SUCCU DECOR

ANNUAL REPORT 2019/2020













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AN INTRODUCTION FROM OUR PRESIDENT

Dear ladies and gentlemen,

It is my great pleasure to introduce you our student company Succu Decor. We have taken the possibility to try business very seriously. We have been thinking about our future product for really long time. There were many ideas from no plastics bags to bracelets and snacks. However, any idea was not so original that we would like to develop it and produce it. But then came an idea about decorations with succulents. We made from this our company name where is hidden word "eco", because we wanted something ecologic from the beginning. But we wanted our product to be special, so we have decided to use old jars, cans or even cork bottle stoppers to upcycle them into something that still has a purpose. Because these old containers usually end in oceans or at dump. Another reason why we wanted to use succulents is that the nature is disappearing from our cities and homes, so we want to bring the nature back. And why we have chosen succulents? As you probably know succulents don't need water too often, so it is really easy to take care of.

If there were someone who would tell me how much we would be interested in developing our company I would not believe them. We loved the idea very much, so it wasn't hard to invent the name of our company or logo. Together we invented a name for our products - Sukulenky.

In the beginning of our business we had started cooperating with company called SedumTop, which deal with so called green roofs. They gave us first information about succulents and also our first pieces of them. But we don't have succulents only from SedumTop, we bought them from other suppliers to have more types.

After our first steps we got two big orders to make Christmas presents for company SedumTop and also for all teachers in our school. And that's how we made our first 120 products.

We were thinking about making bigger decorations to produce more oxygen and then came an idea about green paintings. We ordered wood frames from a cabinetmaker into which we could plant many succulents. For our first fair we prepared 5 green paintings and I can

proudly say that we sold all of them and also all Sukulenky that we prepared.

Even though it is not easy sometimes, we know that everything is not as bad as it seems to be and that after every thunder there is a rainbow and sun. I also have to say we are glad that we could try business on our own because now we have many experiences.

Tereza Bezdíčková President of the student company Succu Decor



SUCCU DECOR

ABOUT THE COMPANY

We are a student company, founded in 2019 under a non-profit organisation JA CZECH, under contract of company, number 20-3023-11 of 10 November 2019. Thanks to this organisation we can try business in practice. We decided to come up with a product that would be imaginative and mainly very useful, and which would point out problems of today's modern generation, for example excessive spending of time in closed rooms and disappearance of greenery. So, we came up with DECORATION OF SUCCULENTS.

Our company consists of 14 students from 3rd grade of economic lyceum at Obchodní akademie, SOŠ a JŠ s právem státní jazykové zkoušky in Hradec Králové.

We would like to share a thought, that even by using small steps we can fight against a big problem, especially when we can make the small steps together.



EVOLUTION OF THE COMPANY

September 2019

- introduction to the school subject Student company
- cogitation about a subject of business
- discussion about market situation, social and global problems
- brainstorming

October 2019

- marketing survey selected subject of business
- attendance at a workshop for presidents JA CZECH
- formation of a company Succu Decor
- creation of organizational structure
- creation of logo, slogan, graphics
- collections of old objects

November 2019

- · creation of a website
- production of first prototypes
- introduction of our products
- commission for cooperating firm 7top
- preparation for a fair in December banner, stand

December 2019

- fair of JA student companies in Hradec Králové
- Christmas commission for employees of school OAHK
- innovation of products

January 2020

- new marketing survey
- completing individual commissions
- preparation for the upcoming events production, promotion
- creation of limited valentine edition

February 2020

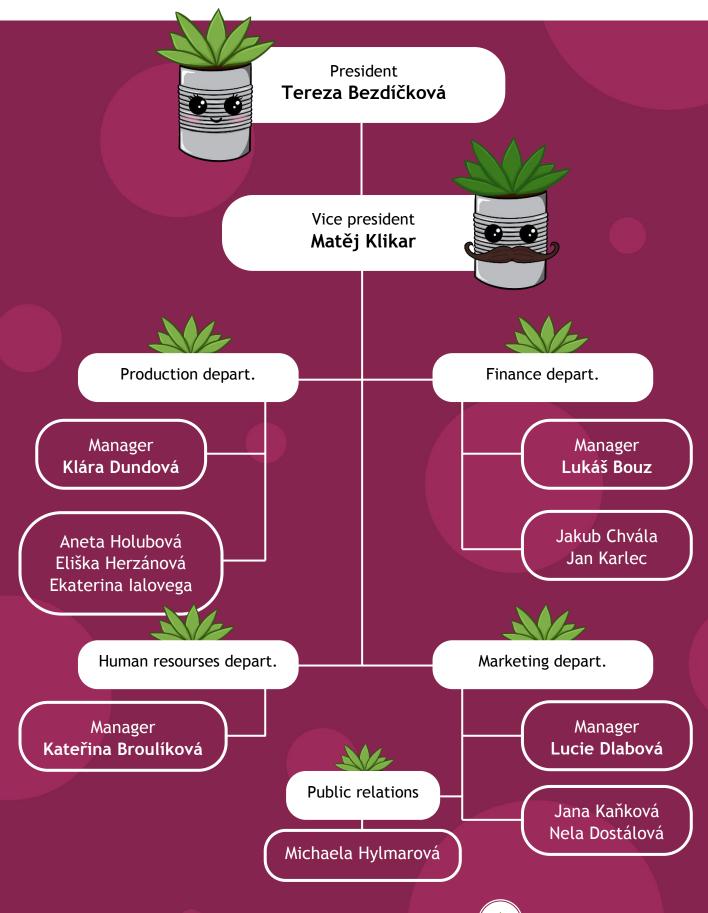
- sale on the open day at OAHK
- limited valentine edition sale
- start of making of annual report
- preparation for a fair in Vienna

March - May 2020

- JA Marketplace Vienna
- social media marketing
- production sales in June, September
- preparation for the National Finals JA Student Company 2020



ORGANIZATIONAL STRUCTURE



MAIN BUSINESS OBJECTIVE

Nature disappearing is one of the greatest worldwide problems. Big amounts of forests and rainforests are cut down every year due to the lack of building zones. These zones are the main reason why there is a shortage of vegetation and oxygen, the elements necessary for our lives.

We wondered how to help nature reappear and how to utilize all the unnecessary material which would pollute our planet. That's how we thought of the idea of making decorations with succulents - our main business objective.

The main focus of our company is the so-called "green paintings" - a unique product you won't find anywhere else.

Our "Sukulenky" are a stylish way how to decorate your home while being easy to maintain and having benefits such as reducing carbon dioxide and improving your mood.



FEATURES OF SUCCULENTS

We learned about great features of succulents from the company 7top, which we work closely with. This firm specializes in "green roofs" and point out today's big environmental problem - water loss. But green roofs have many other advantages: aesthetic effect, plants capture dust and absorb CO₂, or also they cool cities down from 3 to 5 °C and reduce heating consumption by up to 25%! They are used, for example, for tram belts, roundabouts or also for walking zones.

One of our reasons why we chose this business subject was also that we would like to point out all succulent features and try to improve our world by at least a small part.





What is the difference between a succulent, a houseleek and a sedum? Succulent is the superior word for a houseleek and a sedum. They are plants, which gather water in their leaves, grow on rocks and in deserts, and do not mind a long drought. A houseleek is the genus of succulent plants that can also produce flowers. We use them in our green paintings, for example. The sedum is tinier than the houseleek and is used especially for green roofs, and this is because it only grows up to a few centimetres, adapts to the climate, do not need much of substrate (costs), is very disease-resistant and you do not have to maintain it in any way (watering, chopping...)! We also use these plants in our smaller decorations because the company 7top has one of their fields in Hradec Králové, so we do not have to pay for transport.



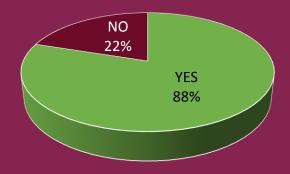
MARKETING RESEARCH

At the start of the year we asked followers on our social media, if they are interested in our products. After that our goal was to enlighten people about topics such as global pollution, nature disappearance, and oxygen shortage - we prepared a questionnaire about these very important topics on Instagram and Facebook.

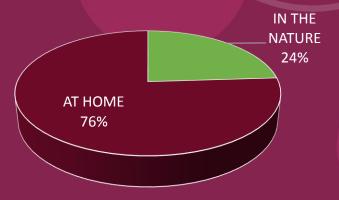
We have learned that almost 90 % of people spend most of their time indoors and that people don't surround themselves with plants enough.

In the last part of our marketing research, we asked people which of our products do they like the most, what would they change about them, and if the prices are adequate. This led to changes in product design and price appropriation.

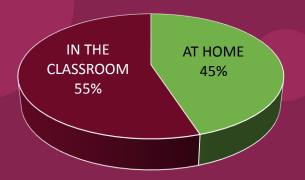
Do you have problems with concentrating while studying?



Where do you spend your free time?

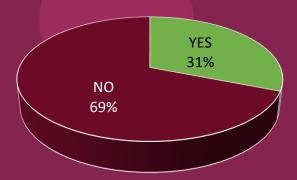


Where do you spend most of your time?



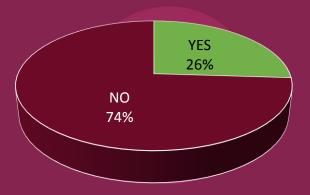


Do you like taking care of plants?





Do you have enough plants in the room where you spend most of your time?



What impact do the plants in your room have on you?





PRODUCTION DEPARTMENT

The objective of our company is that we add more greenery to the interiors by making decoration of succulents. Unlike other plants, our succulents have several advantages, so even a real beginner can handle them. Also, every customer gets a small card with useful instructions how to keep succulent alive. As for the aesthetic side, we are sure that your room will decorate and improve. Part of our project is that we give vessels that would not be used in other circumstances and we give them a new chance and put the already mentioned succulents in them.



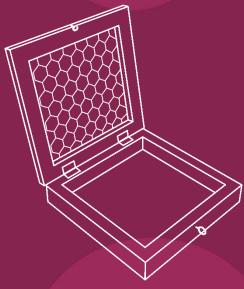
PROCESS OF PRODUCTION

We will prepare a clean place. We wash and polish the jar into which we will later compose succulent. Depending on the type of product we want to make, stick a string or a ribbon at least 5 times wound on the glass and make sure it is sufficiently dry. Here comes a moment of creativity when we can stick a ribbon or ornament, spray it with paint or paint it too. Then we place white stones in the glass or just the necessary amount of clay. After that, we remove the succulent from the prepared window box and carefully place it in our prepared glass. We will make sure that the succulent has enough clay and space for possible growth. We will water it with necessary amount of water and the product can go on sale.



GREEN PAINTINGS

The basis of our "green painting" is the wooden box with the frame. It is custom made by a local cabinetmaker from two parts: the frame with wire mesh and the wooden box, where you put the soil. The frame is attached to the box by two metal hinges, that let us open and close the painting. Because of this it is easy to plant the succulent into the soil. After the painting is fill with soil and planted with succulents, we close it and "lock" it with a hook.



Pic. 5 - scheme of wooden frame for green paintings



SUPPLIERS

Plants - we order them from 3 growers - e-shop www.mojeskalka.cz, www.lukon-glads.cz and www.sedumtop.cz.

Art material - all colours, strings and ribbons we purchase at the local stationery and art shop Tomino.

Substrate we buy from 7top.

At the customer's request we order glasses at the e-shop www.heroldreznickepotreby.cz and www.domstav.cz

Wooden frames for our green paintings we order from a cabinetmaker - Jiří Klikar, Dolní Adršpach





OUR PRODUCTS

We make several kinds of decoration of succulents (see the photos below) and we try to make our decoration a little different from the others we make, because we want everyone to have at home their own and original Sukulenka. On Valentine's day customers had an opportunity to buy a limited Valentine's edition of our mini Sukulenka.

Customers can take home their products in ecological paper bags designed with our hand printed logo.



Pic. 6, 7, 8 - hand-printing of Succu Decor logo on the eco paper bags









FINANCIAL PLAN

We started functioning after the establishment of our company in September 2019. The financial department is essential for the smooth running of a company. Our main goals are recording all financial movements and ensuring that the financial sources will be used effectively.

We record all our financial movements in tax records. However, our profits are regarded according to the § 10 Daň z příjmů fyzických osob hence are set free of taxes up to 30 000 CZK.

In the beginning, we defined a financial plan. We based it on the marketing research our marketing department had made. They had found out in which our products customers were interested. So, we evaluated our products and calculated their price and our profit.

We have also decided not to pay out any salaries. Instead of that, we will pay back our initial capital.

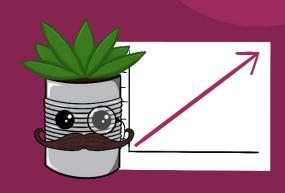


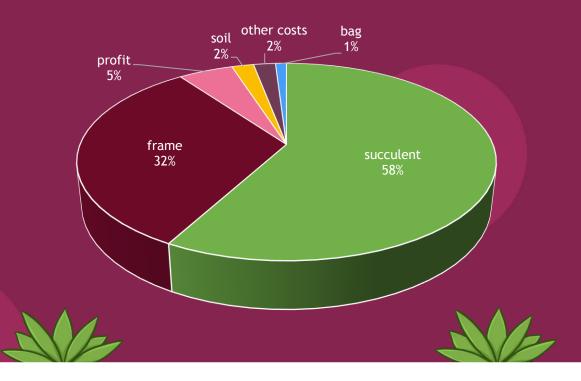
	Hanging decor	ation - cost per piece		
jar	6,00 CZK	basic material	24,00 CZK	
string	1,00 CZK	packaging material	2,00 CZK	
paint	1,00 CZK	other costs	5,00 CZK	/
soil	1,00 CZK	profit	14,00 CZK	
succulent	20,00 CZK	selling price	50,00 CZK	string .
bag	2,00 CZK			2% pain
other costs	5,00 CZK	other costs 10%	jar 12%	soil
profit	14,00 CZK		12/0	2%
selling price	50,00 CZK	profit 28%		
			SL	ucculent
			30	40%
		bag 4%		





Green painting - cost per piece		
frame	180,00 CZK	
soil	10,00 CZK	
succulent	322,00 CZK	
bag	8,00 CZK	
other costs	10,00 CZK	
profit	30,00 CZK	
selling price	560,00 CZK	





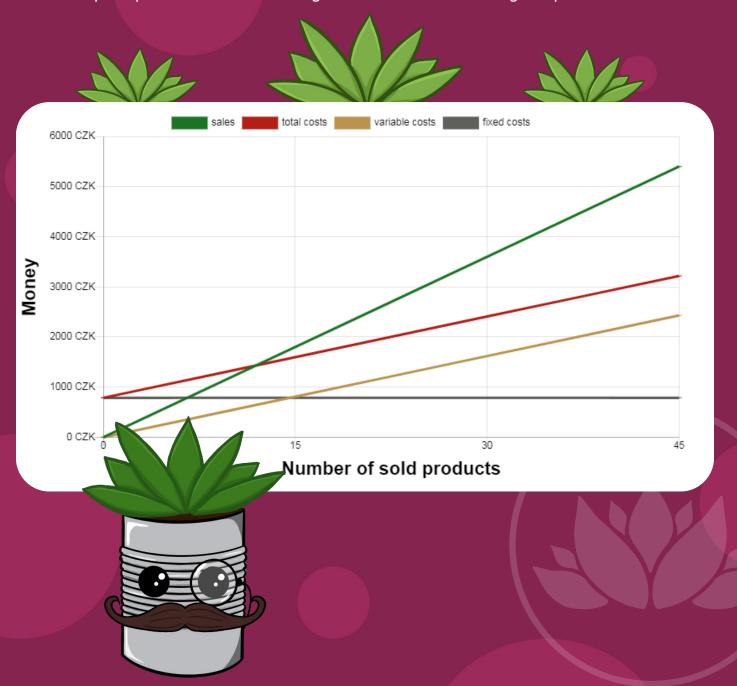
Planned economic result				
After selling:	25 pcs	50 pcs	75 pcs	100 pcs
Profit	1 500 CZK	3 000 CZK	4 500 CZK	6 000 CZK



BREAK-EVEN ANALYSIS

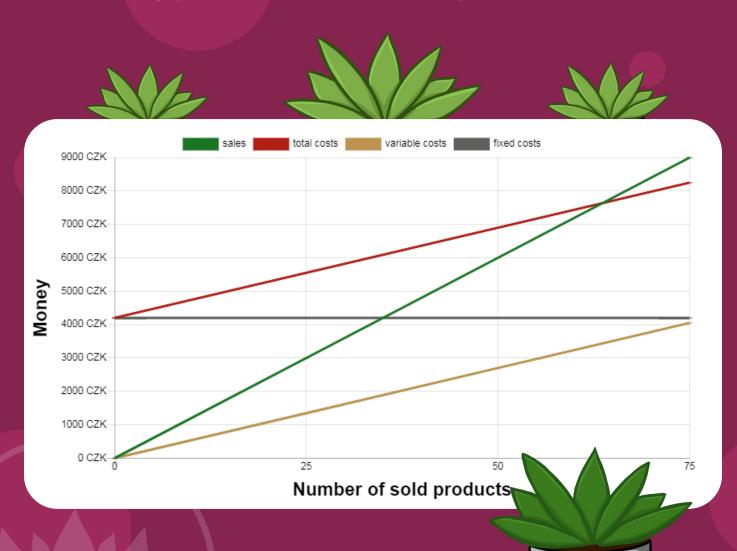
As a part of the financial plan, we had also decided to create the break-even analysis to determine the minimum amount of sold products we would have to exceed to be profitable.

As we are having a wide range of products for different prices, we had to use weighted arithmetic mean to determine the average variable cost needed for one product (as weight we used the amount that had been produced up to that point for each product). We applied the same principle to find out the average sale received from selling one product.





Because our school provided us with premises to produce and store everything, we did not have to pay any rent. Therefore, our fixed costs reached only 788 CZK. To be profitable, we would have to sell only 13 products. This was not that valuable information for us, so we decided to adjust the break-even analysis a bit to find out when will our initial capital return. We added our raised initial capital (4 200 CZK) to fixed costs and figured out that with the 90 CZK average price we would have to need to sell 63 products.



FINANCIAL BEHAVIOUR OF OUR COMPANY

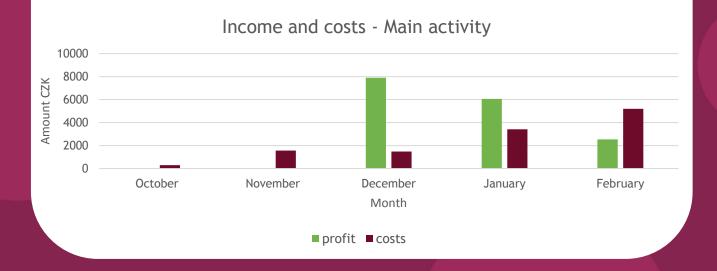
At first, we raised the initial capital of 4 200 CZK. We used this money for buying some basic material. Thanks to the first products we managed to estimate costs and profits.

According to the financial plan we had created, we predicted that we needed to sell 63 products to be able to return our initial capital to everyone. We managed achieve this at our first event we participated in. It was JA Student company fair in Aldis in Hradec Králové. We managed to earn unbelievable 7 255 CZK there. Then our products caught the attention of a company called 7top. Thanks to that we received our first special order. They ordered 55 pieces of succulents in a glass as Christmas gifts for their employees. We earned 5 850 CZK. Our accomplishments resulted in decent profits and our company could thrive.

The next event we attended was an open day at our school. Even there we were successful and managed to sell all our products. Then we continued selling our products to customers who had manifested interest in our products. Recently we have introduced our new Valentine edition which has been successful and sold out. Thanks to those financial accomplishments we were able to buy material for our future events.

We managed to exceed the plan already in January. The graph and table below show our financial results for each month.

Main activity					
	October	November	December	January	February
income	0 CZK	0 CZK	7 905 CZK	6 060 CZK	2 540 CZK
costs	293 CZK	1 560 CZK	1 483 CZK	3 421 CZK	5 200 CZK
profit	-293 CZK	-1 560 CZK	6 422 CZK	2 639 CZK	-2 660 CZK
balance	-293 CZK	-1 853 CZK	4 569 CZK	7 208 CZK	4 548 CZK





MARKETING DEPARTMENT

The marketing department of the student company Succu Decor focuses on promotion of the products of succulents mainly on the social media, especially on Instagram, Facebook and the website of the company where you can find all the information you need.

Our first step was a questionnaire to find out whether our future customers would be interested in our products.

Since we want to be environmentally friendly, our second step was organisation of public collection. The main goal was to collect a lot of used glasses or any other containers, which wouldn't find any other use. We wanted to give the old glasses and cans a new life.

After that followed our first fair, which took place on 10 December 2019. For our first fair we created special promotion material to highlight our products and increase the number of customers. Our main promotion material was a drawn animation, which we posted on Instagram. We shared the animation, which contained the slogan "GROW WITH US", with a thought that everyone can have a piece of earth at their home.



Pic. 16 - poster - collection of old containers



Pic. 17 - animation



Pic. 18, 19 - promotion posters



Since we wanted to make our products even better and expand our offer of products, we created a second questionnaire to find out, for example, whether our customers would be more interested in our green paintings or our small decorations.



Pic. 20 - question 1



Pic. 21 - question 2



Pic. 22 - question 3



Pic. 23 - survey - facts

For one whole week we made a survey on our Instagram profile and our followers could be part of it. We asked them several questions about succulents and their maintenance. Followers could learn new information about this kind of plant and possibly realize, where they make a mistake in taking care of their succulents or very similar cactuses.







EVENTS

On 10 December 2019 we took part at the fair of JA student companies in Aldis in Hradec Králové.

It was our first fair and also our first experience with the sale itself and communication with customers. We worked hard on our products the whole 3 months before the fair, so we presented them with a huge passion.

However, we didn't leave with empty hands, if we don't count that we were completely out of stock. We won 2nd place in the category for the best logo and our president and vice president won 1st place for the best presentation.

Thanks to this event we gained a lot of experiences and new ideas how to make our company better.



SUCCU DECOR

DEKORACE ZE SLIKUI ENTŮ

Pic. 24 - stand

Pic. 25 - fair in HK



It was 5 February 2020 when our school organised an open day for future students and for us it was another opportunity, where to represent our student company. For this day we prepared our mini Sukulenky, products, which were the most wanted.



Valentine's day was on its way and we couldn't let another opportunity fly away. For this day we prepared our limited Valentine's edition. The sale took place at our school on 13 February 2020, where not only students, but even teachers could buy a small gift for their partner. Serious customers could reserve our product on our Instagram profile the day before.





From 6 to 8 March 2020 we competed and sold at the fair in Vienna - JA Marketplace Vienna 2020, which was a really big challenge for us due to a big competition and for the first time we had the chance to sell and communicate with customers in English. Even though we didn't win any category, we left with a lot of good experiences and nice memories.

Besides sale events our customers also can buy our products through our social media, where we can agree on customization of a product according to the individual customer requirements.

PUBLIC RELATIONS

The PR department mainly focuses on unpaid promotion of our company and events connected with it.

From the beginning we didn't wait and started to highlight us not only through a social media. We tried to share information about our company and organisation JA CZECH even among the older generation, which is not too active on social media, so they don't have too much opportunity to learn about the project.

That's the reason why we didn't hesitate and contacted several newsrooms via our e-mail, where we mentioned our company and JA project and asked them whether they could print our article in the newspaper. We asked editors from Krkonošský deník, Rychnovinky, iDnes, hradecká Radnice and hradecký Deník, where they promised publication of our article.







sources:

https://www.hradeckralove.org/aktualni-vydani-radnice/ms-16964/p1=16964

https://hradecky.denik.cz/ https://www.idnes.cz/



HUMAN RESOURCES DEPARTMENT

The main task of the HR department is motivation of employees for better work results. Other tasks of our work also include recording employee attendance and evidence of remuneration, which is exhibited especially in the evaluation of our employees.

Based on this, we have made an evaluation chart, according to which we rate our employees every month. After consultation with the president and vice president of our company Succu Decor we send the results to the teacher, to which this record serves mainly as a basis for easier evaluation of students at school. Besides, we also evaluate the employee of the month, when as a small company we evaluate the employee only between us and we give the reason why it is like that. For example, in February it was Eliška Herzánová, employee in the production department, for her responsibility and fast communication at the time of need.

Our task is to check all the activities of our employees during the month and then write them into chart. You can find a ten-point scale in this chart, whereas 10 points being given to the best working employee, i.e. employee of the month.



	Evaluation chart
10 points	Requested work is completed, overtime, voluntary support to other employees
9-7 points	Only the requested work is accomplished
7-5 points	Working hours were not worked according to the agreed conditions
5-3 points	Requested work is not accomplished
3-0 points	Disagreeing to the superior, lack of interest in work

FEEDBACK



At the start of the year I didn't expect to be interested into succulents and ecology. Our company opened my eyes and showed me, why it is so important to preserve environment and to surround yourself with nature. From the business aspect, I learned a lot about management and about marketing, which I would like to study in the future. I think that our company gave me a lot of useful knowledge and it will give me a lot more in the future.

Vice president: Matěj Klikar



Since I have been working with graphics for some time and I personally enjoy working with social media, the marketing department was the best option for me. Thanks to this opportunity I gained a lot of new experiences, both in the area of communication with customers and with the employees themselves, where I found my leading abilities. For sure, I would like to continue in this kind of work in the future and expand my knowledge and hobbies in the area of marketing and management.

Manager of the marketing department: Lucie Dlabová



This opportunity personally gave me a lot of experience. In the role of manager of production department, the advantage is good organizational skills, which thanks to this project I have had the opportunity to improve and develop. I have tried my patience in many cases, for example in situations with co-workers or even suppliers. As head of production, I felt huge responsibility for the timely delivery and production of products not only on my part, but also from the whole department. Overall, I see this experience very positively, because I believe that I will use these skills and knowledge in future employment.

Manager of the production department: Klára Dundová





After finding out that I am going to be a chief financial officer, I was delighted. I was looking forward to a new challenge, but I also knew that it was not going to be an easy task. I have immediately realized that thoroughness, good communication, and the ability to make fast decisions are going to be essential for the financial department to perform well. This project gave me a lot, but probably the most useful experience was money management. I have come to an understanding of the real value of money and the need of effective usage. It was also necessary to communicate well with my two colleagues in the financial department and mainly with other departments. Next, not less valuable experience was the conversion of accounting theory to practice whether it was in the form of tax records or in the form of issuing receipts. I think that overall I have learned a lot of valuable things which I will find useful both in my future life and job. I am glad that I was able to participate in such a project.

Manager of the finance department: Lukáš Bouz



I really enjoyed my work at the student company Succu Decor. It has brought me a lot, whether in term of economics, marketing or even in term of communication with people. I learned to organize my work more, which will help me a lot in everyday life. Sometimes, it was difficult to find a compromise, but in our company the discussion was always on the level, so solving problems was always easy. I also had to learn to be objective towards everyone around me because of my scoring function.

Manager of the HR department: Kateřina Broulíková





LOOKING AHEAD



As you probably know from the previous articles, we make so called green paintings. The frames for it are made by one cabinetmaker but we want to change that. We would like to cooperate with a sheltered workshop called Daneta. If this won't be possible, we plan to address one High school in Hradec Králové where the students learn how to make products from wood, so we would give them a chance to do something different from normal.



PROFIT DONATION

We would like to give part of our profit for humanitarian purposes and for saving tropical rain forest, because there is chance to buy small part of tropical rain forest and save some trees and endanger species from unnecessarily felling.



FUTURE

Our main idea is to expand nature indoors - into your houses and flats to help nature sustain itself. We want to make less smaller decorations and more green paintings. The frames for green paintings are currently made by a cabinetmaker - this means, that the products are more expensive. That's why we would like to help a local sheltered workshop. They would provide us with wooden frames and we would help them with their workshops.

SUMMARY



BASIC INFORMATION

We are a Czech student company that works under JA CZECH, a company that teaches students how to start and run a successful business from young age, by starting a business. We are learning the essentials of business such as management, marketing, public relations and many more in order to be successful and sell our products.

Our teams consist of 14 students from the third grade of economic lyceum at the Business Academy in Hradec Králové, that are very passionate.



PRODUCT

Nowadays we spend more of our time indoors than ever before - that can lead to stress and overall dissatisfaction with life. As we see it, nature brings us happiness, and that's why we make decorations of succulents. To bring a little bit of nature indoors and make our lives happier.

But dissatisfaction with life is not the only problem we face. Nature is disappearing and there is an overload of waste. That is why most of our products are made from upcycled containers, such as old jars, cans or even cork bottle stoppers. We collect these containers and decorate them with paint, twine or newspapers to make them look stylish and fit any interior. We also make so called "green paintings". These "paintings" are picture frames, that are filled with many succulents and are hung on a wall. Our products are called Sukulenky and they are made to make your life happier, you interior nicer and our planet better.



PRODUCTION

The production relies on what type of container we use. We mostly decorate jars with white paint and twine or leave them clear. Cans are also decorated with twine, but instead of covering them with white paint we use newspapers to give them a homemade feel. We fill half of the container with white decorative rocks and the other half with soil. When our container is ready, we plant the succulent itself. This is the standard procedure with most of our products.



For our "green painting" we need a custom frame made by a cabinetmaker. He makes us frames, that consist of 2 parts. The lower part that is made for the soil and the top part of the frame with wire mesh which holds the succulents. First, we open the painting and fill the lower part with soil and make sure there is enough. Then we stick the succulents through the wire mesh, plant them in the soil and close the frame. We leave the painting this way for 3 weeks to make sure the succulents have grown roots.



ACHIEVEMENTS AND EXPERIENCE

Just after we started our business in September 2019, we gained our first sponsor and customer. A company called Sedum Top, that specializes in making so called "green roofs" with succulents. Thanks to them we learned a lot about succulents and got our first order for 40 decorations.

In November 2019 we got an order for 70 special Christmas themed decorations for the employees of our Business Academy.

On 10 December 2019 we took part in the annual JA student company fair in Hradec Králové. As it was our first fair, it was also our first-time selling products to customers. Thanks to the fair we gained a lot of experience, won the second place for the best logo and won the first place for the best presentation.

In March we took part in the JA Marketplace Vienna 2020. This was our first time participating in an English spoken event, which came with many difficulties, but we were not discouraged by them and enjoyed the fair. Overall, we gained a lot of experience from our customers and from the event itself.



CONCLUSION

We find happiness in making our customers and the planet happy, and that is why we are so passionate about this company. We live in a world where dumping waste in the ocean is a regular practice, and we know we cannot make that stop right now, but we can at least try to make everything a bit better. If we do not try, the world may never be the same and we will be living in a wasteland. We must change our lifestyle, so let's start with the small steps. Try not wasting useful things and making them into something better, that still has a purpose. It is hard, but we must make the first step and we have to make it now. All 14 of us try to make the world a better place, we gain experience and we learn how to work together. It gets often stressful, but a single Sukulenka can easily change that.



LIST OF PICTURES

- Pic. 1 President of the company
- Pic. 2 team Succu Decor
- Pic. 3 employees
- Pic. 4 our mascot and manager of finance department
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