

2020

ANNUAL REPORT

LOA
Creative team





CONTENT

1	Fundamental data
2	Marketing department
3	Economic and business
4	department
5	Production department
6	Attachment n. 1 Our products and
7	production
8	Our products
9	Material
10	Production process
11	Main goals
12	Business plan
13	Marketing
14	SWOT analysis
15	Financial report
16	Calculation
17	Events
18	Sustainability
19	CSR
20	Cooperation
	We are one team
	Attachment n. 2 Business plan

FUNDAMENTAL DATA

Business title: LOA creative team
Residence: Přemyslovců 4, Znojmo
E-mail: loacreative@email.cz
FB/IG: LOAcreativeteam
CEO: Iveta mahdalová

The subject of activity is production and sales of wine decorative items, specifically discriminators and grapes made of cork.

ORGANIZATIONAL STRUCTURE



IVETA MAHDALOVÁ
DIRECTOR



VERONIKA SVOBODOVÁ
EXECUTIVE ASSISTANT



EVA KŘIVÁNKOVÁ
MARKETING AND BUSINESS
DEPARTMENT



KRISTINA KOVAŘÍKOVÁ
ECONOMIC DEPARTMENT



TEREZA VAŠINOVÁ
PRODUCTION
DEPARTMENT



KAMILA DVOŘÁKOVÁ



BOHUMILA JUŘICOVÁ



MATĚJ KOHOUT



MICHAELA ZDUBOVÁ



RADIM POHANKA



PAVEL ŠVÉDA



**NIKOLA
PROCHÁZKOVÁ**



DITA KOUTNÁ

MARKETING DEPARTMENT

Endless designing and thinking over overall company materials appearance, this issue is part of marketing.

Marketing department is focused on the promotion section and various activities associated with it.

The logo is with natural motive, because we use used corks and all our activity, including production, is ecologically harmless.

The design of flyers, posters and overall appearance of our stalls is tuned to light shades of pink.

There is a rectangular element located on each flyer, poster or business card.



The task of the economic team is to take care of the overall finances of the company and the management of warehouse cards.

ECONOMIC DEPARTMENT

This hard-working team can be most often found behind a computer or among papers.

It deals with event and market research, provides a point of sale. Evaluates the benefits of sales.

BUSINESS DEPARTMENT

Analyzing, arranging and making phone calls - the most common activities of this department.





The task of the production department is to take care of production, so that the company still has enough products for sale.

PRODUCTION DEPARTMENT

You can almost always see this department with pliers or a hot melt gun in their hands.

OUR PRODUCTS

- **Discriminators**
- **Decorative grapes**

Discriminators

These are small metal rings decorated with beads, pendants or corks (described or empty).

Decorative grapes

The grape consists of 30 slices of cork glued with a hot melt gun. They are decorated with a colorful seasonal arrangement and bast, they are hung on a jute twine.





MATERIAL FOR PRODUCTION

DISCRIMINATORS

For this activity, we mainly need rings from which we make discriminators.

What we need to create a discriminator

1. Rings
2. Beads
3. Pendants or corks
4. Foils

DECORATIVE GRAPE

In order to be able to produce, we need corks in particular from various suppliers.

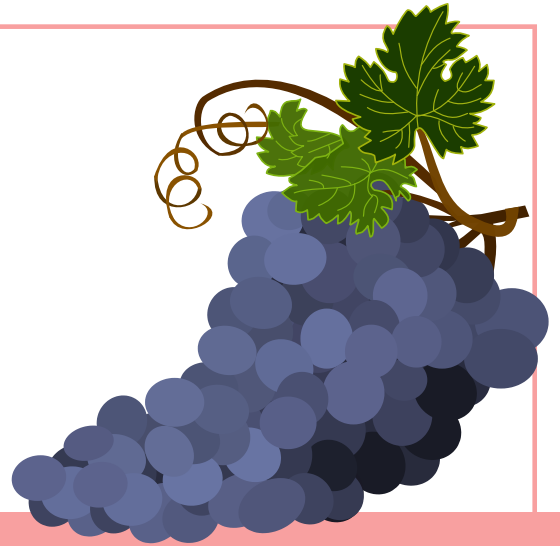
What we need to create a decorative grape:

1. Corks
2. Refill for the melting gun
3. Decorative arrangements



PRODUCTION PROCESS





MAIN GOALS

- To reach wine lovers in our area
- To establish long-term cooperation with winemakers
- To get into households as well
- To achieve a total profit of at least 10,000 Czech crowns for the entire sales period
- Consumption of all purchased material and products

PODNIKATELSKÝ ZÁMĚR



The business plan is based on the fact that the company operates in the wine region in South Moravia. We focused on products related to the wine theme.

Due to the current problem with waste, our products are partly, already used corks from various wine companies. This makes us kind to nature.

Furthermore, perhaps everyone who drinks wine in society has sometimes encountered a situation that didn't know which is his / her glass. Therefore, this situation should be prevented by our production of wine glass discriminators.

-Since a large amount of cork is not used for the discriminators, and we want to lighten nature as much as possible, we have also included decorative cork grapes for a wine bottle in our production.

Our intention is to address the largest possible group of wine lovers, which will enable the rapid development of our student company.

The business plan was created using the Lean Canvas method (attached to this annual report)

**Be unique and be
kind to nature.**



MARKETING



1. Internet

- Social networks
 - Facebook page and Custom Instagram profile Profile sharing
- Product overview and price list
- Contributions from events
- Events in which we participate
- Custom eshop,
- Custom website

2. Printed materials

- Leaflets
- Posters
- Price list
- List of events where we will be
- Business cards

3. Outdoor advertising

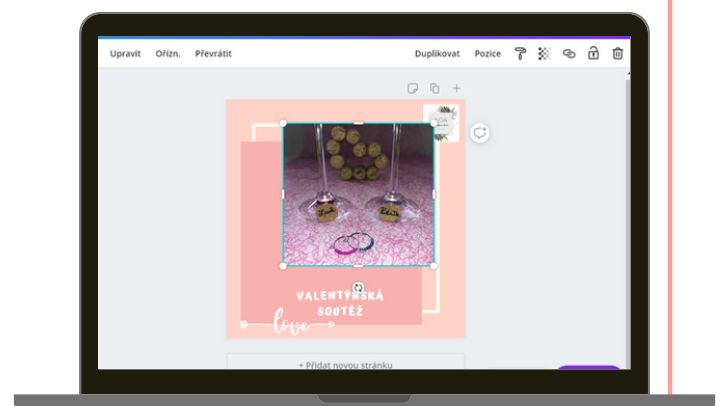
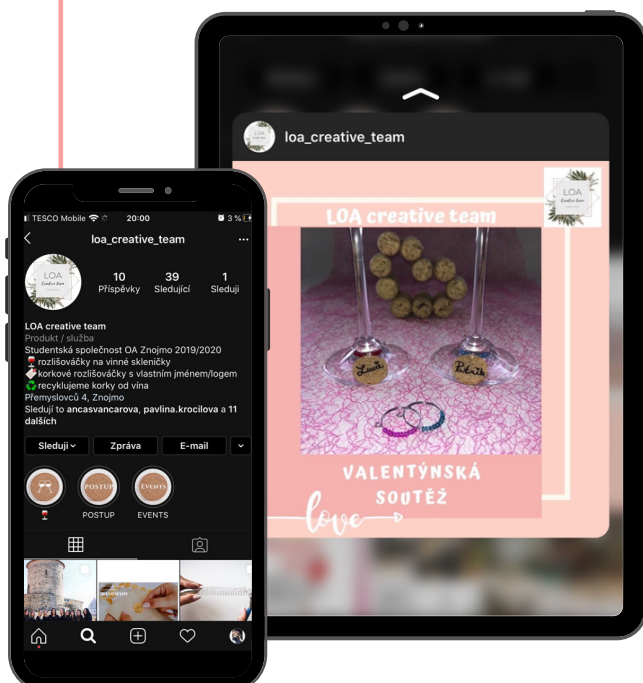
- Posting posters in the village where the sale is planned (stops, cultural houses, shops)
- Leaflets available in each stand
- Decorated stand posters with logo and products

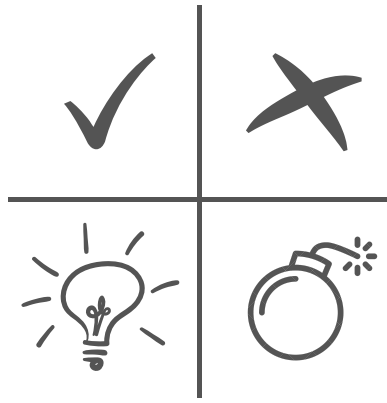
4. Direct marketing

- Personal offer to organizers of wine events
- Direct telephone calls
- Offers to winemakers and wine shops
- Tailor-made orders
- Personal offer to future customers

5. Other

Presentation at school





SWOT ANALYSIS

S

STRENGTHS

- handmade,
- pleasant service
- suitable for our region
- favorable price-quality ratio,
- originality

W

WEAKNESSES

- delivery time of material
- longer production

O

OPPORTUNITIES

- very frequent wine events
- wine company in the vicinity
- obtaining sponsors
- wine region

T

THREATS

- loss of customer interest
- loss of a source of cheap material
- emergence of new competition
- unexpected events (coronavirus)





FINANCIAL REPORT

Business activity is recorded by simple accounting and in books of analytical records

CURRENT STATUS AS OF 29. 2. 2020

deposits of company members
income with an impact on profit
expenses with an impact on profit

2600,-- Kč

7151,-- Kč

3848,-- Kč

Interim economic result PROFIT

3303,-- Kč

PRODUCT NAME	UNIT OF MEASURE	NUMBER IN A UNIT OF MEASURE	OWN COSTS IN CROWNS	SELLING PRICE IN CROWNS
SET OF BASIC DISCRIMINATORS	set of 6 psc	30	13	39,--
DISCRIMINATOR WITH PENDANT	pcs	80	5	15,--
BASIC DISCRIMINATOR	pcs	14	5	19,--
DECORATIVE GRAPE	pcs	150	2	10,--
SET OF DISCRIMINATORS WITH PENDANT	set of 6 psc	25	31	59,--

Products in stock at their own expense: 1160,-- Kč
Expected revenues (revenues with an impact on profit) from the sale of inventories: **4136,-- Kč**



CALCULATION

Our production price so far consists only of material, we have not yet calculated wage or overhead costs

PRICE OF 1 PCS DISTRIBUTOR WITH PENDANT

SELLING PRICE	15,--
Production cost	5,--
Beads	1,--
Spiral	1,--
Pendants	3,--
Margins	10,--

PRICE 1 SET OF DISTRIBUTORS WITH PENDANT

SELLING PRICE	59,--
Production cost	32,--
Beads	7,--
Spiral	6,--
Pendants	18,--
Foil	1,--
Margins	27,--



PRICE OF 1 PC OF A DECORATIVE GRAPE

SELLING PRICE	19,--
Production cost	4,--
Corks	0,--
Arrangements	1,--
Glue	3,--
Margins	15,--



12. DECEMBER 2019

Christmas sale Tasovice

Our two girls from the team went to Tasovice for the second event. Although it was not a wine event, we were again a great success. Our sales climbed to a beautiful 510,- CZK.-.



18. JANUARY 2020

Nový Šaldorf, Open Cellars Day

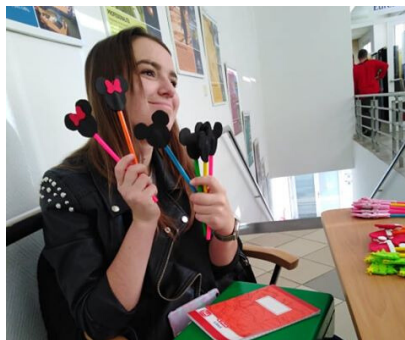
We started selling products after the New Year in Nový Šaldorf. This event was again very successful. After two hours of sales, we earned 1,736 CZK. Great success again.



17. NOVEMBER 2019

Young Wine Festival Šatov

We were represented by three girls from our team. After two hours of sales, our sales climbed to 1,800 CZK. Most of our products have been sold. We started very successfully.



20. DECEMBER 2019

Sale in our school

First experience with sales at school. We did not expect large sales, but the students and school staff surprised us very nicely. Our total sales were 864,- CZK -.



14. FEBRUARY 2020

Wine tasting Znojmo Loucký klášter

Despite small expectations, the sale surprised us very nicely after an hour of selling. Our sales climbed to 534 crowns. Our products have been a great success among people.

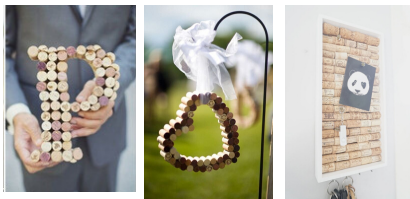
ACTION

People buy our products even through social networks or in person at school. These sales climbed to CZK 1,297 in six months..

SUSTAINABILITY FOR THE NEXT 5 YEARS

1.YEAR

- Extension of the assortment with cork hearts and cork frames.
- Development of discriminators and launch of eshop.
- Decorations for weddings



3.YEAR

- the first prototype of a custom application.
- Penetration into wine associations in South Moravia.
- Efforts to penetrate into nearby Austria (also wine region)



5.YEAR

- Constant expansion of the company's new cork products (key fobs, candlesticks).
- Efforts to participate in wine fairs.



2.YEAR

- Acquisition outside regional sponsors
- Obtaining permanent suppliers of used corks
- Launch of sales of cork wreaths



4.YEAR

- Launching your own application where the customer can design their own custom design.
- Obtaining the first sponsors from Pulkau, Retz and Hollabrunn (Austria)





CSR company activities

Our company is committed to behaving responsibly in the environment and the company in which we do business.

1. IN THE FRAMEWORK OF OUR COMPANY

- Customer satisfaction is paramount for us, we emphasize the quality of our products and invent innovations based on the wishes of our customers.
- We cooperate as much as possible in the teams of members of our company so that all team members feel good.
- Our products are made partly from recycled material and are reusable

2. COMMITMENT OF THE COMPANY

- Our company is committed to contributing from its profits to a selected charity event in our immediate area

3. WE ARE NOT INDUSTRIAL

- We are not indifferent to global problems either. Our company, with the help of our classmates, organized an event to raise money for animals in Australia, with the help of the Prague Zoo public collection "We help them survive". The members of the company withdrew cash by class and then transferred an incredible CZK 23,827 to the account of the Prague Zoo by bank transfer.



COOPERATION

VINO^{TRH}



Braunovi
— RODINNÉ VINÁŘSTVÍ —

SKLEP
U MARTINA
NOVÝ ŠALDORF



Vinářství Píštěk & Jäger

 **JA Czech**
A Member of JA Worldwide

VČO
ZNOJMO
VÍNA ORIGINALNÍ CERTIFIKACE



TRÁVNÍČEK
& KOŘÍNEK


Vino Frlausov

WE ARE ONE TEAM



LOA *creative team*

Lean Canvas

Designed for:
business plan Loa
creative team

Designed by:
Tereza Vašinová a Loa
creative team

Date:

Version:
first

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
-replacement of wine glasses -common, simple and non-original desing building alternatives	-marking of wine glasses with distinguishers -hanging a decorative grape of cork on the neck of the bottle	-cork recycling -original and tasteful concept -unusual material, ideal for this topic	-knowledge of material -idea for the production process -advantage of the wine region -number of wine events	-visitors to wine events -wine lovers -wine merchants
Existing Alternatives	Key Metrics	High-Level Concept	Channels	Early Adopters
-plastic discriminators	-profit - we would like to achieve profits of CZK 10,000 -it is sold and people are interested in it -to become known in the Znojmo region -gradually penetrate into the household	-we already create a new product used corks -discriminator holding on to a glass	-wine events -through winemakers and wine brands -promotion on social networks and e-shop -customers will look for us themselves	-friends at events in the basement -visitors to wine events
Cost Structure	Revenue Structure			
-we do not have fixed costs yet (but will be in the future) -other material except corks (we still use used corks)	-calculation of own costs -low costs = lower prices than existing alternatives - high profit			