



A sweet design for every occasion

Established In 2022
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JA of San Diego County
San Diego, California

EXECUTIVE SUMMARY

OUR PRODUCT/SERVICE:

We sell candy charcuterie boards for all different kinds of social gatherings. We create different kinds of themed boards that are adjusted to the exact liking of the customer and then deliver it to the venue of their choice. We not only offer customizable themed boards but also our standard holiday themed boards.

OUR STORY:

We all have a sweet tooth so we knew we wanted to incorporate our love for sweets into our business somehow. We each have several favorite desserts and candies, making it difficult to decide on one for a party. This is when we decided we wanted to incorporate all of our favorite candies into one, making a candy charcuterie board. Not only are we following our love for candy, but also the trend for aesthetically pleasing food.

THE PROBLEM:

Many people get stressed when planning a party or social gathering and especially worry about serving the best food. Our candy dessert boards will help take away the stress of party hosters and give them the best dessert at their party.

FINANCIAL PERFORMANCE:

So far we have generated \$1390 in revenue and we have spent \$729.46 on expenses. We currently have \$310 in assets and our net profit is \$660.54.

MISSION:

Our mission is to gather people together within the community while preventing the stress of party planning.

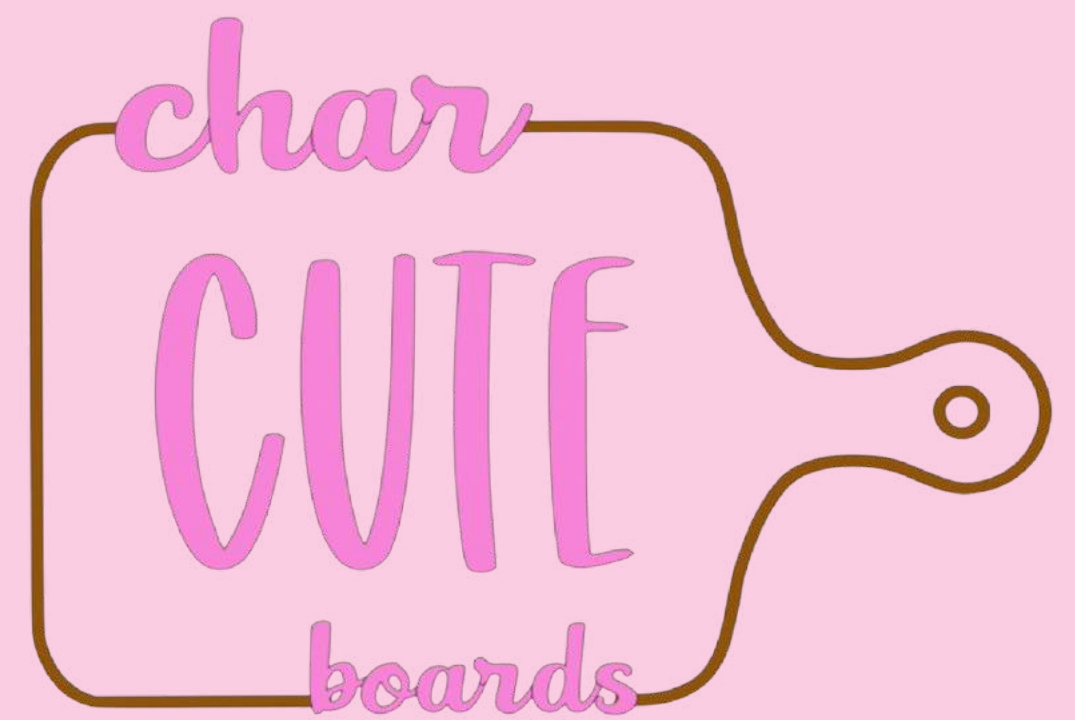


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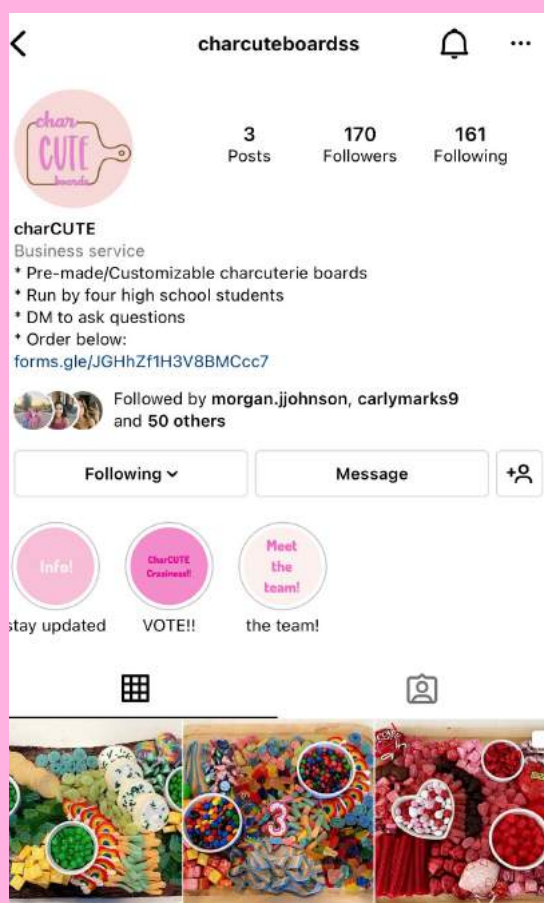
COMPANY DESCRIPTION

We take away the stress of a hostess thinking about the dessert and the design of their party by providing them with a variety of different themed candy boards and dessert boards. We make many different kinds of candy and dessert boards based on what our customers want. We make and sell the boards and then deliver them to the venue of the customer's choice.

Unlike our competitors, we offer our customers the option of customizing their own boards to their exact liking. In addition, we make boards of all different themes and for different holidays. We also sell our boards with candy rather than regular meat and cheese, making our charcuterie boards more unique.

STEP BY STEP

1)



2)

Email *

Your answer

Preferred Contact Method *

☐ Text

☐ Email

☐ Phone call

Will you be ordering a pre-made board or customizing a board? *

☐ Pre-made

☐ Custom

Back

Next

Clear form

Go check out our Instagram!

Go to the link in our bio and order!

3)



4)

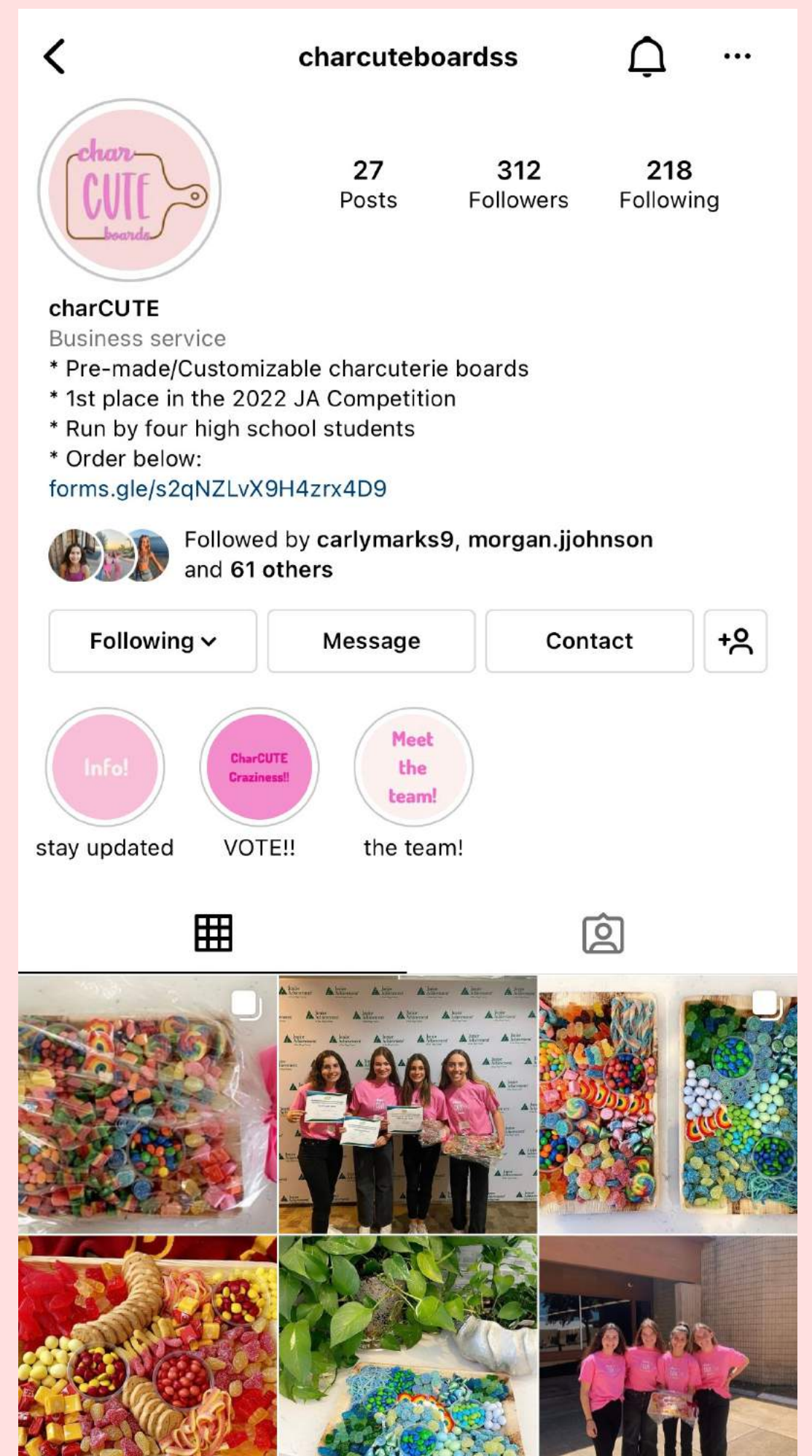


Pay us by Venmo!

Then we make and deliver your board!

MARKETING ANALYSIS

Our target market is females from the age of 16-55. As we started creating our business we realized this age range would be the most drawn to our product after researching other businesses similar to ours. After researching other charcuterie board and dessert companies, we knew we had to create a very unique and original aesthetic for ourselves. A big part of the charcuterie and dessert business is all visual and making sure everything looks aesthetically pleasing. We prioritize making our social media platforms engaging and exciting for the viewer to interact with. We want to create an experience people will never forget and encourage them to follow along with our journey.



After gathering this information we knew these key components had to be implemented into our business. We have spent a lot of time creating posts, engaging captions, and making our Instagram page exciting for the viewers. We have also been working on new board ideas that involve input from our followers to get them excited about the process.

MARKETING AND SALES

We are leveraging the power of Instagram to reach our target market. We have been posting pictures of our boards as well as engaging with our followers. Our Instagram is light, bright, and has a feminine touch to appeal to our female audience. A large percentage of our target market are active Instagram users, so this is an easy way for people to discover our brand and continue following our journey.



Lastly we want to involve our community by using resources like Next Door and flyers, to spread the word to people in a close proximity to us. Most of our orders will take place in San Diego, so it is important to us we have a strong sense of community here.



As our company continues to grow and develop we plan to branch out on platforms like Tik Tok and Facebook. On Tik Tok we plan to create short videos with trending videos showing the process of how we construct each board and on Facebook we plan to post pictures of our boards to appeal to the older portion of our target market.



FINANCIAL PROJECTION

Income Statement 2/22-4/22

Revenue	
Sales (17 Boards)	\$1,360.00
Delivery Fees (3)	\$30.00
Total	\$1,390.00
Expenses	
Candy	\$506.11
Boards	\$205.43
Cellophane	\$12.92
Gas	\$5.00
Total	\$729.46
Net Income	\$660.54

Balance Sheet 4/22

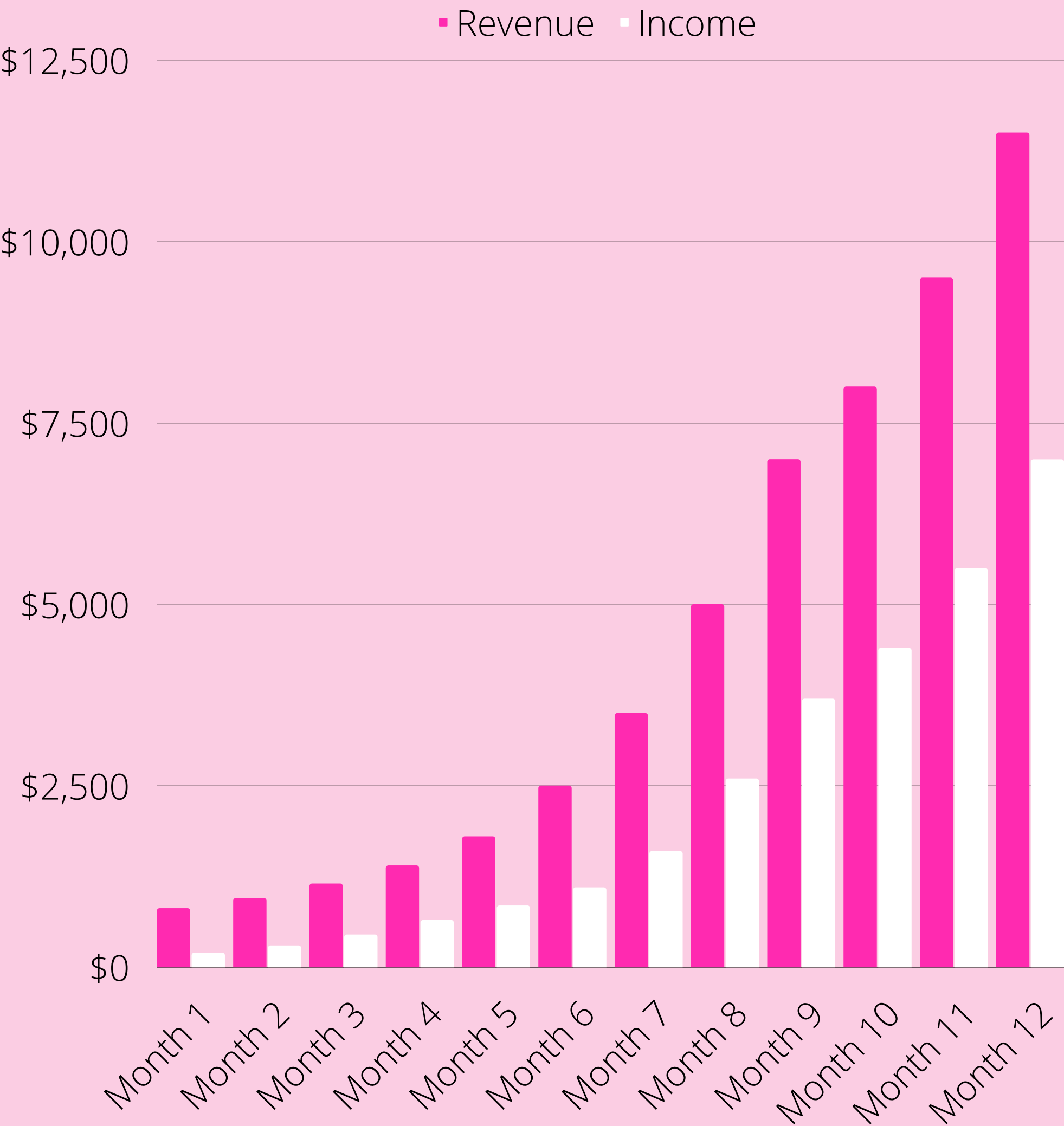
Assets	
Candy	\$180.00
Boards	\$122.00
Cellophane	\$8.00
Cash	\$660.54
Total	\$970.54
Liabilities	
Unearned Revenue	\$40.00
Total	\$40.00
Equity	\$930.54

Current Profit Margins

Size	Price	Profit Margin
Small	\$40.00	50%
Medium	\$70.00	54%
Large	\$95.00	58%

Projected Profit Margins Month 12

Size	Price	Profit Margin
Small	\$40.00	58%
Medium	\$70.00	61%
Large	\$95.00	65%



After our initial investment of \$183.68 (\$45.92 each), we have generated a 360% return on investment. We have already paid back our initial investment and are now paying for our expenses through reinvesting our profits back into our business. We reached our break even point after selling our 8th board. We expect to increase our sales through exposure of our company. Our expenses will only rise gradually, since we will be able to purchase our products in bulk at lower prices which will increase our profit margins and net income.

MANAGEMENT & THE TEAM



Morgan is the Manager and she runs the company. She has lots of leadership experience allowing her to be perfectly fit for this position of management. She is a leader of Female Athlete Volunteers, in which she has planned and organized several community service events. She also is on the PALs leadership team, a soccer coach, and a confirmation group leader.



Carly is the financier and she created the financial plan for our business. She has plenty of experience in the math world taking several AP math classes such as AP Calculus. She also is an avid stock-market investor and a sales associate at a local toy store. She is great with numbers, making her the perfect leader of our finances.



Aleyna is the Marketer and she runs all of the social media. She has worked as a social media marketer and knows how to expand our audience with her posts. She is also a dancer and has been for many years, so she knows how to be creative and apply that to our business.



Sofia is in charge of sales and she is a big people person and super outgoing as she is ASB President. She also has a job in retail in which she has lots of experience persuading people to buy a certain product and has the ability to communicate with customers proficiently.

CORPORATE SOCIAL RESPONSIBILITY



For every board ordered we will donate 10% to the San Diego Food Bank to help feed the homeless! As we work with the food bank we each plan to volunteer once a month!



Our palm leaf trays are 100% natural, zero-waste, and compostable!

LEARNING EXPERIENCE & FUTURE GOALS

Through Junior Achievement, we have learned many things as we have established into a successful business. For example, we have learned that we want to make our sales process more user-friendly, so we have been working on building a website. We have also seen that our customers value our company's ability to customize boards, therefore, we want to make them even more personalized by partnering with a woodshop class to make custom engraved wooden charcuterie boards. Additionally, we have learned that people want meat and cheese boards as well as candy so we have incorporated that and already have 10 pre-orders for meat and cheese boards since liquidation. Establishing our brand is our top priority so we have begun the trademark process for our name and logo through a company sponsor.

Through our organized schedule and leadership positions, we have streamlined the process of creating and delivering boards to be as efficient as possible. Individually, we have developed our communication skills by building relationships with our customers, creativity while designing boards, and confidence that we are capable of being successful in the business world.

