



CocoLoco
Products With a Purpose

CCA CocoLoco Company Report

- 2023 -



Canyon Crest Academy
San Diego, California
San Diego JA Branch

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Executive Summary



"Products with a Purpose"

Our Mission

Our mission is to provide high-quality, eco-friendly coconut products and gifts that serve as home decor while aligning ourselves with a strong belief in giving back to the community and making a positive impact on the world.

About Us

First launched in 2023, CocoLoco is a student-run business based in San Diego, CA. We all believe in the idea that you can treat yourself and give back to the community at the same time. That's why we partnered with Cancer for College, a non-profit organization that provides college scholarships to cancer survivors. CocoLoco contributes 10% of our profits to Cancer for College.



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Summary Statement

We create sustainable and unique succulent arrangements and soy candles in a recycled coconut shell. Our succulents are provided to us by a local farmer here in San Diego. Our candles are made by a third-party vendor and then are sold to us at a bulk sale price. Our products promote tranquility as well as style in your own home. Our goal was to reach \$2000 in sales by the end of this 13-week process. Since then, we have achieved and surpassed that goal and we do not plan on stopping our growth as a small business. The bulk of our sales come from those that live in the Southern California area, however, a small portion of our sales are online orders from a variety of places in the United States. Shortly, we plan to broaden our network and provide our clients with more events and even higher-quality products than ever before.

Summary Of Finances

In person sales dominated over online orders

Start-Up Costs - \$326

Total Sales - \$4793

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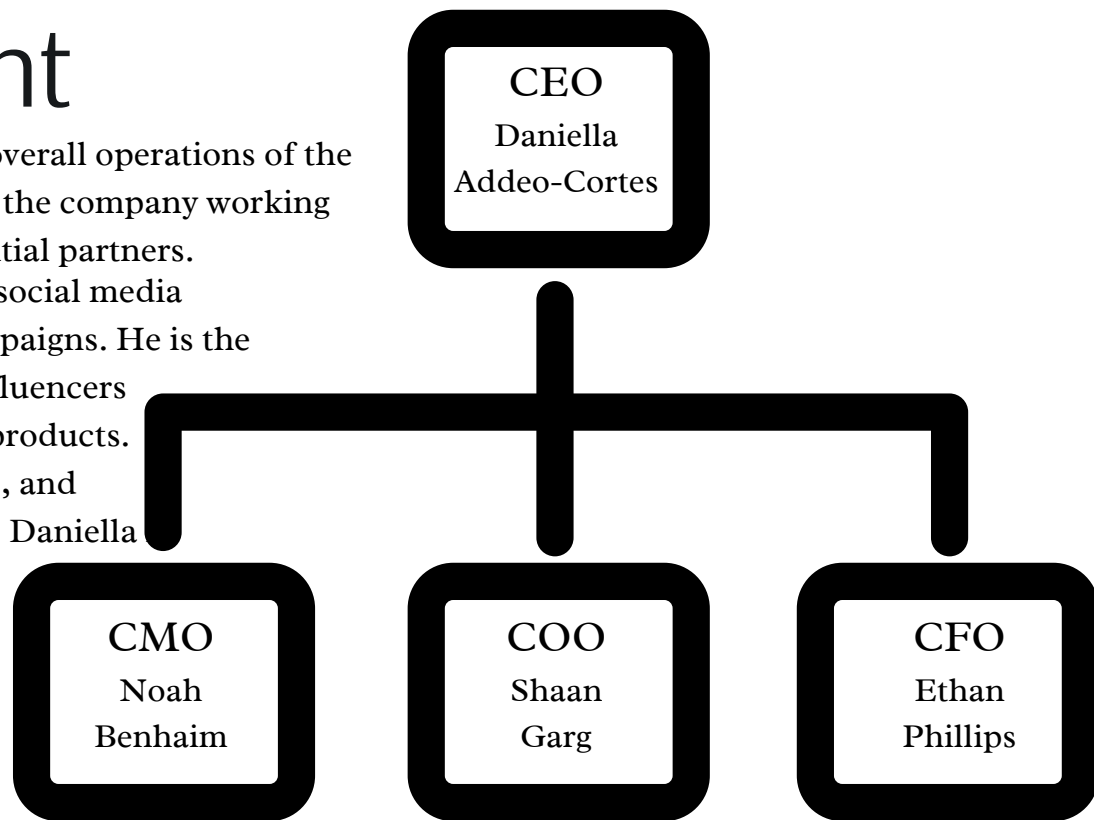
Management

CEO - Daniella oversees all the overall operations of the company. She acts as the face of the company working directly with investors and potential partners.

CMO - Noah is in charge of our social media presence and advertisement campaigns. He is the one working directly with the influencers we partner with to promote our products.

COO - Shaan manages deliveries, and customer satisfaction and assists Daniella in overseeing daily tasks.

CFO - Ethan tracks our total cash flow in the company. He keeps track of sales, donations, and investments.



Operations

Once an order has been placed, one of our team members quickly updates our detailed spreads that include the customers' information and the order description. Following this, CocoLoco will stay in communication with our customers to provide a personal feel and ensure the highest quality experience possible. Finally, we deliver our product with care to the customer within about 5 business days and their order will be marked as fulfilled on our spreadsheet. At CocoLoco we are constantly working to improve our product quality and delivery process. To do so we continue to follow up with our customers to make sure that their product was satisfactory and we have a survey that they can fill out as well. This process keeps all of us motivated to continue working efficiently because of the fact that we know there are people that believe in us and our mission. Our system also heavily relies on everyone consistently contributing giving us the responsibility to not let the rest of our team down.



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The FINANCIALS

Statement of Activities

Total Revenue (249 units sold) \$4793

Expenses

Costs of Goods Sold	\$552
Miscellaneous	\$108
Charity Donations (10%)	\$413

Total Expenses \$1073

Net Profit \$3720

Book Value of Stock

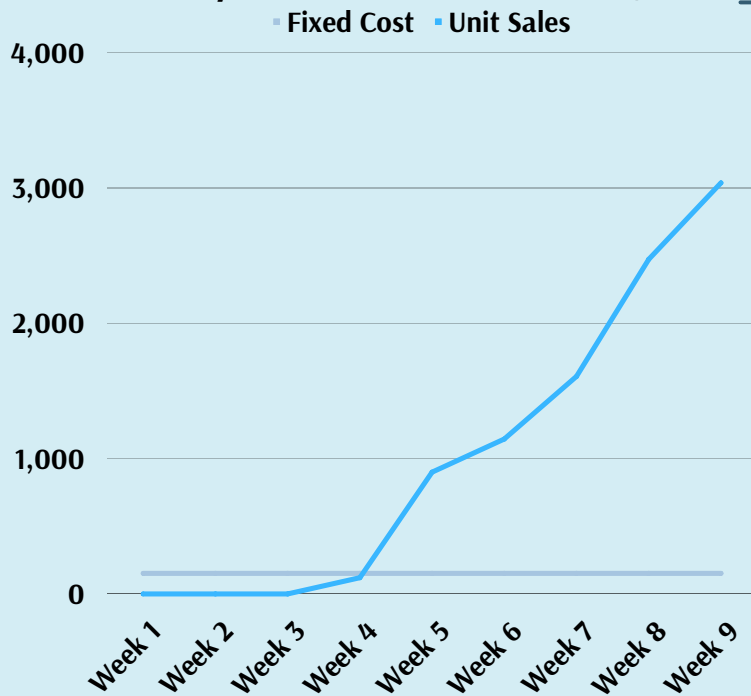
(Upon Liquidation)

Profit	\$3720
Capital Stock	\$400

Total Owner's Equity \$4120

Number of shares of Stock sold 10

Book Value / Share \$40



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Overview

We sell both our succulent coconuts and coco-candles for \$20 each. For bulk orders, we sell for \$17 each. The average cost per product was \$5, which resulted in a **81% profit margin**. Through selling **249 units**, we've generated a **revenue of \$4793**. After accounting for our total expenses and our **donation of \$413** to Cancer For College, **our total profit was \$3720**.

Capitalization & Return on Investment

We sold **10 shares of stock** at a price of **\$40 each**. We raised a total of **\$400** of capital from selling shares, and used this capital for initial start up costs: materials, advertisements, and other miscellaneous expenses. Due to our innovative strategies to maximize ROI, we generated a profit of \$3,720 upon liquidation and achieved a **return on investment of 930%**

Break-even Analysis

To break even CocoLoco had to have sold 8 of our succulents. We spent the first 3 weeks planning, developing a product, and creating stock. However, once we got to Week 4 (mid-February) we were fortunate enough to close on a bulk order of 40 succulents, allowing us to break even. Since that point, we were able to keep a continuous incline in sales giving us a consistent source of generated revenue.

Marketing

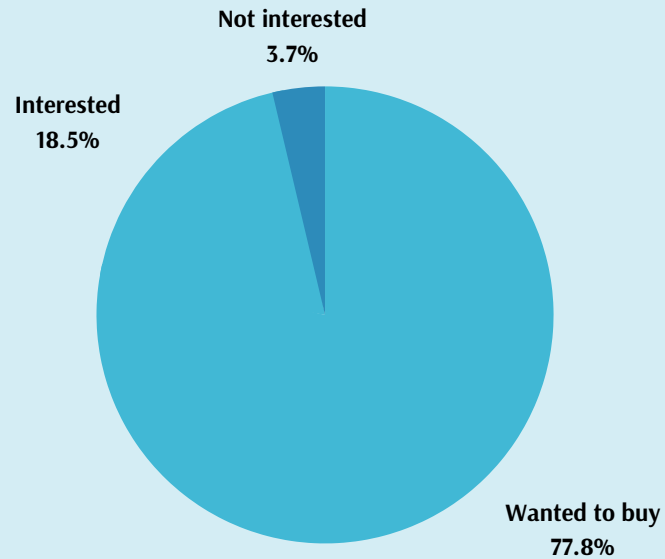
Market Research

We surveyed over 50 people, consisting of adults, students, and teachers, and found that 77% of people wanted to buy, or were at least interested.

Promotional Strategies

Our sales initially began with in-person advertising. We would walk the school for in-person advertising while carrying our product. People would tend to be drawn in by confusion and wonder, and eventually, after we give our pitch they tend to be interested. Another in-person advertising method we used was pop-up shops. We have set up these shops in places outside our school, CCA, and other schools in our district. At our pop-up shops, we offered our customers a package deal: Buy 2 of our products for \$5 off. To generate more exposure as well as sales, we would hold virtual promotional strategies on our Instagram (see next page for more) that encouraged consumers to repost our story in order to get 17% off their next purchase.

Would you be interested in buying a CocoLoco succulent?



Market Description

At the beginning of our company journey, CocoLoco tried to target students at CCA who appreciated plants because they were the most readily available market to us. After a week of selling, we began to notice that the staff were more interested and willing to purchase our products at the price we were selling them for. That's when started to sell to the community. Through this process, we found that our main target market is women ages 40 - 65 who appreciate home decor and have an interest in supporting the environment.



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Marketing

Promotional Strategies Cont.

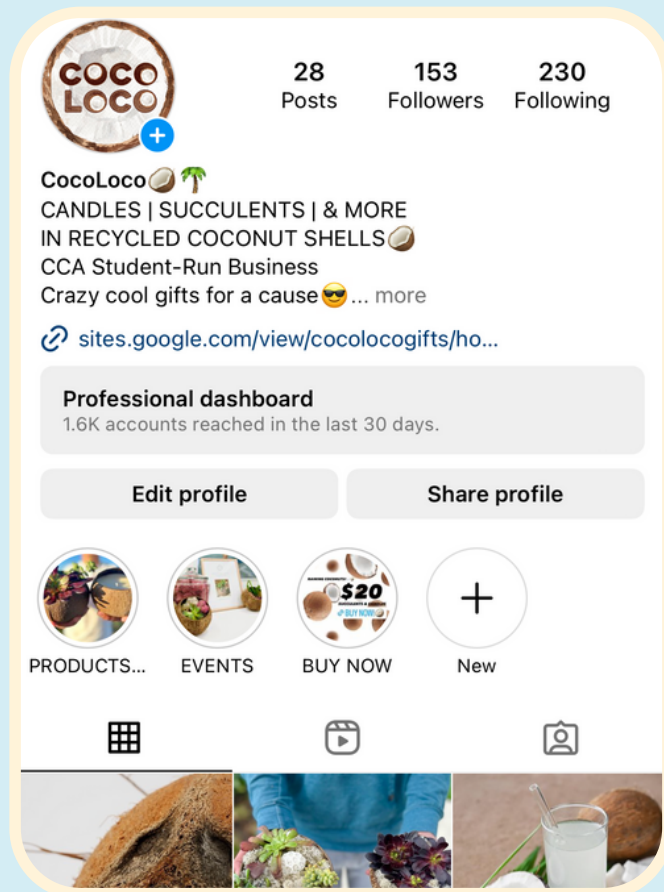
We developed a social media presence by creating an Instagram page and our website. We are consistently active on our Instagram.

Whether it is making a post or a story we are always attempting to find new ways to engage with our followers

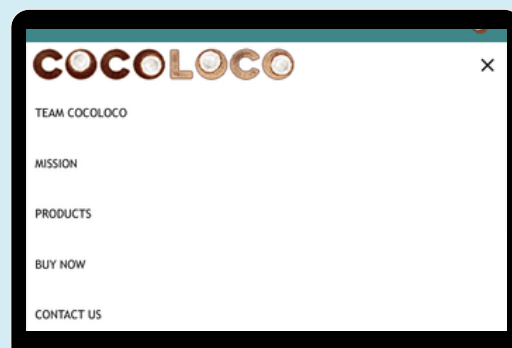
Along with our daily posts, as a way to boost our social media reach, we collaborated with @SunshineVizslas, a very prominent figure on Instagram with 50k followers. In one of our collaborations, we gave them three of our candles to be included in a giveaway. In order for someone to participate they had to follow our Instagram account. This resulted in more activity on our page.

COMPETITIVE ADVANTAGE

In terms of competition, we have a direct competitor to our products on Amazon and other online retailers. Although our competitors' product is very similar to ours they price their products at \$26.99-\$69.99 while we price ours at \$20, so we are more affordable. Along with our lower pricing, we donate 10% of our profits to a non-profit called Cancer For College. Since we are actively contributing to a non-profit, people are more inclined to buy our product to make a positive impact in the world. As for our succulents, we have found no competition.



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Innovation

At CocoLoco we strive to create an innovative, environmentally friendly, and sustainable product. Our initial goal was to find unwanted materials and recycle them. By taking coconut shells and turning them into sustainable succulent arrangements and soy candles, it is innovative and unique because it is environmentally friendly, creates an aesthetically pleasing product, and supports communities and economies.

Our all-natural, recycled coconut shell approach creates a unique and aesthetically pleasing product that stands out from traditional home decor offerings. Our customers preferred the natural texture and pattern of the coconut shells - to a traditional smooth pot - since it adds an organic touch to our products. Adding the element of uniqueness has made our customers feel as though it is more personalized to them, causing them to be more inclined to buy our product.



In an attempt to recycle coconuts from the areas that had a surplus, we decided to source our coconut shells from the Philippines and Vietnam. We are providing a source of income for local farmers and communities who may not have access to other means of livelihood, while also promoting fair and ethical work practices. We advertise to customers that when they buy our product they are directly supporting local economies and communities, so they have been more willing to buy. As a result of implementing this business strategy, we made over \$2000 in sales in 3 weeks.



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Learning Experiences

Participating in the JA Company Program and sharing experiences can bring a range of successes, challenges, and key learnings to a company. Some successes included increased sales revenue and profitability, expansion into new markets, and development of valuable business relationships. However, there were some challenges such as not planning ahead to optimize our efficiency, managing our orders properly, and running a successful social media account. What we learned from these challenges is that creating goals and focusing on working towards them can lead to success, and by properly organizing data we can efficiently fulfill orders.



Future Potential

One of our plans is to expand the distribution of our products into major retail stores like Target or Trader Joe's. We believe that our unique and eco-friendly products will appeal to a wider audience and help us achieve greater sales revenue and profitability. Additionally, we will focus on scaling our operations and improving our supply chain logistics to meet the demand of larger retailers. The JA Company Program has equipped us with the skills and knowledge needed to navigate the challenges of expanding our business, and we are confident that our experience will enable us to achieve our goals and build a successful and sustainable company.



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