

SKYFALL LTD - a Junior Achievement Company
Annual report
For the period October 2015 - March 2016

Proudly sponsored by the Cayman Islands Monetary Authority



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Skyfall Ltd. Team

Executive Members:

Bianca Meghoo – President
Kayley Conolly – VP Human Resources
Samuel Stewart – VP Finance
Samekia Stewart – VP Production
Jesse Jackson – VP Marketing
Kristina McLean – VP Public Relations

Non-Executive Members:

Kerisha Barker
Mya Bennett
Navar Broughton Talbert
Kyra Brown
Destini Bush
Michael Crooks
Jasmine Ebanks
Thea Foster-Ebanks
Axanthie Ebanks
Miquela Montana
Jasmine Seymour
John Shaw
Kaylee Whorms

JA Advisors: Eric Webster, Shanaz Whittaker, Yvette Cacho, Leilani Roach, Kiah Estwick

President Overview

As this was my second year being involved in Junior Achievement I felt it was time to step up to the role of President. Newly equipped with my leadership skills from the Next Generation Leaders Forum it was less intimidating for me, a normally shy person, to step into this role and take charge. At first being the only one of three students coming from a private school was daunting due to the unfamiliarity of the names and faces but overtime our group grew to work together extremely well together and by the first couple of weeks after choosing our officers we had chosen two products, a company name, values, mission statement, vision statement and logo.

Our company name is Skyfall Ltd because the product we chose was an innovative toy which consisted of a ball that once thrown into the air floated down by parachute which we called a Skyball. Our second product was a coaster made of recycled wine corks. We planned to produce the wine cork coaster only through Christmas but after a few sales events we came to the realization that the majority of our sales were from this product so I made the executive decision supported by my colleagues to make the wine cork coasters our main product and cease production of the Skyballs.

Before this decision our group was split in half: half making one product and half making the other. After ceasing the production of one product the entire company was able to focus on the wine cork coasters. To ensure everyone was comfortable producing the product, I took time at the beginning of a meeting to demonstrate the preparation and assembling of the product. Due to the fact that the product yield increased significantly after the elimination of one product from our company, I focused most of my time on quality control, packaging and tracking inventory. A major aspect of our company is the concept of recycling and all of the corks that we used were donated to us from restaurants who would have otherwise thrown them away. When we got around to the half way point of the program, myself along with a couple other company members sorted through a bag of scrap corks that we kept to salvage any pieces that we deemed fit to reuse.

Throughout the program I organized schedules for our sales date to ensure that a group of students as well as an advisor were there at all times. I also took initiative to organize a sales date at the West Indian Wine Company in Camana Bay due the fact that our product ties in with their company. We achieved a lot of company awareness through this sales event and sold many products.

Overall I think that our company had a good year and that we achieved many personal successes. I attribute our successes to the flexible nature of our colleagues as well as the accepting nature that our group adopted through the program with the guidance of our advisors. I am proud to have been President of a company with driven and warm people who welcome change and work to achieve greatness. I am privileged to have been involved with Junior Achievement for a second year, to have utilised my skills earned through the Next Generation Leaders Forum and witness the evolution of my group as entrepreneurs as well alongside my growth as a Leader.

Bianca Meghoo, President

Letter to Shareholders

Dear Shareholder:

Skyfall Ltd, a JA company, liquidated its assets and concluded operations on March 17, 2016. JA companies are dissolved after 12 weeks (or sessions) of operations to provide new employees the opportunity to organize new companies.

Due to unforeseen lack of market penetration with our first sales product (Skyballs) we were unable to recuperate majority of our expenditures for the first half of the year. This slow start had forced the company to re-evaluate its production and sale strategy for the remainder of the year.

Despite an improvement in sales in relation to our second product (wine cork coasters) the company was unable to generate enough revenue which resulted in an overall net loss for the year.

Though it is difficult to share this information with you, I would like to express our gratitude on behalf of the company, for your support. Your initial investments allowed for the company to get started with its production process which was a positive experience for all persons involved, despite the disappointing sales results.

We raised initial company capital by selling 40 shares of stock at \$2.00 per share. As a result of the net loss, we are unable to return to you your original \$2.00 investment, plus stockholder dividend.

In addition to the above, after financing the typical expenses associated with operating a business, the company was unable to pay wages, salaries, and commissions.

The challenges faced this past year have proven to be a learning experience which will provide insights and practical knowledge of business operations that would lead to better results in the future. We wish to express our sincere appreciation to our volunteers/sponsors, and advisors for sharing their time and knowledge.

Finally, we would like to thank you, our stockholders, because without your interest and monetary commitment in our JA Company, this experience would not have been possible.

Bianca Meghoo, President

Letter to Volunteers and Customers:

Dear All,

We would like to thank you for your gratitude and appreciation. Skyfall Ltd would not have experienced an eventful year without you.

Your willingness to cooperate with us and sacrifice your time and work has helped us to learn and grow during each week that we met. You were able to put up with our attitude and disagreements and effectively managed our varying personalities.

Each meeting was filled with fun times and laughter which created a feeling of security that kept us safe and comfortable during the three (sometimes more) hours that we were amongst each other each week. You have made this year's Junior Achievement program unforgettable.

To our customers, I would like to thank each and every one of you for supporting us by taking an interest in our products, even though our main product for sale didn't work out (SkyBall) as planned. At each sales event we were faced with new questions which only helped us to gain a better understanding of the working world and the products in which we were selling. For everything, we are greatly appreciative of the learning experience.

Bianca Meghoo, President

Business Plan Overview

Mission Statement

To transform simple ideas and items into sky high opportunities for families and friends to enjoy our unique products.

Vision Statement

Working together to create quality and multi-functional products using renewable resources.

Employee Wage

\$0.50 per hour

Officer Wage

\$2.00 per hour

Target Market

All age groups and demographics.

Product Price

Skyballs | \$5 KYD

Coasters | \$8 KYD

Break-even Point

Product Sales Goal

\$500 KYD from Skyballs and Coasters.

Human Resources Overview

It was an honor being elected for the position of VP of Human Resources and it was also a very interesting experience, especially as this was my first year doing Junior Achievement. Being VP of Human Resources was quite a challenge; having everyone work together, making sure there would be no problems with the employees, taking care of the stock holder information and taking attendance.

I've learned that being in a company everyone would have to work together in order to efficiently and effectively achieve the goals set in a self-motivating manner. I was also responsible for ensuring that each member of the team became and remained engaged in their roles/responsibilities. Communicating with the employees was also a big measure in the role of VP Human Resources in order to have maintained a good relationship with them.

There were some problems during the production process, as some employees would not be using the time efficiently; they would rather be talking to one another or be on their phones and so therefore rules had to be implemented and followed. For example, when everyone would arrive to each session they were required to put their phones in a box before settling. In order for everyone to work together we had to put all of the tables together, and we all sat by each other and made sure we all did work. While serving the position of VP Human Resources I did not meet into as many challenges as expected.

This officer position has taught me to become a leader. Being a leader has made me more confident and brought many opportunities for me, such as being able to meet new people and learning to cope with different personalities, along with being chosen to go to the Next Generation Leaders interview.

Kayley Conolly, VP Human Resources

Company Bylaws

Article I. Membership: Members must own at least one share of stock. Any member absent from three successive meetings shall be dropped. Members also may be dropped for cause by two-thirds vote of the board of directors. A member may be reinstated upon recommendation of the President and majority vote of the board.

Article II. Stockholders: This Company is owned by stockholders. A stockholder may hold no more than two shares, and a family may hold no more than five shares of stock in this company. Stockholder meetings may be called by the board of directors.

Article III. Board of Directors: Control of this company is vested in a board of directors consisting of the membership of the company. A quorum shall consist of one-half of the board. A majority shall decide any questions.

Article IV. Management: A management team comprised of the President and an officer of each department shall carry out the directives of the board.

Article V. Compensation: The minimum wage for non-officers shall be \$1.00 per meeting. The minimum salary for elected officers shall be \$2.00 per meeting, or a \$24.00 annual salary for the 12-session duration of the company. No company member shall be paid for the first meeting.


Article VI. Finance: Checks must be paid by one officer and countersigned by the volunteer.

Article VII. Operation: The Company shall restrict its activities to the territory of the local JA Area Office and shall terminate operations within the prescribed time limit.

Article VIII. Products and Events: The products and events of the company must be approved by JA Cayman Islands. They shall have value added by the company employees. The manufacture, assembly, and use of JA company products or events shall not present a hazard to consumers or employees.

Article IX. Amendments: These bylaws may be amended by a two-thirds vote of the board of directors and the approval of the local JA Area Office.

Attendance Sheet



Junior Achievement®

Attendance Records

			October			November				December			January			February				March		
	Last Name	First Name	15	22	29	5	12	19	26	3	10	17	14	21	28	4	11	18	25	3	10	17
1	Anderson-Hyde	Kenniza	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
2	Barker	Kerisha	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P
3	Bennett	Mya	P	A	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	A	P	P
4	Broughton Talbert	Navar	A	A	A	P	A	P	P	P	P	A	P	P	P	P	P	P	P	A	A	A
5	Brown	Kyra	P	P	P	A	A	P	P	P	P	A	A	P	A	A	A	A	P	P	A	A
6	Brown	Shaneika	P	A	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
8	Bush	Destini	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
9	Conolly	Kayley	P	P	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	A	P	P
10	Crooks	Michael	P	P	A	A	P	A	P	A	A	P	A	P	A	A	A	A	A	A	A	A
11	Dalhousie	Chambria	P	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
12	Dilbert	Kimberely	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
13	Ebanks	Jasmine	P	P	P	P	P	P	P	P	P	P	A	A	P	A	A	P	A	A	A	A
14	Foster-Ebanks	Thea	P	P	P	A	P	P	P	A	P	P	P	P	P	A	A	P	A	P	A	P
15	Hodgson	Ashanti	A	A	A	A	A	A	A	A	P	A	A	A	A	A	A	A	A	A	A	A
16	Jackson	Jesse	P	P	P	P	P	P	A	P	P	P	P	P	A	A	P	P	A	A	P	A
17	Ebanks	Axanthie	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P
19	McLean	Kristina	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	A	P
20	Meghoo	Bianca	P	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	A	P	P	P
21	Montana	Miquela	P	P	A	P	P	A	P	P	P	P	P	P	A	P	A	P	P	A	A	P
22	Seymour	Jasmine	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
23	Shaw	John	P	P	P	P	P	P	P	P	P	P	P	P	P	A	A	P	P	P	P	P
24	Stewart	Samuel	P	P	P	A	P	P	P	P	P	P	P	P	P	A	A	P	P	P	A	P
25	Stewart	Samekia	P	P	P	A	P	P	P	P	P	A	P	P	P	A	A	P	P	P	A	P
26	Terry	Nelissa	P	P	P	A	P	A	P	P	A	A	A	A	P	A	A	A	A	A	A	A
27	White	Ashley	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
28	Whorms	Kaylee	P	A	P	A	P	P	P	P	P	A	A	A	A	P	P	A	A	A	A	A

Mark "A" for ABSENT

Mark "P" for PRESENT

VP of Public Relations

VP of Finance

VP of Marketing

VP of Production

VP of Human Resources

President

Kayley Conolly, VP Human Resources

Production Department Overview

During my Junior Achievement experience, we have been working on two different products. The decided products were: SkyBalls and coasters.

The SkyBalls were balloons filled with rice and had a parachute. During production of the SkyBalls, the supplies used for one Ball were: four pieces of evenly cut strings, a plastic square cut fabric for the parachute, three layers of balloon and rice. The production of the SkyBalls was fairly time consuming due to the different steps involved. The average time of production for one ball was about ten minutes and this filled up most of the time period. A slump was slowly forming because of this and the process of making the balls became messy. Some people would fill too much balloons with flour and some with too little. This resulted in a lot of waste products and clean-ups since the ones with too much rice were being constantly popped. Most of the balls were untouched after that since the people cutting strings were too small in numbers. This is what led to a decrease in products, the quality of the products and the sales for the first two months of the program.

For some of the SkyBalls, the parachute was not attached and the rice was replaced with flour. This was used as a stress ball instead of a toy like the SkyBall. The supplies used during production of this method were: three layers of balloon and flour. This was also another messy process but fairly easier since the material used in production was flour. This was slightly more popular than the SkyBalls in the first few weeks but slowly lost popularity. The SkyBalls and the alternate variation eventually didn't sell and production ceased.

The coasters were a side product at the beginning of the program but ended up becoming the main product after the massive loss in sales with the SkyBalls. The supplies used during production of the coasters were: wine corks, and glue guns. The coasters were very popular and the sales went up. Production of the coasters was time consuming but in the end since everyone participated in one of the processes, they were eventually being mass produced. For a while the production went smoothly but hit a bump in the middle. This was easily solved in a matter of a three week period.

Overall, the production hit a lot of bumps along the way and we managed to pull through, to improve production rates in the future, I suggest extra days to come in once in a while and maybe an extra hour added on some days to get extra production in.

Samekia Stewart, VP of Production

Public Relations Overview

As VP of Public Relations, I thought that this was a great experience. In the beginning of the course I felt confident about my role; because I was sure that I was capable of getting the work done, even though challenges came along the way. I was able to sort things out and make sure that we are on the right track.

During JA I experienced an opportunity to go on local television in order to promote the product along with other group members. The thought of speaking in front of live television was strange. However in the end I was able to conquer my fear of public speaking. This also helped to enhance my speaking skills along with overcoming the common challenge of stage fright. Overall, I think that this was a great experience because it allowed me to communicate better with my peers. It also gave me an opportunity to understand first-hand, the functions of Public Relations.

As VP of Public Relations, I was responsible for setting up the sales booth at various public events. In this capacity, I also ensured that the products were displayed professionally. I was pleased about the comments received about our presentation. We also received some feedback to help us improve our products, which we took on board in order to satisfy our customers.

In conclusion, I really enjoyed my experience at JA as it helped me to understand the benefits of running a business along with being educated by my peers and advisors.

I learned how to work with a group of people while being committed to my role. I was grateful for the opportunity to participate in this organization because I learned so much throughout the course. I would definitely join JA again in future to further enhance my understanding about the key roles and the importance of staying dedicated to my responsibilities. I am confident that I will use the knowledge and skills gained towards a future position in Public Relations or related role.

Products Produced



Sales Events



Kristina McLean, VP of Public Relations

Marketing Overview

Mission Statement

Inspiring each customer to break the chains of being ordinary and fall into our vast world of creativity.

Vision Statement

To enhance happiness and achieve sustainable growth, through creativity and customer care.

At Skyfall Ltd. We strive to uphold the following values:

- Creativity
- Teamwork
- Hard Work
- Dedication

Undertaking the position of becoming VP of Marketing for my JA company has been one that has proven to be quite challenging. I have learnt that social media is a very helpful tool that can be used in the company's favor in terms of building an interest among the public to therefore generate potential customers and clients that will therefore bring in more sales and profit to the company.

Just a few of the responsibilities that this position entailed me to carry out where to make advertising strategies and ensuring that potential costumers knew about our company and received the products they required.

The establishment of the Skyfall logo meant that we had arrived at a new conclusion of having family time outside the house and to get away from the modern world including electronics and etc.

The skyball was our first product that was made of everyday things. Unfortunately the idea wasn't portrayed for long enough so eventually the product wasn't as successful as anticipated. Therefore we were forced to use our secondary product, the coasters (made out of recycled wine corks). The coasters were in fact a bit better at sales because they were more practical. As each session went by the coaster's skins were decorated differently to match the occasion.

In conclusion being VP of Marketing taught me a lot of valuable skills that can be used in the world of work.

Jesse Jackson - VP of Marketing

<u>SKYFALL LTD., A Junior Achievement Company</u> FINANCIAL STATEMENTS <u>As at 31 March 2016</u>	
<u>Income Statement</u>	
REVENUES	
Sales Revenue	\$217.00
Other Income: Donations	\$110.60
Total Revenues	\$327.60
EXPENSES	
Materials and Supplies	\$204.61
Commissions	\$21.70
Wages, Salaries	\$259.50
Other Expenses:	
Sales Venue Booking Fees	\$35.00
Annual Company Fees	\$135.00
Finance Requisition Fees	\$12.50
Bank Fees	\$30.00
Total Expenses	\$698.31
Net Loss	\$(370.71)

<u>Statement of Financial Position</u>	
ASSETS	
Cash	\$202.71
Inventory	\$8.00
Total Assets	\$210.71
EQUITY AND LIABILITIES	
Equity:	
Share Capital	\$80.00
Retained Loss	\$(290.71)
Total Equity	210.71
Liabilities:	
Total Liabilities	0
Total Equity and Liabilities	\$210.71

<u>Book Value of Stock (Upon Liquidation)</u>	
Share Capital	\$80.00
Net Loss	\$(370.71)
Total Value	\$(290.71)
Number of Stock Shares Sold	40
Loss per Share	\$(7.27)

Skyfall was a very cooperative company with very interesting people, because of this we had many different ideas, so we chose two (2). Our main product and how we got our name was a skyball and our sub-product was coasters: in this six week period Skyballs only lasted two mounts because they weren't having enough traction on the market, not much people were that interested in them. In this unfortunate situation this company suffered a loss, mainly because we placed too much stock in making the Skyballs. A large number of balloons, flour and rice were purchased to produce the Skyballs and when we ran out of supplies, more was purchased. In this time we found out that the table cloth that we were using was not working properly with the Skyball so we ended up having to store away the old table cloth and having to buy new ones. When we fully started to sell we found out that customers weren't so fond about the Skyballs so we end up scraping that product idea.

Our second product was coasters. They were gaining traction on the market a lot faster than our previous product. This was because of the coasters vibrant colors and the fact that they could be sold and used in any season or occasion. They were cheap and easy to manufacture. The wine corks were free but the decorations, knives and glue guns were still costly. Even though the coasters were gaining traction, they weren't gaining it fast enough and the sales didn't recover to break-even levels.

During the six month period, we lost about four hundred dollars in sales due to this unfortunate loss. We made no profits so we weren't able to payout any dividends or make any donations to our preferred charity (Meals on Wheels). For future references, this or any other JA company could benefit by trying to have the right prices for their product because our skyballs were sold for \$5 and our coaster were sold for \$8. Another important thing to ensure is that there is a clear goal for what your predict sales are and not to speculate.

Samuel Stewart, VP Finance