products. The expenses were mostly related to production of our products and wage costs of our employees.

Initial capital €225

75 shares

€3 each



We worked together with our Marketing Department to set the price of our products. In setting the price we took into account two main factors – consumer satisfaction and profit from the sale of products. We set the price for the drink at €1.50. We sold the biscuits in the packaging of 2 pieces for €0.50 or €0.30 per piece

Revenue and expenditure

Shares	Receipts	Expenses	Wages
Sale of beverages (183 pc.)	€274.5	€159.09	€4.5
Sale of biscuits (92 pc.)	€46	€15.79	€4.5
Imunitky (250 pc.)	€375	€37.5	€1.5
Totals	€695.5	€212.38	€10.5

Profit and Loss Account

A	Sales	€695.5
B	Purchases	€212.38
C	Production Wages	€10.5
D	Closing Stock	€0
E	Cost of Sales (B+C-D)	€222.88
	Gross Profit (A-E)	€472.62
F	Salaries, commissions and Bonuses	€10
G	Stationery	€0
H	Rent & Hire	€0
I	Miscellaneous Expenditure	€0
J	Registration Fee	€5
	Total Expenses (F+G+H+I+J)	€15
K	Gross Profit Less Total Expenses = Operating Profit (or Loss)	€457.62
L	Miscellaneous Income	€0
M	Net Profit (or Loss) (K+L)	€457.62
N	Corporation Tax Payable	€68.64
O	Profit after Tax (M-N)	€388.98
P	Appropriations of Profit (Q+R+S)	€388.98
Q	Dividends	€262.5
R	Donations	€30
S	Other	€96.48
	Balance (should be nil) (O-P)	€0

Balance Sheet

	Current assets	
	Stock	€0
	Debtors	€0
	Cash at bank	€0
	Cash at hand	€682.62
(A)	TOTAL CURRENT ASSETS	€682.62
	Less	€0
	Current liabilities:	
	Bank overdraft	€0
	Loans	€0
	Creditors	€0
	Corporation Tax Payable	€68.64
	VAT Due	€0
(B)	TOTAL CURRENT LIABILITIES	€68.64
(C)	BALANCE (A-B)	€613.98
	Represented by:	
(D)	Issued Share Capital: shares at €	€225
(E)	Profit & Less Account (Profit after Tax)	€388.98
(F)	Shareholders Funds (D+E)	€613.98

ON BEHALF
OF THE
COMPANY
RÉVER

THANK
YOU