



**COMPANY REPORT**

# **LAZY BOWL**

Bundeshandelsakademie Liezen, Styria, Austria

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**2020/21**

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ALREADY SO  
CHOCO-LATE?

HA-WHY  
NOT TAKING  
IT EASY?

STILL  
BERRY  
TIRED?

THE BOWL  
OUT OF THE BAG!



## 2. EXECUTIVE SUMMARY

Smoothie Bowls - the food trend from America. The colorful breakfast bowls that are attracting a lot of attention in countless Instagram Stories. But what's behind the colorful bowls: A bunch of work. Long shopping lists, a lot of chopping and cutting, required kitchen equipment and a shelf life of not even a day. A better, simpler alternative would be in demand. And that's exactly what we have set as our goal.

**LAZY BOWL** – Our Smoothie Bowl Kits for those who want to go with the trend but without the pile of work. A colorful, delicious Smoothie Bowl in just three easy steps. We make it happen.

Everything you need:

- 1 Lazy Bowl Kit
- 1 yogurt (or plant-based alternative)



The Lazy Bowl Kits consist of 4 separate packages: the fruit powder and three different toppings. They are produced and packaged by ourselves in our school kitchen on our monthly production days. In addition to the hygiene regulations for our own health, the hygiene regulations for the handling with food are of course at the top of our list. Our fruit powders, as well as our toppings, consist of

completely dry ingredients, therefore the already mentioned problem of shelf life is solved. Since we attach very great importance to high-quality ingredients, are these our main expenses. In order to have all ingredients available on every production day, even in a year of lockdowns, we have decided to order them online.

### OUR BUSINESS YEAR IN REVIEW

The concerns we initially had about how to get our products to consumers this year disappeared immediately after the start of sales in February. The products in our first production run sold out in the shortest possible time. We took advantage of all the opportunities that remained despite the lockdown. In addition

to selling online through Goodity, we were also allowed to walk through classes and into the teachers' room to showcase and sell our products. We are especially proud of the fact that we are able to sell our products in the Liezen tobacconist and pharmacy, as it allows us to observe how our products are received without us in the store. Each one of us has been able to learn a lot through this year and

put into practice all the theory we have already learned. But not only each individually, but especially we as a team have grown a lot from this challenge. Especially in such uncertain times as these, we have learned that with a good team, all obstacles can be overcome.

COOL!



### 1,2,3, READY!



1



2



3

## 3. COMPANY

### 3.1. COMPANY OVERVIEW

In the fall of 2020, we were allowed to take our first practical look at entrepreneurial life. Everything started with the idea generation phase. We quickly came up with a number of them, which, however, were not always directly realizable. Until our current product actually developed, we had a long journey ahead of us. Starting with the idea of healthy instant tea. We quickly had to admit that our powdered

tea would not dissolve in water, but in air. However, not everything about this idea was unacceptable. We definitely wanted to continue using the fruit powder we had ground ourselves. So slowly but surely we came up with the groundbreaking idea for the „Lazy Bowl“. We all had one thing in common: a healthy lifestyle. And exactly this, we wanted to include in our product our fruit powder, which is mixed into the yogurt and forms the basis for the breakfast bowl. The other three packets

are filled with various toppings that are sprinkled on the bowl. The megatrend of smoothie bowls from America, which is currently taking over all social media channels, ultimately led us to our final product. Everyone of us knows it, in the morning it must go fast. We asked ourselves whether „healthy“ and „fast“ are necessarily mutually exclusive when it comes to breakfast. With our product, we have managed to combine the two „opposites“.

### 3.2. OUR PRODUCT

A Lazy Bowl Kit consists of four partial packages, which are held together with a kind of banderole. The first package contains our fruit powder, which is mixed into the yogurt and

forms the basis for the breakfast bowl. The other three packets are filled with different toppings that are sprinkled on the bowl. The kit is available in three different flavors and

contains the contents for three applications each.



#### 3.2.1. FLAVORS

##### CHOC'O CLOCK

**ALREADY SO CHOCO-LATE?**  
A true dream for all chocolate lovers among us. The perfect combination of freeze-dried banana and high quality cocoa powder with extra chocolate chips, flaked almonds and oat flakes.

##### EASY HAWAII

###### HA-WHY NOT TAKING IT EASY?

For all those who want to experience a „Tropical Kick“ at home. The fruity mixture of freeze-dried pineapple and mango topped with coconut chips, chia seeds and crunchy granola.

##### VERY BERRY

**STILL BERRY TIRED?**  
The fruity berry mix of freeze-dried strawberries, raspberries and blueberries with extra strawberry pieces, chia seeds and sweet hazelnut brittle.

### 3.3. OUR FEMALE POWER TEAM

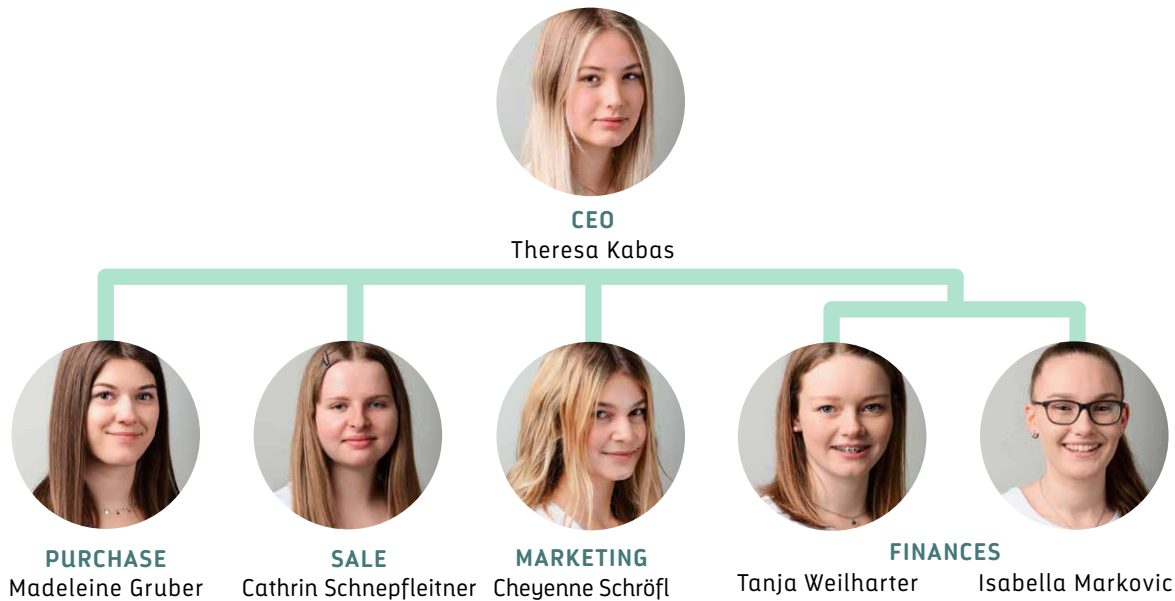


The skills and characteristics of all employees were analyzed and compared at the beginning of the year, from which each individual

was then assigned to the exact department that best suits her.

Each department and each employee has tasks and responsibilities that they have to accomplish. But these often overlap. It is

therefore important above all that we function well as a team. We have purposefully not assigned the Production department to anyone, as we always take on this task as a whole group.



### 3.4. MOTIVATIONAL METHODS

Staying motivated at all times is not an easy task, but it is a very important one for a company. A lot of work also requires a lot of motivation. In moments when this was

already heavily exhausted, we learned how important it is to stay strong together as a team and to motivate each other. It is all the more to be able to rejoice in successes together and thus gather new motivation.



## 4. BUSINESS OPERATIONS

### 4.1. OPERATING PROCEDURES

A good idea alone does not make a good product. Organization and preparation, are essential. Developing clear procedures and goals has always been our highest

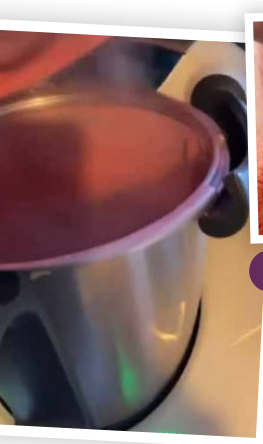
priority. The pandemic, which has now lasted more than a year, has made it much more difficult than we thought. But together we came up with a production and product sourcing concept that we have maintained to this day. We were fortunate to have

the supply of our internal school kitchen at our disposal. Once we had finally found a suitable production date, we first spent eight hours in the kitchen. General food hygiene measures, such as hair nets and gloves, but of course also the Corona rules

and, of course, the Corona safety rules, such as keeping a distance and wearing FFP2 masks, were followed. Circular stickers were cut and glued, freeze-dried fruits were cut and filled, packages were cut and folded, and at the very end the individual parts were finished to form a complete package. All of these tasks came to be a matter of course for us. Without exception, each of our six hard-working female employees pitched

in with determination. Only in this way was there time not only for seriousness and conscientious action, but also for a relaxed and comfortable lunch break. Our employees in the marketing department were always busy with exciting postings and entertainment on our social media channels. In the process, followers were always able to get little glimpses behind the scenes. We are particularly proud of

our sales stand expansion at our local tobacconist and pharmacy. In addition to the sales organization in the school, the private sales, as well as all online inquiries, the employee of the sales department was allowed to deal with the constant contact with our sales partners.



**1** Freeze-dried fruits are processed into powder and finely sieved.



**2** Filling the various toppings.



**3** Cutting, folding, sticking. The packaging also requires a lot of manual skill.



#### 4.2. PRODUCTION COSTS

With our economic education we had the clear the clear advantage of being able to calculate our variable costs, final prices, etc., ourselves. Based on some private surveys and a general market analysis,

we came to the decision to place our products in the middle price range. Due to the slightly varying purchase prices of the products, the variable costs and contribution margins of the individual varieties differ slightly, as can be seen in the graphs

on the following page. The quantities are in grams for one package. The costs per gram are calculated from the packaging sizes of the basic products and the quantity required for our packaging units.

### 4.2.1. CHOC'O CLOCK

RAW MATERIALS	REQUIRED QUANTITIES	COSTS	PER SALES UNIT
FREEZE-DRIED BANANES	17,00	0,050€	0,85€
KAKAO POWDER	23,00	0,012€	0,28€
ALMOND FLAKES	18,00	0,009€	0,16€
CHOCOLATE FLOATS	15,00	0,009€	0,14€
OAT FLOATS	21,00	0,001€	0,03€
PACKAGES 50g	4,00	0,068€	0,27€
STICKERS	4,00	0,014€	0,06€
FASTENER	1,00	0,020€	0,02€
PRINTED BAND	1,00	0,100€	0,10€
VARIABLE COSTS	137,63%		1,91€
CONTRIBUTION MARGIN			2,63€
NET SALES PRICE			4,54€
SALES TAX	10%		0,45€
SELLING PRICE GROSS			4,99€
PRICE PER PORTION			1,66€

### 4.2.2. EASY HAWAII

RAW MATERIALS	QUANTITIES REQUIRED	COSTS	PER SALES UNIT
FREEZE-DRIED ANANAS	13,00	0,055€	0,72€
MANGO POWDER	13,00	0,055€	0,71€
DRAUB SUGAR	14,00	0,003€	0,05€
CHIA SAMEN	15,00	0,010€	0,15€
COCOO CHIPS	15,00	0,014€	0,21€
CRUNCHY MORTAR	30,00	0,013€	0,38€
PACKAGES 50G	4,00	0,068€	0,27€
STICKERS	4,00	0,014€	0,06€
FASTENER	1,00	0,020€	0,02€
PRINTED BAND	1,00	0,100€	0,10€
VARIABLE COSTS			1,95€
CONTRIBUTION MARGIN	132,76%		2,59€
NET SALES PRICE			4,54€
SALES TAX	10%		0,45€
SELLING PRICE GROSS			4,99€
PRICE PER PORTION			1,66€

### 4.2.3. VERY BERRY

RAW MATERIALS	QUANTITIES REQUIRED	COSTS	PER SALES UNIT
FREEZ DRIED RASPBERRIES	9,00	0,051€	0,46€
FREEZE DRIED BLUEBERRIES	9,00	0,062€	0,56€
FREEZE DRIED STRAWBERRIES	9,00	0,066€	0,60€
DRAUB SUGAR	13,00	0,003€	0,04€
CHIA SAMEN	15,00	0,006€	0,09€
NUT CROCKANT	24,00	0,009€	0,22€
CHOPPED FREEZE-DRIED BERRIES	6,00	0,060€	0,36€
PACKAGES 50G	4,00	0,068€	0,27€
STICKERS	4,00	0,014€	0,06€
FASTENERS	1,00	0,020€	0,02€
PRINTED BAND	1,00	0,100€	0,10€
VARIABLE COSTS	157,89%		1,76€
CONTRIBUTION MARGIN			2,78€
NET SALES PRICE			4,54€
SALES TAX	10%		0,45€
SELLING PRICE GROSS			4,99€
PRICE PER PORTION			1,66€

### 4.3. BREAK-EVEN-POINT

PRODUCT	CHOC'O CLOCK	VERY BERRY	EASY HAWAII	TOTAL
PLANNED SALES QUANTITY	80	100	70	250
NET SALES PRICE	4,54€	4,54€	4,54€	1.134,09€
VARIABLE COSTS	1,91€	1,76€	1,95€	465,30€
CONTRIBUTION MARGIN/UNIT	2,63€	2,78€	2,59€	2,66€
CONTRIBUTION MARGIN				668,79€

In order to calculate the break-even point accurately, we first had to estimate the planned sales volumes. Then insert the amounts calculated above and calculate the total contribution margin. Fortunately and honestly,

as a junior company, we have few fixed costs, so our actual sales TARGET to effectively make money was very low. Only 19 of our bowl kits were necessary to make a profit with each additional product sold.

product sold. Since we eventually sold many more bowl kits, this resulted in a very substantial profit for us.

FIXED COSTS	
TEST PRODUCTION	51,38€
	51,38€
TOTAL CONTRIBUTION MARGIN	668,79€
PROFIT/LOSS	617,41€
BREAK-EVEN-POINT	19 UNTIS

WOW!  
🌍

### 4.4 RAW MATERIAL ORIGIN

It was clear to us from the first second that we wanted to work exclusively with freeze-dried fruit of high quality and a gentle drying process. Therefore, we had no other choice but to order them on the Internet. Since we unfortunately did not have a supplier in Austria that was suitable for us, and since we fortunately and honestly estimated as a junior company have

few fixed costs, our actual sales TARGET to effectively earn money was very low. Only 19 of our bowl kits were necessary to find with each additional one, we had to go to our neighboring country Germany. The toppings were organized at local supermarkets. But not only in the procurement of food, also with our, made of kraft paper, resealable bags, no hurdle seemed too big for us to find the right ones. Our keyword

sold product finally profit. Now that we eventually sold a lot more bowl kits, this resulted in a very substantial profit for us. „Environmentally friendly“ as much as possible. Due to food regulations, however, we could not do without a plastic inner coating, because we naturally want and have to offer our consumers the necessary food safety despite all environmental protection efforts.



MADE FROM  
100% REAL FRUIT



SELECTED  
WITH CARE





## 5. MARKET ANALYSIS AND MARKETING STRATEGIES

### 5.1. MARKET DESCRIPTION AND COMPETITION ANALYSIS

The food market does not leave much room for innovation at the moment. Immediately after the idea generation phase in the fall, the competitor research began to prevent a similar or even identical idea from a real company. Our biggest

competitors to keep an eye on were „MyMuesli“ and „Oatsome“. Fortunately, our Lazy Bowl team was able to break through with our Do-It-Yourself Kit, filling a small gap in the market. Our concept of a complete bowl kit is not offered by our two main competitors. This fact represents our unique **USP**. Based on some private surveys in our area, we

filtered well the relevance of the price of our Lazy Bowls. The first productions were quickly sold out, which on the one hand gave us an enormous motivation boost and on the other hand strengthened us that our chosen path was the right one.

### 5.2. SPONSORING

The Corona crisis demanded a lot from every company. Nevertheless, our Junior Company was able to win over a number

of sponsors. With our authentic appearance and a clear goal in mind, we were finally able to completely convince the potentially interested parties. We are incredibly grateful for the

financial support of the following companies and would like to thank them once again:



- Kink Hütte
- Dr. Rohrer Manuela
- Steinberger Gragl GmbH
- Fire Flower Feuerwerkskunst
- Automatenservice Sonja
- Tabak-Trafik Schrempf

### 5.3. MARKETING STRATEGIES

From the beginning, one thing was clear: **quality, sustainability and joy** were to run through our marketing campaigns. We used cheerful, natural

colors, adapted to each variety, to increase the appeal of the product. Whether on social media channels or on the packaging of our products themselves, our goal was to get our unique idea out there. The hand-drawn

fruits or the fancy names, breathed life into our product. Little sayings, some teasers and insights into our way of working and production, created a familiar connection to our customers.



The color concept and design language are consistent throughout our entire appearance.



## 6. SALES AND PROMOTION

### 6.1. MARKETING ACTIVITIES AND THE FIRST SALES

After the first production, we first sold the products to our circle of acquaintances. Our second step was to introduce ourselves to the principal, teachers and students. After our Junior Company was known in the school, we also had to venture into the public.

Our first sales booth was at the virtual trade fair. There we got very good feedback from the judges and won the award for **the best online marketing**, which firstly gave us a lot of attention, also in various media, and of course further boosted our motivation. The first orders via our homepage, orders via Instagram Direct

and via e-mail were the consequences. We were allowed to set up further sales stands in the Liezener Trafik and pharmacy. This was especially important to us to see how our products could be distributed on the real market without ourselves in the background.



Unforgettable moments: sale of the first package and our company in the newspaper!



### 6.2. CUSTOMER OVERVIEW/TARGET GROUP

Analyzing our target group was the first step after brainstorming and we based and adapted all further steps on this. From the company name, the product design to our entire appearance, everything is designed to address this analyzed target group. Especially **teenagers** and

**young women** are the ones we want to focus on. Through the fun factor of simple and uncomplicated do-it-yourself, we were also able to inspire many children and therefore **fathers and mothers** into the boat of our target group. Through quick to prepare, our bowl kits are perfect for people who are often in a hurry and want to save some time in the morning,

but still like to try out trends and enjoy good food. enjoy good food. And it is exactly this image that many people and ourselves can **identify with**, which makes our Lazy Bowl Kits so successful.

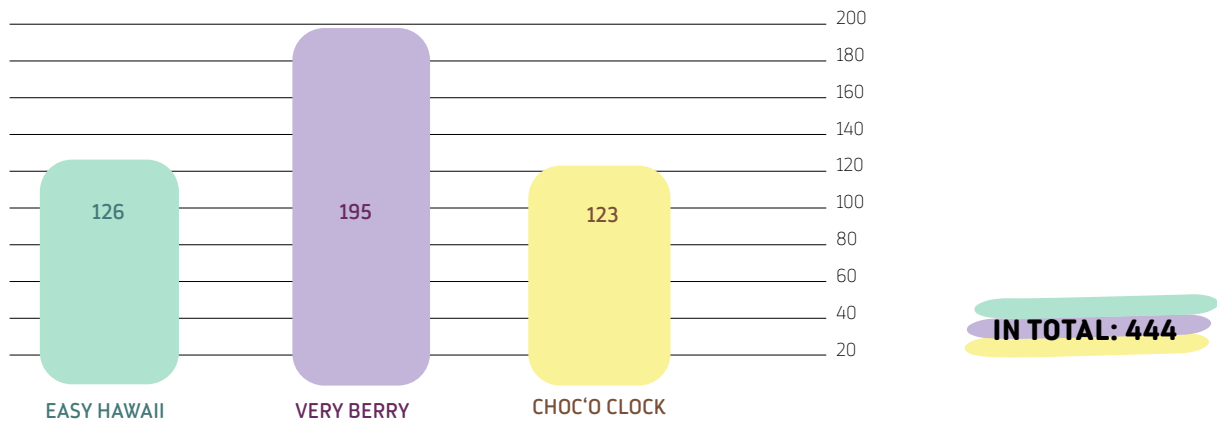
BREAKFAST FOR MORNING GROUCHES



## 7. FINANCIAL RESULT

### BOWL KITS SOLD

The following numbers of units have been sold by us since February 2021:



### REVENUE - EXPENSE STATEMENT FISCAL YEAR 2021:

The following revenues and expenditures have occurred during the current fiscal year:

REVENUE	EXPENDITURE NETTO	REVENUE NETTO
REVENUE EASY HAWAII		571,26€
REVENUE CHOCK'O CLOCK		557,91€
REVENUE VERY BERRY		884,35€
SPONSORING		350,00€
	REVENUE IN TOTAL:	<b>2.363,52€</b>
EXPENDITURE		
EXPENSES RAW MATERIALS	1.238,02€	
EXPENSES PACKAGING	154,90€	
PERSONNEL COSTS	743,89€	
TEST PRODUCTION	51,38€	
	EXPENDITURE IN TOTAL:	<b>2.188,19€</b>
<b>PROFIT</b>		<b>175,33€</b>

## 8. FUTURE POTENTIAL

Whether jury members, teachers or already successful start-up entrepreneurs, all have advised us to continue our business after the school year on the real market. A special potential prepares the **expandability** of our once small idea. New varieties, other variants of our bowl kits or even completely new products that we could additionally include in our assortment in order to grow, there are still **no limits** to our creativity.

still no limits. In order to actually be able to implement all of this, however, we would also need a lot of support above all. Financial support from investors but also partners who could enable us to produce in larger quantities. A profitable scaling of our business idea is certainly possible and would make our start-up a **lucrative investment** opportunity for potential investors!



**SIGNATURE OF JUNIOR EXPERT**

Veronika Kabas, BA

