



END OF YEAR REPORT

Table of Contents

ECO-DESIGNS TEAM

PRESIDENT'S REPORT & COMPANY OVERVIEW

LETTER TO SHAREHOLDERS

TRIP TO THE PINES

FINANCIAL REPORT

FINANCIAL STATEMENT OF ACTIVITIES

LIQUIDATION REPORT

HUMAN RESOURCES REPORT AND COMPANY RULES

MARKETING & PUBLIC RELATIONS REPORT

PRODUCTION REPORT

THANK YOU

PHOTOS OF PRODUCTS & ACHIEVERS



Eco-Designs Team



Eco-Design Members with CAL CFO Mr. Paul Tibbets and advisors

Board of directors

President – Aaron West

VP Finance – Lowidka Watler

VP Human Resources – Venessa Powis

VP Marketing – Javier McKenzie

VP Public Relations – Adrian Powery

VP Production – Tyra Iton

Team members

Shamar Gooden	Kayjah Warren	Kristen Reid	Tishai Dalley
Ashley Lamont	Rommel Ebanks	Dinara Perera	Avryl Thompson
Amir Palmer	Rhochae Williams	Matthea Blair	Walden Kidd
Justyn Robinson	Amanda Connor	Brianna Bodden	Michael Mclaughlin
Abigail Smith	Liana DaCosta	Callie Bodden	

Presidents' Report and Company Overview

Aaron West - President

We have now reached the end of the 2015-2016 Junior Achievement year for **Eco-Design** and I am pleased to announce that we have exceeded our goal of **\$2000.00**. Our total in sales was **CI\$3,745.31**. As a result of everyone's hard work and dedication, we have met our corporate objective of being sustainable - selling products that meet the needs/wants of our society without harming the environment.

On October 28th 2015, I was elected for the president position for my company. As an A-level business student I believed I was a valid candidate for the position as I had an advance understanding of the business structure. One weekend I received training on the leadership qualities a leader should have and the responsibilities that come with the presidential position. The president is responsible for establishing a corporate objective, motivating employees to increase productivity, setting aims in each department that are relevant to the overall goal, holding meetings with the board of directors to discuss business problems and decisions, ensuring that each vice president performed their task in the most efficient and effective method possible, writing the shareholder's message and giving directions and maintaining supervision of all members of the team.

Eco-Design has been very successful during the period the firm operated. We established a corporate social responsibility (when a company considers how its decisions will impact all stakeholders and take action on choices that will benefit the environment and society) which was to be sustainable by selling products that were recycled. We will also be donating 10% of the finance raised to the National Council of Voluntary Organization (NCVO) to help those in need. We also decided to volunteer four of our colleagues to assist at the Pines home and they were very enthusiastic and approachable.

The VP's have contributed massively to the overall success to the business by ensuring that everything was up to date in all of the departments in the firm. Most team members showed up to meetings which means we had a low level of absenteeism, they were motivated to complete products to the highest quality possible and a majority of workers showed up to their sales events. The customer service we provided at sale locations was also great because customers are the most important asset of a business so first impressions are important so that the firm can retain a positive status. We had an aim to win company of the year under our sponsor, Cayman Airways and I believe we can achieve this as a result of the great effort put in by every single team member.

I must thank our advisors for the excellent advice and support they provided as they helped our business to become a success. I have enjoyed every second in this program and working with my colleagues. The Junior Achievement program has really taught me the importance of each individual department in a business and I have a better

understanding of how a business operates and I have developed leadership skills throughout the process of the business. The most valuable leadership skill I have gained is the ability to be adaptable. Knowing when to switch from a democratic to an autocratic style and applying it to where it is most appropriate is key to a business success. With the knowledge and experience I have gained from this Junior Achievement Program I am positive that I will be able to apply these skills in the business world.

Our Junior Achievement company was visited by Mr. Paul Tibbets who is the Chief Financial Officer (CFO) at Cayman Airways. He gave us a presentation on finance which gave us financial advice that we can use in the future. Presentations were also made by Ms. Olivia Scott Ramirez who gave us information on sales and marketing and Ms. Wendy Evans-Williams who briefly spoke to us about Human Resource Management. This was greatly appreciated and meeting them was an amazing opportunity.

On behalf of Eco-Design I would like to again thank everyone who were involved in the business. Their contributions were greatly appreciated.

Aaron West
President
Eco-Design (a Junior Achievement Company)

Letter to Shareholders

Dear Shareholder,

Eco-Design, A Junior Achievement Company, started on October 14th, 2015 with 28 students and on March 23rd, 2015, our company came to an end and reimbursed.

We established a corporate objective of being sustainable by selling products that were recycled. This was achieved by creating multi-purpose storage containers from old cigar boxes that were being thrown away by Mr. Roper. The boxes were primed (wrapping, spray paint etc) and then decorated with the materials appropriate (buttons, ribbons etc). The boxes had a slow start at the beginning of the program as they were not selling as much as the keychains but eventually they began to pick up momentum towards the middle. This is because a more cemented design was established. The keychains had recycled bottle caps at the end of them, attached to a chain in the middle and a hook on the other end. The chain was decorated with brightly colored beads of all shapes and sizes. The keychains sold out quickly at sales throughout the whole program and we had to rapidly create more to meet demand. Customers were impressed by the fact that we were able to create such innovative products from simple materials.

We at **Eco-Design** have decided to donate 10% of our NET PROFIT to the National Council of Voluntary Organization (NCVO) and we decided to have four workers volunteer at the Pines home which is also managed by the NCVO. Our expenses included the cost of materials such as spray paint, acrylic paint, sandpaper, chains, beads and other accessories, hooks, wages and commission for employees and the total expenditure of money used to buy things needed to acquire the full productivity of the company.

At the beginning of the program it was challenging to get all workers fully involved in the production of the firm's products as different people were motivated by different factors. But eventually us board of directors were able to address these areas and the overall productivity increased as people were more enthusiastic to make higher quality products using the most efficient and effective methods of production.

We are happy to report that we surpassed our goal of **\$2,000.00**. **Our total in sales was CI\$3,745.31 and our NET PROFIT was CI\$1,498.42**. We would like to thank Cayman Airways Ltd. for their sponsorship, our wonderful advisors, every business that gave us the opportunity to set up for sales, and the support from our parents/ guardians.

Sincerely,
Aaron West
President of Eco-Designs

Our Memorable Trip to the Pines

As a part of our Corporate Social Responsibility, four of our workers volunteered to assist at the Pines Home which is owned by the National Council of Voluntary Organization (NCVO), which we are also donating 10% of our NET PROFIT to. Not only did we want to save the environment, but we also wanted to give back to the community and this is our way of doing so.



Finance Report

Lowidka Linares-Watler – VP of Finance

As the VP of finance I had the obligation to monitor the company's finances in a morally and practically sound way. There were obstacles along the way, but ultimately I was able to coordinate the company's finances with the assistance of my Eco Designs members and advisors, and I was able to pull through.

First and foremost we had to obtain the necessary capital in order to kick start our company, Eco Designs. To do so, each member was given three stock certificates, and each was sold for the value of CI\$2.00. The capital that was made from the stocks was used towards buying the materials necessary for making the first batch of products. It was also my job to keep track of the transactions from sales and materials purchased for production.

In order to price our products, our company decided to use a market penetration method, in which we advertise our products and set them at a somewhat low price so that we can compete with more established firms in the same market. We also took into consideration, when pricing our products, the price of manufacturing and the time taken to make the product. For our key chains the prices were all the same (CI\$5.00), but for our cigar boxes we took into consideration the size of the box and the complexity, which is the amount of material used to decorate the box.

The financial transactions were frequently updated and were presented to the rest of the company to keep them up to date with the amount of money made from sales. Thanks to the VP training early on in the programme, I have learned to become aware of the importance of keeping an updated record of the company's expenses and profit made from the products sold.

From product sales, Eco Designs generated a total income of **CI\$3,745.31** and after all operating expenses were made, our total net profit was **CI\$1,498.42**

Overall, I can say that Eco designs has been a very successful company. This is all thanks to the cooperation of our company members and the help from our advisors, as without them such success would not be possible. I would also like to thank Junior Achievement for the opportunity of letting me participate in this programme.

Financial Statement of Activities

Statement of Activities (Profit or Loss)	
Total Income:	\$3745.31
Expenses:	
Materials and Supplies	\$801.29
Wages, Salaries and Commissions	\$950.59
Total Expenses:	\$1751.88
Net Profit/Net Loss Calculations:	
Total Income – Total Expenses = Net Profit/Net Loss	\$1993.43
Donation (to NCVO)	\$200.00
Company Bonuses	\$306.00
Net Profit after Company Donations/ Bonuses	\$1487.43

Statement of Financial Position (Balance Sheet)	
Assets: Cash Balance	\$2131.43
Liabilities and Capital	
Capital Stock	\$138.00
Other Incomes	-
Donations	\$200.00
Company Bonuses	\$306.00
Net Profit	\$1487.43
Total	\$2131.43

Book Value of Stock (upon Liquidation)	
Net Profit	\$1487.43
Capital Stock	\$138.00
Total	\$1625.43
Number of Shares or Stocks Sold	/69
Book Value	\$24.30

Liquidation Report

Criteria	Actual	JA Company Program Standards
Compensation:		
Wages/Salaries	\$576.00	A minimum of \$1.00 per hour must be paid to all non-officers for each meeting, except for Meeting One.
Commission	\$374.59	Officers must be paid a minimum of \$2.00 per hour for each meeting, except for Meeting One. 10% sales commission must be paid on each individual company product sales.
Profit After Taxes	\$1487.43	From “Financial Statement of Activities, Profit and Loss Statement”
Return to Stockholders	\$4.00	From “Financial Statement of Activities, Book Value” calculation. Company must return at least \$2.02 to each shareholder.
Average Attendance	82%	Average attendance must be 60% or more. To compute, add total weekly attendance figures (start with Meeting Two) and divide by total membership.
Sales Income	\$3745.31	From “Financial Record Column 8.”
Description of Company Product: Eco Designs produced storage containers all made from recycled cigar boxes. Also key chains using recycled bottle caps		Company Sales Goal: CI\$2,000.00 Percentage Goal Attained: 187%

Human Resources Report

Vanessa Powis & Ashley Lamont – VP of Human Resources

During Junior Achievement, Human Resources (HR) plays a very important role throughout the nineteen weeks. HR is fundamental because HR support and enforce the company's rules. HR also need to make sure that the company is running smoothly and efficiently and that the employees are also getting along and working together as a team to build the company. Attendance records, payroll, stock certificate and administrative records are also some of the HR's major responsibilities. HR is the heart and foundation of the company

Although this is my first year of Junior Achievement it is surely not my last. Being a part of Junior Achievement was a life lesson, I have learnt how important teamwork is and that without the same understanding your company won't be properly built. Also how to become even more responsible and organized in my everyday life.

Attendance Record

Eco Design had a number of 28 employees at the beginning of the program; from then to now we lost 3 of our employees leaving the company with only 25 and an average of 82% attendance. With the amount left we still had a lot of production done even though it took a while for each employee to get use to the products. Below is a record of how many meetings each employee attended throughout the past 19 weeks of Junior Achievements.

Employee Name	Meeting Attendance
Aaron West	18
Abigail Smith	17
Adrian Powery	18
Amanda Connor	16
Amir Palmer	17
Ashley Lamont	10
Avryl Thompson	18
Briana Bodden	19
Callie Bodden	18
Dinara Perera	14
Javier McKenzie	19
Justyn Robinson	19
Kayjah Warren	15
Kristen Reid	13
Liana DaCosta	16
Lowidka Watler	18
Matthea Blair	9
Michael McLaughlin	14
Rochael Williams	6

Romell Ebanks	18
Shamar Gooden	18
Tishai Dalley	8
Tyra Iton	17
Vanessa Powis	18
Walden Kidd	16

Company rules

Dress Code	<ul style="list-style-type: none"> The dress code is smart casual, no short pants, no tights or revealing clothing, no flip-flops and bandanas and other attire related to gangs are allowed. Everybody must be neatly/tidily dressed.
Cell phones	<ul style="list-style-type: none"> NO cell phone are allowed when working, all cell phones are to be handed in and turned off to the HR manager at the beginning of the night and will be giving back at the end of the night.
Attendance & Reliability	<ul style="list-style-type: none"> Employees must be on time at all meetings, and be picked up at a sensible manner. Workers must attempt to attend all meetings. If you can't attend, you must communicate with the HR manager or an advisor previously to the meeting.
Conduct at Meetings	<ul style="list-style-type: none"> Workers should be respectful & use appropriate language at all times when speaking to co-workers and advisors. No judgment must be passed to one another. NO bullying allowed.
Language Policy	<ul style="list-style-type: none"> NO foreign language is allowed to be spoken in the working environment. English is the preferred language to be spoken

Marketing & Public Relations Report

The Eco Designs Marketing and Public Relations Teams were led by **Javier McKenzie, VP of Sales and Marketing** and **Adrian Powery, VP of Public Relations**. Together our goals were mainly to:

- **Develop Company branding and logo**
- **Identify our target consumers and sales locations**
- **Assist with setting the price of products**
- **Maintain a regular and positive public relations presence**

Marketing:

The VP of Marketing's job is intertwined with Public Relations, and we relied on each other to successfully market our product. We chose our name, Eco Designs, because our products are eco-friendly, and the logo was designed to represent our company's corporate objective of being sustainable.

We held a vote on what products would sell best, and settled on Keychains and refurbished cigar boxes, because they were easiest and cheapest to make. Locations on where to sell them were through any connections our advisors had, mostly settling for Foster's Food Fair Strand, Fosters Food Fair West Bay, as well as Price Right, Kirks Supermarket and Kirk Home Centre.

As VP of Marketing, I was also responsible for updating the Instagram page and helping PR. Facebook was handled by the VP of Public Relations, which had tutorials on how we made our products and when we would sell. Whenever I went out to sales days, I made sure to encourage people to tell others about us and our Social Media pages.

Public Relations

Our target market for the keychains weren't specific; they could appeal to anyone. The boxes were aimed more at adults, though some younger children did find them appealing.

Because of our wide market range, we did sell all of our products on some sales dates. We had sales whenever the sale location hosts had days open for us. As VP of Public Relations, it was my job to confirm these days. After doing so, usually two or three of our employees would attend the sales. On the bigger sales events that we had, namely the Agricultural Show and Red Sky at Night, we had multiple shifts, each with four to five employees per shift. At each sale, there was one advisor present to monitor them.

As the VP of Public Relations, it was also my job to update social media, but my main focus was the Facebook page. Some of them were showing products, others were info on sales dates. The VP of Marketing handled the Instagram page.

Our President, Aaron West went on Daybreak along with Tyra Iton our VP of Production and Kristin Reid, past VP of Public Relations to show and speak of our products.

In the end our total sales were C\$3745.31 and our top sales person was Michael McLaughlin!

Names	Sales
Michael McLaughlin	\$736.19
Vanessa Powis	\$376.25
Javier McKenzie	\$346.66
Aaron West	\$344.88
Justin Robinson	\$330.64
Ashley Lamont	\$314.34
Lowidka Watler	\$296.14
Brianna Bodden	\$216.72
Walden Kidd	\$171.00
Abigail Smith	\$162.98
Tyra Iton	\$147.17
Adrian Powery	\$102.50
Liana DaCosta	\$85.25
Avryl Thompson	\$69.00
Dinara Perera	\$29.34
Kayjah Warren	\$16.25

Production Report

Tyra Iton – VP of Production

The position of VP of Production was a large task to take on not only because we chose to make two products, but also because we consistently had a large number of employees which needed direction. The production process consisted of many discussions and directing the majority of the company to agree on any decisions made within the company in regards to our products. We selected our products through presentations of prototypes and through voting and elimination.

We ultimately chose our products, the recycled bottle caps and cigar boxes, because they offered a wide range of possible designs and this allowed for us to capitalize from a wider target market. We also decided to try and recycle in order to reduce our company's impact on the environment. We ultimately decided to centrally operate from the three themes - island, vintage and simple contemporary. Once we'd selected our products and had a basic understanding of where we wanted to go with them, I established a manufacturing process and set out colour schemes for the company to work from. I also mapped out specific work stations for the production process to be carried out on. Once this was done and actual production began, I divided the company into two separate groups, one to produce boxes and one to produce key chains. In order to speed up and maximize the amount of products made I also set up an assembly line that effectively allowed for the even distribution of the following production procedures:

For the Boxes

1. The boxes are primed (i.e. Spray painting, Wrapping, etc.)
2. Outlining the design patterns on the boxes
3. Gluing down the arranged components of the boxes (if necessary)
4. Quality control (ensuring the box's sturdiness and security)
5. Labelling and pricing

For the Keychains

1. (2 people max) Bottle caps are spray painted, (only one person) The chain is cut into 3inch pieces
2. A hook/loop is added onto the chain and the beads are assembled onto the chain
3. Then images are then added into the bottle caps
4. The bottle caps and key chains are then put together
5. Quality Control (making sure all the keychains components are all securely attached to each other)

Additionally in order to fully capitalize on the Christmas season, we expanded on our idea of recycling boxes and key chains to include making gift boxes out of shoe boxes as well as ornaments out of bottle caps. We profited greatly from this idea and so we carried it out throughout the whole of December.

Initially, our cigar box sales were not matching up to our keychain sales and this posed a big problem because the cigar boxes were our bigger product which we sold for more than the key chains. Since the keychains were selling very quickly. I had to alter the production process a bit and take some people from the box group and made them assist the keychain group. During this period of our keychain centred production, I revisited our box's manufacturing process and edited it in a way which would greatly increase the value and quality of the boxes. This greatly benefited our company, as the boxes saw an immediate rise in sales.

The Junior Achievement weekend training I attended allowed me to understand the importance of clearly outlining the production process for the company in order to ensure that we could carry it out in the most efficient way possible. I feel as though this position has enabled me to understand the importance of communication as well as how to better communicate with the members of my company.

Through my position, I've learned to better direct and how to better accept criticism. This position also helped to sharpen my sense of responsibility because ultimately I had to keep track of inventory and ensure that we had enough materials and that they were being used in a cost efficient way. It was often very difficult to direct such a large group of people but I felt that this difficulty helped provide a more enriching learning experience and equipped me with enough hands on knowledge to better be prepared for the working world.

Prices for products

Product	Price
Keychain	\$5
Snowman ornament (Seasonal)	\$3
Small box (No top)	\$6 - \$8
Small box	\$10
Medium box	\$12 - \$14
Large box	\$15 - \$18
Wrapped gift boxes (Seasonal)	\$2 or 3 for \$5

THANK YOU

Eco-Design would like to thank our sponsor **Cayman Airways Ltd.** and our advisors who have guided us along throughout the Junior Achievement program:

- C. Joann West
- Olivia Scott Ramirez
- Nicola Platt
- Emily Sully
- Matiza Mason
- Christopher Smith
- Tiffany Allen

We are grateful to the following for allowing us to sell our products at their locations:

- Cayman Airways Ltd.
- Foster's Food Fair Republix
- Foster's Food Fair Strand
- Price Right
- Kirk's Supermarket
- Kirk's Home Center
- Camana Bay
- Cayman National Cultural Foundation (Red Sky at Night)

We would like to thank Cayman Airways for being our sponsor and providing a home for us for 20 weeks, parents and staff at CAL for donating bottle caps for the key chains and Mr. Roper for allowing us to recycle the cigar boxes that were thrown away. Without their support it would be nearly impossible for us to achieve our corporate social responsibility of being sustainable by producing environmentally friendly products. Thanks to their help we were also able to keep production prices low, allowing us to add great value between the price of the bought in items and the price the finished goods were sold for.

We are thankful to our loyal customers who continued to come out to our sales events and advertised our products for us by informing others. To the parents/ guardians of our employees, thank you for your support and time.

And last but not least, to Junior Achievement, for providing this amazing program and giving us the opportunity to operate in the dynamic business world, enabling us to gain skills that can benefit us in the future. We greatly thank you.

Photos of Products and Achievers

Meeting Governor Helen Kilpatrick and presenting her with a gift



Our Products







Our Team at work



Sales







Thanks to everyone who supported us!