

2023

Charm Dept.

SHOE CHARMS & MORE



EXECUTIVE SUMMARY

Charm Dept. is a student-owned and managed company that produces and manufactures shoe charms utilizing 3-D printing to offer competitively priced school merchandise relative to other options available to students, faculty, alums, and parents today. Our goal is to promote school spirit at Coral Gables Senior High School and to do so by leveraging technology to deliver better value for money.

As entrepreneurs, we take emotional ownership over every aspect of the business. We create the designs and own the manufacturing process, and as students, we know the most effective ways to market the product and sell it to our fellow students. Our portfolio features fully sustainable school-representative charms and pins. Our approach to serving our customers is inclusive as we interview students for their opinions (check out our Instagram) on our designs. We also present our pitches directly in classrooms, giving us a strong sense of what does and does not work. That's the benefit of manufacturing everything in-house.

Our growth strategy for the future builds upon what differentiates us and what makes us unique. Why can't we create designs and shoe charms for all the high schools in Miami-Dade and sell them to them? We are just getting started! We can also expand to feature satellite options in the portfolio ranging from charms for each graduating class year or student academy. Imagine celebrating important academic milestones and core memories such as graduations, proms, and extracurricular activities here at our school or yours!

**TOTAL
UNITS**

SOLD: 550+

ROI: 350%

**CHARM DEPT. IS
PROUD TO DONATE
10% OF PROFITS TO
THE MEXICAN
AMERICAN COUNCIL**

**STUDENTS OF
TECHNOLOGY**



Design and manufacture high-quality charms with supply chain control

Built on Rhinoceros and printed using Sindoh and MakerBot Replicator Mini

Decentralize Fabrication Grant to UM U-SoA to introduce 3-D printing to CGHS students

CORE CATALOG



ORIGINAL CG

Round durable 1x1 white and red charm, modeled after our Athletic Department



SCHOOL SPIRIT

Durable polylactic acid (PLA) plastic red pin featuring CGHS team name



SWORD & FLAG

Plastic red charms featuring the Coral Gables High School logo on a flag held by a sword

THE CAVALIER

Plastic charm showcasing our mascot, the Cavalier.



PRODUCTION PROCESS

HOW THEY'RE MADE

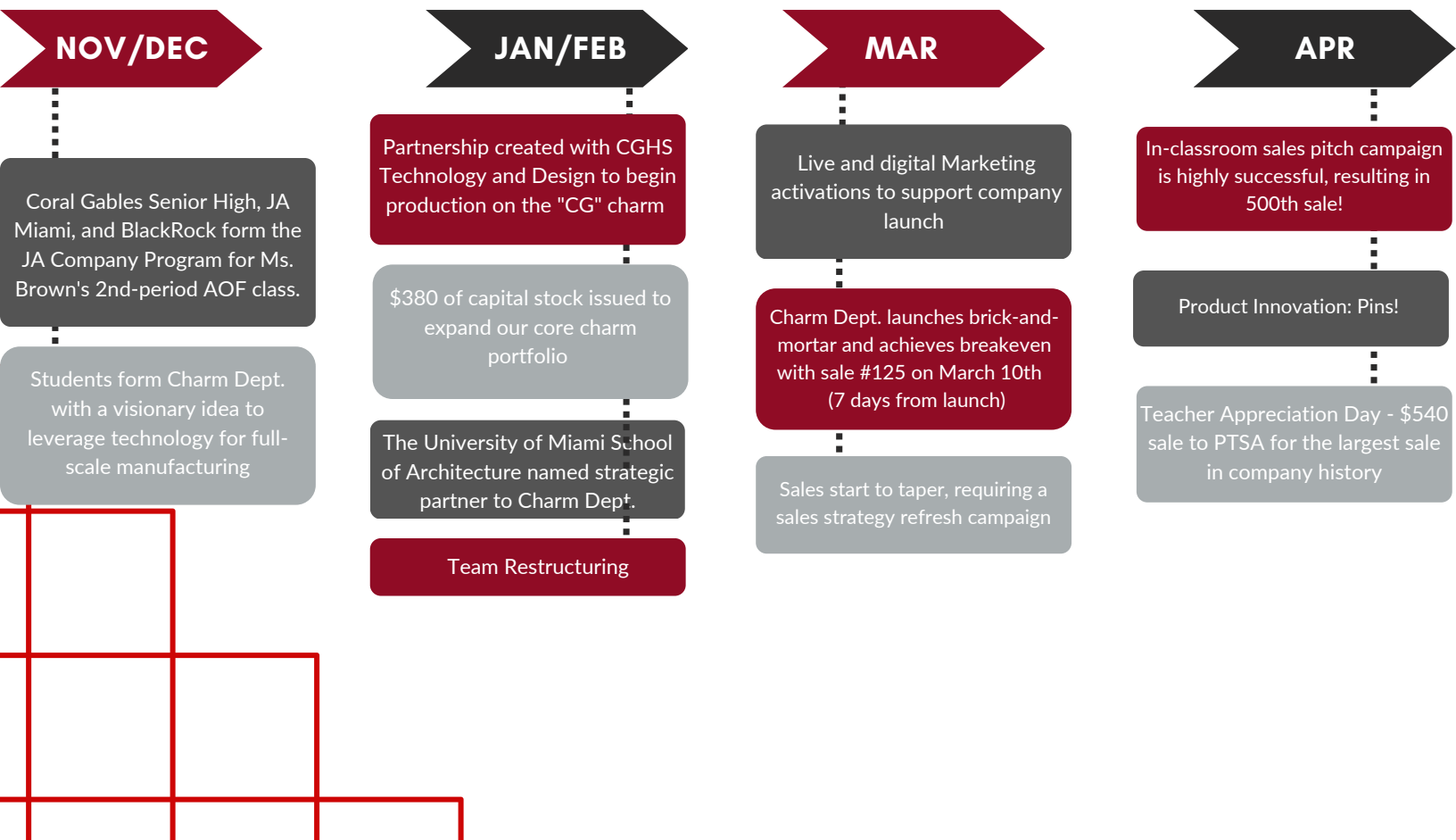


UNIVERSITY
OF MIAMI

Our collaboration between The Coral Gables HS School of Technology & Design and The University of Miami School of Architecture creates Charm Dept. Charm Dept. owns our supply chain and leverages technology to bring our school logos to life in 3-D! Our portfolio of charms and pins is built using Rhinoceros software to create a 3-D design by our student volunteer Ms. Mykayla Pauls from The University of Miami. With complete 3-D modeling, we produce and print our charms using Sincor printers and print our backing via MakerBot Replicator Mini. Our products utilize environmentally friendly materials; our only cost is filament or ink. Each charm is made with love and takes approximately 30 minutes to produce!



OUR HISTORY



FINANCIAL PERFORMANCE

21 initial investors purchased Charm Dept.'s capital stock with a median investment of \$15.

We sell each charm/pin for \$3 each

Our capital stock was used to pay for the 3-D model designs for 3 charms in our core portfolio. With each sale, the cost per charm decreases. Our only ongoing cost is ink/filament to produce each charm. A \$40 cartridge produces 200 charms (200 x \$3 = \$600 in sales less \$40 in cost = 1400% ROI).

Charm Dept.	
Balance Sheet	
28-Apr-23	
Assets	
Cash Deposits	\$1,706.00
Inventory	\$390
Total Assets	\$2,096.00
Liabilities and Capital	
Capital Stock	\$380
Net Profit	\$1,716
Total Liabilities and Capital	\$2,096.00
Income Statement	
Revenue	
Online Sales	\$1,706.00
Other Revenue	\$0
Total Revenue	\$1,706.00
Expenses	
Sales tax	\$48.72
Cost of Goods Sold	\$430.00
Charitable Donations	\$171.60
Total Expenses	\$650.32
Net Income	\$1,055.68
Book Value of Stock	
Net Profit	\$1,716.00
Capital Stock	\$380
Total Owner Equity	\$2,096.00
Shares of Stock Sold	21
Book Value Per Share	\$99.81
Percent Return Per Share	452%

MARKETING STRATEGIES

CAVS CONNECT

We have been featured on Cavs Connect TV and Cavs Connect on-line magazine and the newsletter for Coral Gables High School Parent Teacher Student Association.



We also promote ourselves online using TikTok and Instagram to boost our sales while providing quality customer advertisements.



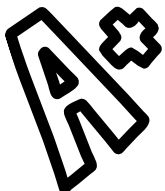
@CharmDept

@CharmDept



In order to expand our exposure we visit multiple classes throughout the day showcasing our products and services and distributing flyers that act as catalogs. We use this QR code for purchasing.

We also collaborated with the administration to promote our product in the morning announcements and to approve our sales during classes, offering potential Charm Dept. customers a chance for extra credit!



LEADERSHIP & ORGANIZATION

HEAD OF SALES



LIA SAMPER

HEAD OF PRODUCTION



NATHALIE DIEZ

Charm Dept. is a Sophomore Academy of Finance class comprised of 32 students from Coral Gables High School. Given that we produce and manufacture our product in-house, we noticed that JA's team structure did not fit within our business construct. As such, we launched a business restructuring where we dissolved the Supply Chain, Leadership, and Finance teams and split the entire class between two teams: Sales & Marketing.

HEAD OF FINANCE



JESER RUBIO

HEAD OF MARKETING



ANAHI MONTANO

Charm Dept. is built on inclusion and belonging - and that is especially true when it comes to the 32 students in the class.

The success of our business came when we started to go classroom to classroom to make "product pitches" where our JA Volunteer of the Year Mr. Creegan would tell us, "don't come back until you've sold something!". This meant every student worked in sales, distribution and marketing to help Charm Dept reach over 550 charm units sold in less than 30 days in market!

HEAD OF LEADERSHIP



EROS VINNECCY

CHARM
DEPARTMENT

LEARNING EXPERIENCE AND FUTURE APPLICATION

Our company had a sales issue at the beginning where our sales started to slow down. Even though we were selling in the most trafficked area at school, outside of the cafeteria at lunch, we noticed that sales were slowing at a rate below our forecasts, requiring us to think through new and creative strategies to find new prospective buyers. Our investors also had other commitments during the lunch hour. We noticed that much of the sales burden was falling on just 1-2 individuals, where the entire class should have had a more concerted effort to promote the business. Our Volunteer Mr. Creegan told us to maximize our time in the classroom, and he told us about making “product pitches.” Every student in the class became a presenter and salesperson by going to each class to present our business and product; from there, our sales rocked! This personalized attention to students allowed us to account for reaching more students in less time.

Charm Dept. included the class efforts of all team members. For some members, the engagement of experiencing a product from conception to a marketable product demonstrated that relevant curriculum and class content has an educational value. Our team has shown great determination, perseverance, and tenacity through Junior Achievement Company Program.



NIKI BROWN

TEACHER

Coral Gables Senior High School



PATRICK CREEGAN

JA VOLUNTEER

BlackRock