

Amity



FINAL COMPANY REPORT 2021-2022

JA OF GREATER WASHINGTON
RISING WOMEN

MENTORS: TRACY SELLS, ANNA OLUYOMI, NAILAH
HARRIS, KIMBERLY GINYARD, AND KOSI ENELLI

EXECUTIVE SUMMARY & TABLE OF CONTENTS

MISSION STATEMENT:

Provide support to women on their periods and bring safety and comfort to their lives, empowering them in a demanding environment.

In fast-paced and demanding work environments, women can often find themselves feeling mentally and physically overwhelmed without enough support from their bodies or their minds. As a team of teenage girls, we quickly identified health and body issues that affect self-esteem in working women, students, and athletes everywhere in the world. These issues include mental health, poor hygiene, and stressful environments.



We are Amity, a company by women and for women. Our company focuses on providing different care packages related to mental health, menstruation, beauty, and so much more. We are dedicated to empowering women on the go and helping a new generation of women be supported in their future endeavors.

We aimed to build an encouraging and motivating community for women all over the country, especially teenage girls. We used social media platforms like TikTok and Instagram, to connect with students, working women, moms, and other individuals that identify with our mission! Together, we would encourage all women to self-care by making care packages available to those who cannot afford them while providing a safe space through our website and social media platforms.

Helping women from all socioeconomic statuses is what we aim to do. A significant number of care packages and a percentage of profits would be donated to women's shelters and charities. Furthermore, we are preparing to partner with a few nonprofits that share our mission and strive to empower women.

We have sold 47 boxes, which is 94% of all our inventories and made a total revenue of \$1,190 with a gross profit of \$552. Our net profit margin is 46.38%, and the investor ROI is 25%. We also plan to donate 10% of our profit to Period.Org, thus, we would end up with a balance of \$184.28 to liquidate among our members.

TABLE OF CONTENTS:

Executive Summary.....	1
Leadership & Organization.....	2
Innovation.....	3
Marketing.....	4
Sales & Service.....	5
Financial Overview.....	6
Learning Experiences.....	7
Looking Ahead.....	8

LEADERSHIP & ORGANIZATION

LEADERSHIP

We wanted the formation of our company's leadership team to be fair and equitable. If more than one person expressed interest for a position, we held a brief election where candidates had an opportunity to deliver a one-minute pitch. Then, all the members including mentors would vote for the candidates that suit the position the best, we based our votes on their ability, experience, and potential time contribution.



ORGANIZATION, STRUCTURE, AND DEVELOPMENT

Due to the nature of all-virtual meetings and events, it was a challenge to keep everyone motivated. At the beginning of our program, we developed a contribution tracking system where every team member would fill out a timesheet tracker on Sundays. All members would enter the amount of hours, the meeting times, and any tasks they've done for the company in the google form. Through this system, we are able to keep track of the efforts each team member contributes as well as informing the leadership team with the finished tasks that were assigned. Unfortunately, we had to terminate 4 members from our team due to their lack of participation and meeting attendance, which severely violated our company charter. While removing 4 members might seem like a huge loss to our company, it actually did not have any impact on the development of our company. The reason was that they were not contributing anything in the first place, thus the impact was minimized. We also reflected on our leadership structure during and after the termination, listed our improvements and future goals to maximize motivation. This experience not only showcased how our team persevered through such an obstacle but also unified the rest of the team, increasing the overall participation rate. With a small company of only 7 members now, while the leadership team has to contribute more time and effort, the positive tradeoff is maintaining close communication and bonds among all our members and mentors. In addition, each of our members take part in more than one department, completing the assignments for both departments. Outside of the weekly meeting on Tuesdays, the leadership team holds additional weekly meetings for each department as well as between the CEO and COO where the company vision and goal is paved for the next meeting.



INNOVATION

We have developed our first care package, InnerHealth. InnerHealth helps women that are in pain during their menstrual periods and will allow them to relax anywhere at any time. Specializing in women's different needs like mental health, skincare, and makeup, these boxes are also travel-size and personalized to meet the needs of our customers who are constantly on the go and will promote self-care and love. Helping women is what we aim to do. A large profit and number of care packages will be donated to charities and women's shelters.

PRODUCT METHODOLOGY

During our product development phase, we quickly came up with one central mission. From our own experience during the menstruation period, we sought to help women in nowadays' fast-paced society. Our team consists of women students, athletes, workers, so we searched for products that would satisfy all the multiple identities' needs of a woman. The inspiration for the name of our care-boxes are from Kylie Jenner's "KylieSkin", "KylieBaby". Since our company's mission is to encourage women to self-care both physically and mentally, we came up with the idea of "InnerHealth", "InnerPeace", "InnerBeauty", etc. to categorize each of the care boxes. As a startup company in the 21st century, we aim to provide sustainable and organic products in our care boxes, after extensive research performed by the supply chain team, we carefully selected stores where we would buy our supplies from. Besides the tangible care packages that we provide, another part of our company is through the intangible spread of knowledge. Embedded in our brand message and through social media, we encourage women of all ages to raise awareness on the importance of self-care.

PRODUCT SPECIFICATION:

The Amity InnerHealth Care Box comes with a delicate packaged shipping box with stickers of Amity Logo. Inside the box, eight thoughtfully selected products are included. Due to the nature of our mission in creating travel-sized packages for women on the go, all the items are in small sizes and can neatly fit into a small pouch that's included in the box.

PACKAGING:

- Shipping box - 10in x 7in x 5in white cardboard box
- One sticky menstrual cramps relief heat patch (one- time use, disposable)
- Two tea bags (2 different flavors from 29 varieties)
- One bottle of body lotion (random scent from Shea Butter, Avocado, Honey, Lavender, Coconut, Rose, Cherry Blossoms, Aloe, Grapefruit, Chamomile)
- One bottle of essential oil (random scent from Lavender, Tea Tree, Peppermint, Lemongrass, Orange, Eucalyptus, Rosemary, Frankincense, Lemon, Bergamot, Cedarwood, Patchouli, Geranium, and more)
- Three thick maxi menstrual pads
- One 6in x 7.9in drawstring bags
- Six pieces of 12in x 8.4in tissue papers 36 different colors
- Two 3in x 3in round custom stickers with Amity Logo
- One 3.5in x 2in index cards with hand- written inspirational quotes to empower out customers (blue/ pink/ purple)



MARKETING

BUILDING A COMMUNITY

We aimed to use our social media platforms to build a community of women from all around the country and the world. Our mission was to empower women and we hoped that anyone who came across our page would feel motivated and inspired. In addition, we aim to educate women from all demographics on the importance of self-care. By spreading awareness of self-care and the power of women, we hope to encourage women in the nowadays fast-paced society to slow down and take care of themselves more.

VISION

The vision for our company's social media pages is to form a positive and safe space for women all over the world to share their stories and be encouraged in their future endeavors.

LOGO DESIGN

Our logo is in the form of a woman with her hair stemmed out around her in the form of leaves and branches. The innovation and methodology at first was centered around what we want the customers to feel after seeing this logo. As our company's name highlighted, we want to instill a sense of a tranquil and relaxing mood in our customers. When we thought of things that would make us feel calm and peaceful, we thought of nature. With a woman in the center, we transformed her hair into branches and leaves similar to a tree.



SOCIAL MEDIA AND OUTREACH HANDLES:

Website: www.amityco.company

Email: womenofamity@gmail.com

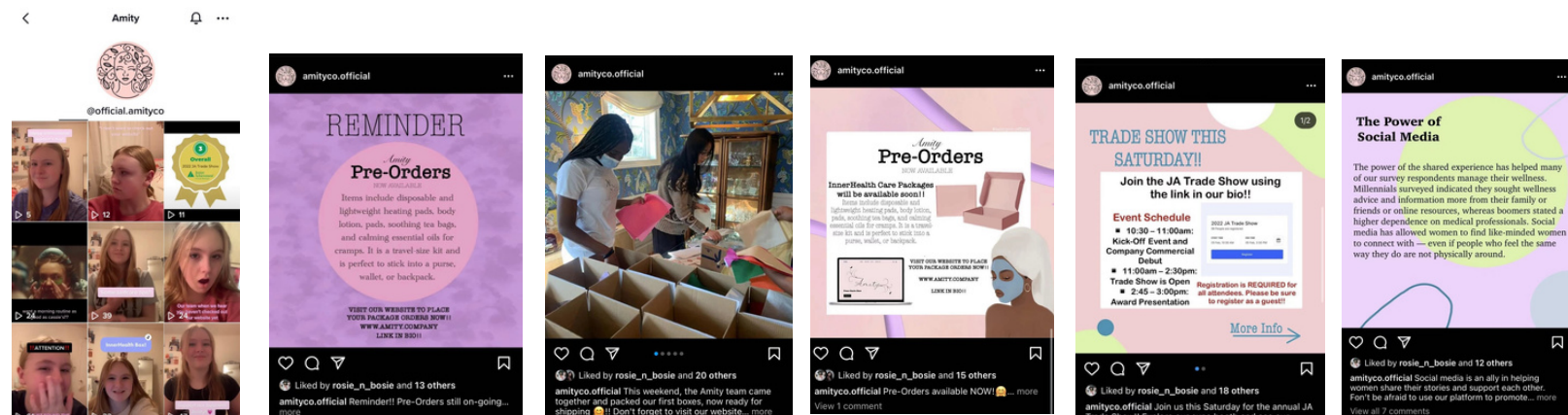
Instagram: @amityco.official

TikTok: @official.amityco

Twitter: @amityco.

SOCIAL MEDIA PLATFORMS: ANALYSIS

Since our target market was predominantly women, we conducted an analysis on different social media platforms that are used more by women. This included TikTok and Instagram, where we observed that women and teenagers were more likely to click on posts that were more oriented around female preferences. So, we geared our social media to demonstrate a certain power in femininity and were able to ensure that our posts were also aesthetically pleasing. On Tiktok, we also used popular hashtags and audios that were trending at the moment in order to reach a stronger audience.



SALES & SERVICE

SALES STRATEGIES

We found ourselves often changing our sales strategies after receiving feedback from our mentors and other members of the company. We found that having a physical box to sell was much more effective than selling boxes through the website. While most of our sales were through the website, this strategy worked for teenage students who were able to directly purchase the physical box from us. When we realized that our presales gained little success, we held a meeting discussion where everyone shared their challenges they faced while making sales. Some of the challenges that members encountered include the difficulty of showing samples and pictures of actual products. In response, the customers often couldn't find our boxes to be intriguing. To encounter this difficulty, we changed our sales strategy and encouraged more face-to-face sales. By showing the physical products and images of the sample box, we were able to gain more sales and reach our sales goal.

GIVING BACK

We plan to give back to our community in various ways. First of all, one of our mentors, Kimberly, runs a local non-profit dedicated to providing menstrual products to local high schools in Montgomery County, Maryland. We aim to provide our products for young girls who might not be able to afford high quality products. We also will be donating 10% of our profits to Period.Org, a national organization that fights to end menstrual equity.



PERIOD.
THE MENSTRUAL MOVEMENT



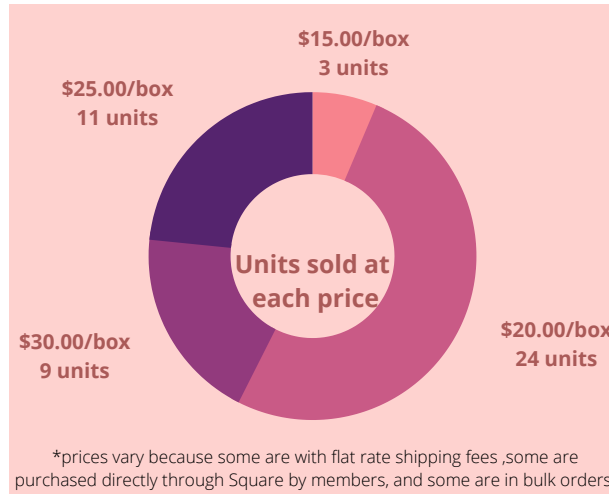
FINANCIAL OVERVIEW

OVERVIEW

We have received \$130 of donations and sold 47 boxes of Amity InnerHealth care packages, which is 94% of all our inventories and made a total revenue of \$1,190 with a gross profit of \$551.98 and an end balance of \$184.28.

PRICING

The cost to produce each box varies due to their different contents, but is roughly between \$8 to \$10, and the total expenses was \$638.02. The original price per box was \$15. We wanted to keep the prices low while still providing good quality and sustainable products. However, after evaluating our original price structure and the demand for the product, we realized that a raise in price would be beneficial to our company. Therefore, we have raised our price starting from March 1st from \$15 to \$25 per box, with a \$5 flat rate shipping fee. It is proven that our product is relatively inelastic, and that the price change was a wise decision. Overall, the average price per box including shipping from all our sales is \$22.55. The increase in price did not decrease customers' demands, and we actually sold more boxes at \$25 than at \$15, as shown in the donut chart above (mostly due to the change in our sales strategy), but it still suggests that the demand for our boxes is relatively inelastic.



CAPITALIZATION & BREAKEVEN ANALYSIS

We received a total of \$493 capitalization. \$250 of the capitalization was raised from the quick pitch, where we obtained an investment of \$125 with 12.5% return on investment from each of the 2 mentors, with a total 25% investor ROI. In addition, each of the 11 members of Amity contributed \$22 for capitalization. Since we encountered a few technological issues with Square, our mentor Tracy lend us the capital needed for investment purchasing with no interest rates. Our breakeven point was when we reached \$935.6 sales revenue, which was mathematically around our 41 boxes. However, if we take into account the price raise on the second half of sales, our breakeven point would be around 7 boxes earlier.

MARKET RESEARCH AND COMPETITIVE PRICING

One of the competitive advantages of our product is the affordability and inclusiveness. After extensive research on the market, no existing competitors are found, though there are similar boxes from some small businesses, none of them are as convenient or personalized to care for women's menstrual health as ours InnerHealth Box. Since all our members are girls, we collected feedback from team members and evaluated competitors' pricings, and it is found that their price ranges from roughly \$40- \$80. Another competitive advantage of our company that helped make the demand more inelastic is our all-woman company structure and the ability to emphasize on women's needs. That's why we focused on travel- sized boxes, with personalized notes and a small pouch that can fit all the items in one's purse or pocket. We seek to help women nowadays who are constantly on the move.

Financial Overview	
Capital Investment	\$493.00
Total Revenue	\$1,190.00
Total Expenses	\$638.02
Gross Profit	\$551.98
Net Profit	\$184.28
Net Profit Margin	46.38%

Capitalization	
Investors	\$250
Team Investment	\$243
Total	\$493

Revenue	
Units Sold	47
Avg. Price/Box	\$22.55
Donation Received	\$130.00
Sales Revenue	\$1,060.00
Total Revenue	\$1,190.00

Expenses	
Inventory (50 units)	\$401.90
Sales Tax (6%)	\$64.20
Shipping (\$5/order)	\$110.00
Square Fees	\$61.92
Total Expenses	\$638.02

End Statement	
Gross Profit	\$551.98
Donation (10%)	\$55.20
Investor Return	\$312.50
Investor ROI	25.00%
End Balance	\$184.28



LEARNING EXPERIENCES

EXECUTIVE BOARD:

The Executive team struggled when we had lost our Finance Director and were expected to take on the work of the Finance department alongside the work of other departments. However, we quickly moved ahead and had found a way to manage the workload in an efficient way. We were able to restructure team responsibilities. Furthermore, the termination of members taught us how to reflect and improve our company structure, as we reshaped our leadership team after the termination, making the company more efficient. This lesson can also be applied to real world situations that would likely to happen in our future careers.

FINANCIALS:

During the beginning of our pre-sales, we encountered several technical difficulties regarding Square and our website. As a result, we didn't charge shipping or tax fees in the first several sales. Although we figured out how to charge shipping on our website, due to account and website issues we were only able to put a \$5 flat rate shipping for our products, and our generous mentor Tracy offered to cover any extra shipping expenses since all our inventories are stored at her house and she was just a really affectionate mentor, (Tracy has also kindly donated and paid several other fees including buying the inventories a first since we had difficulties with Square, and we are all so very grateful of her♥). In addition, we still couldn't imply a tax fee on our website so we had to eat in all the sales tax. Another challenge was determining the right price for our product. We changed our price twice, starting with \$15 per box, and then we added the \$5 shipping fee. It's not until we drafted the final report and calculated our end balance that we realized a price raise was needed. Therefore we raised our price to \$25 per unit at last.

SALES:

The biggest challenge of all during the company program for Amity was making sales. Due to the nature of all- virtual meetings and the virtual trade show, we weren't able to make a lot of sales during pre-sale and early stages. While we all made efforts and the leadership team even posed a mandatory requirement of 2 sales each person, it was hard to sell without a real product to present. The most valuable lesson we learned was that customers are more likely to purchase when we present them a tangible product face-to-face, it also provides a great opportunity for us to collect customer feedback immediately. We rapidly produced sales once we gathered all of the information for all team members and built effective sales strategies. We were able to move past our struggles by working as a team.

SUPPLY CHAIN:

Finding the best quality products for an affordable price was a struggle. We had a vision in our minds of what the box would look like and many suppliers were unable to deliver on their promises. We also wanted to ensure that all of the boxes were at the best standard and did not want to rush into selling faulty boxes and dissatisfy our customers. Therefore, we found a way to match our vision to customer needs and found a way to source our products from brands/companies on Amazon that we knew we could trust.

SUBSCRIPTION MODEL:

Looking ahead, we would like to introduce a subscription model in our company. A subscription would be between \$5 to \$6 a month, with options of multiple boxes and customization for our customers. This would include a variety of different options that customers can choose from, and will also include numerous online resources available to our subscribed customers. This will include peaceful playlists, suggestions for relaxing when you are on your period, and a Podcast with helpful resources! We would also want to continue offering resources through different social media platforms in order to increase our community presence.



LOOKING AHEAD

These are the goals that Amity will try to meet in the future of our business operation (drawing from the experiences and lessons we learned) , to ensure that our company will gain the highest return on our investments while maintaining our company's vision and mission. Each department leader and the CEO & COO will make sure that all the goals are being met or in an effort of being met by each department and individual if applied.

EXECUTIVE BOARD & OPERATION:

- Improve timesheet tracker/Trello Board to increase participation and contribution
- Set up Subscription model
- Build community presence/provide free online resources
- Improve company structure
- Connect with organizations/ small businesses/ non-profits for partnership/ sponsorships
- Potentially gain media coverage

MARKETING:

- A more consistent posting schedule (1-2 posts per week).
- One or two posts featuring everyone in the team talking about the product, themselves, etc.
- Gain more followers on all social media accounts.
- Advertise the new box/the monthly subscription.
- Research promotions and other sources of advertisement.
- Working with local businesses to help promote our products
- Work together on brainstorming posts, sharing ideas, and coordinating posts

SUPPLY CHAIN:

- Develop and sell 2-3 kits before the end of operation
- Generate at least \$2,000 in sales
- Determine best sellers and how to get the best quality products
- More extensive research on the themes of the new packages
- Finalize new products for new packages by doing market research, collecting consumer feedbacks
- Figure out where we are going to source products from
- Order new products for packages, organize inventory more effectively
- Assemble and ship out new packages more efficiently

FINANCE:

- Set goals for the team, financially. Includes determining projected profit and revenue.
- Minimize major costs and keep the team on track.
- Find outside sources of income (fundraising, sponsorships, etc)
- Keep track of all the sales precisely
- After breakeven, reach at least \$500+ profit
- Keep the costs lower than last time (find better and cheaper products)
- Keep the finance workbook up to date
- Set up automatically generated shipping fees
- Figure out a reasonable price for each box
- Ship boxes no later than one month of purchasing

SALES:

- Partnerships with local businesses and women's shelters
- Effectively identify target market and strategize different ways to best sell the products
- Everyone sells the mandatory sales goal set for each individual
- Sell 50% boxes more than before
- Make an email subscription where we will send out weekly/bi-weekly emails and newsletters to customers
- Make physical posters that we can give out in the neighborhood: yard signs to hang up in school or stores nearby
- Sell in person (going door to door, etc).
- Improve social media strategy, cooperate with the marketing team to expand social media marketing
- Organize in person and virtual events promoting awareness on women self-care

