



COMPANY REPORT

TEACHER: MGR. EVA WOLFOVÁ
SLOVAKIA 2019/2020

EXECUTIVE SUMMARY

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TARGET GROUP

Our main target group are people between 20-40 years old. Those are the people, who are actively interested in their surroundings and the environment. It is a generation that is more aware of the impact that humans have on our planet so they are trying to find more suitable alternatives for eco-friendly washing and cleaning.

OUR PRODUCT

CLEAN'D, the product of JA company REN, is a simple and effective detergent in a solid cube form. At home, at a festival or during camping under the sky, CLEAN'D will handily cope with grime and grease using water at any temperature. It does not harm the environment and its firm consistency allows easy transport. We sell it with four different scents - vanilla, lavender, grape and lemon.

MISSION:

“ To offer an innovative cleaner which in addition to its versatile cleaning effect also helps the environment. ”



2,339€

Revenue

1,500€

Net Profit

76.19%

Gross profit margin

815

Packages sold

400 000+

People reached
via social media

7

Stores & e-shops
selling our product

PURPOSE & PRODUCTION

This section provides information about various uses of CLEAN'D and closely describes our production process.

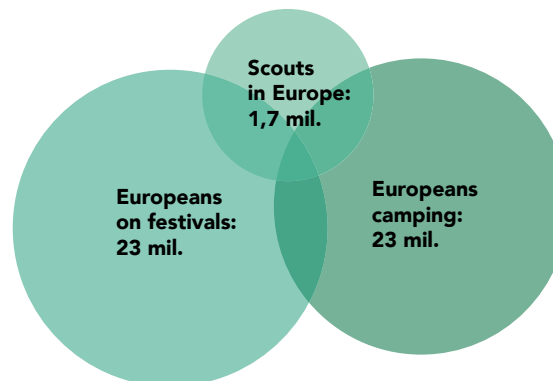
PURPOSE

CLEAN'D is a universal cleaner with a variety of possible applications. Its primary use is dish-washing either by hand or using a dishwasher. When it comes to manual dishwashing whether at home or in nature, it is enough to dissolve a cube in water and start cleaning. When it comes to its use in a dishwasher, it is no different than a classic capsule. In case the cube does not fit the detergent holder, it is perfectly fine to put it in between the dishes and its effectiveness will not diminish. In addition to that, our product can also be used for cleaning floors or tiles in the kitchen and bathroom. It also very effectively removes scale deposits in electric kettles and even in 'white goods'.

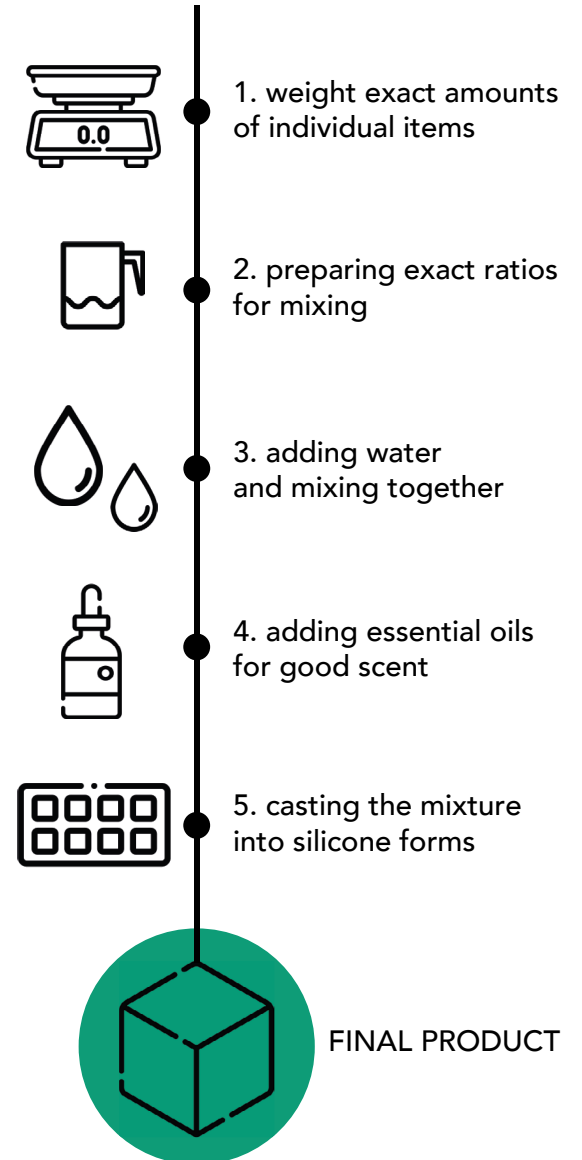
PRODUCTION PROCESS

We divide our production process into two phases – 'manufacture' and 'quality control'. During the manufacturing phase, we combine our ingredients of specific amount and ratio and subsequently mix them with a predetermined quantity of water. One of the main steps is providing our product with a specific pleasant smell, that is the addition of scented essential oils; currently

it is a scent of lemon, grape, lavender, or vanilla. After the mixture reaches its required consistency we put it into prepared silicone molds where it gets into its final form – a cube. The resulting consistency has the maximum firmness and storability of the product and at the same time, it is achievable by simple production steps carried out by us. In the 'quality control' phase, we take the now solid cleaners out from the molds and make sure they are firm enough. Cubes that do not meet our standards are reused in following starting mixtures of the corresponding scent. Finally, we pack the cleaners into bags from recycled paper each containing ten pieces. We also put a sticker with our company logo on the front to secure the opening and a label on the back with information about our product and directions on how to use it.



OUR WORKFLOW



MARKETING

TARGET GROUP

GEN Z (15 - 25 YEARS)

This generation spend most of the time scrolling through social media. That is why we created a Facebook company page and an Instagram account. We also offer online shopping which many young people of the Gen Z prefer.

MILLENNIALS (25 - 40 YEARS)

Millennials are our main target group. These people are actively interested in their surroundings and the environment, and they are aware of how humans affect our planet. One thing they have in common is the need for sustainable shopping, so when we wanted to reach most of them, we focused on zero-waste stores.

BOOMERS (40 - 55 YEARS)

We decided that mass media was the best way to reach this age group. We presented ourselves in radios and articles mostly read by middle-aged and older consumers. We also organized one-day-sale events where our customers could directly speak to us, because this generation prefers a face-to-face approach.

PROMOTION

We appeared in two local radios (radio Košice, radio Kiss) and many online articles (Noizz.sk, vodaportal.sk, Pravda, Košice:Dnes). Our first big success was an article in the most read daily news in Slovakia - Nový čas. But we did not stop there. Our next and probably biggest success was a report in the most watched Slovak television channel in Slovakia - in TV Markíza.

Later, due to the COVID-19 pandemic, online promotion became the only possible promotion. However, we learned fast and we quickly started cooperations with influencers, because they have a big impact especially on our target group.

Our biggest online promotion were a few short promo videos made by Viktor Vincze, a Slovak TV anchor, reporter and an influencer with over 113 000 followers on Instagram, who posts environment and eco-related content. But not every promotion is a great promotion. Martina Kmeťová alias @tinasklovakia, who is a Slovak singer and has over 215 000 followers on Instagram also shared our product. Her followers are not interested in eco - related topics, and that is why even though she has twice as many followers as Vincze, she did not manage to engage any of her followers to buy our product. Our most recent promotion was by Kristína Tormová, a popular Slovak actress, with

similar interests as Vincze. It added 120 000 people to our overall reach.

Our promotion was so effective that we got offers to collaboration, or distribution even from countries like Vietnam and Great Britain.



MARKETING

SALES

FACE-TO-FACE SELLING EVENTS

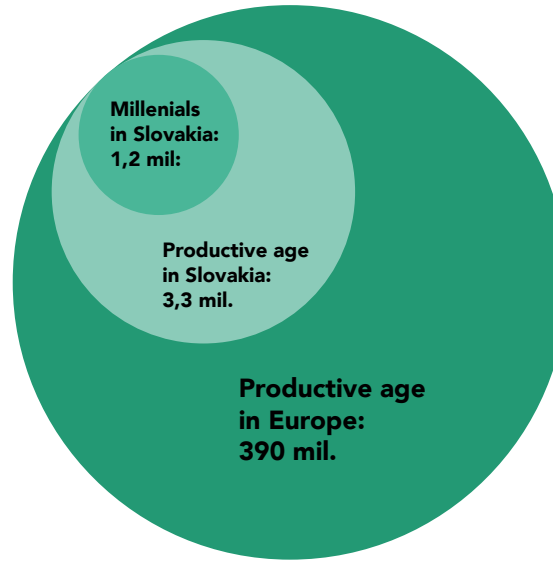
We started our sales with three big selling events, one of which was at our school, where we had the first contact with real customers, and we had the chance to observe the needs and interests of real customers. After that we had two more selling events in the two biggest shopping malls in Košice, where we sold our product to many new customers.

We are planning an even bigger event in August, which is a 3 day-long eco-festival in Košice.

RETAIL AND WHOLESALE SALES

We started with establishing our communication with wholesales and retail stores in the beginning of our market debut, but we only got to the bigger scale at the start of May 2020, when we began collaborations with three e-shops (zKokosu, Ecolocco and SvetBedničiek). Firstly, we wanted to get people to know our product and then we moved on to the communication with bigger shops, where we had to establish cheaper shipping.

Viktor Vincze's post about us also introduced our product to other shops, that were interested in our cleaner. We arranged collaborations with four



online shops, one store in Bratislava and we are continuing to sell our product in stores Košická Špajza and Na kôpke in Košice.

ONLINE SALES

Online sales were the biggest part of our income. We sold more than 500 out of total 800 packages from our own e-shop. This could not have worked, if we have not been active from the very beginning and thanks to collaborations with influencers, media and our satisfied customers we managed to reach more than 1140 followers on our Instagram page and over 280 followers on Facebook.

We wanted to reach the younger part of our target group and the online market was the best way to do it. Thanks to our promotions we got to sell our product not only in Slovakia, but also to Belgium, Ireland and Czech republic.

VODA PORTAL
www.voda-portal.sk

Hľadaný výraz ... #4

Podujatia Infoservis Legislativa Adresar firiem Vodné a stočné Vodárne

Mladí Slováci vynášli efektívny čistič. Šetrí aj prírodu

Produkt košických študentov z Gymnázia Poštová prináša mnohé výhody.

RÁDIO KE KOŠICE 91.7FM

kristina.tormova • Following

kristina.tormova Toto sme si kúpili. Vo @svetbedničiek Lebo sme chceli podporiť krásny nápad. Lebo toto vymysleli a vyrobili študenti. Ktorí majú firmu Ren..tako o sebe a tomto ekologickom zázraku:

"Náš názov firmy, REN @ren_slovakia, po dánsky znamená čistý. Rozhodli sme sa pre neho preto, lebo je výstižný a krátky. Dánsko je jedna zo škandinávskych krajín, ktoré sú známe svojím pokrokovým a inovatívnym myslením, nie len v ekologickej oblasti. Naším produktom chceme ukázať, že umývanie riadu hoc aj v prírode bez vypúšťania škodlivých látok je úplne možné. Naše kocky sú jednoduché, neškodné, úsporné a vyriešia každý domácky problém. Každý deň."

Liked by helmona.shop and others
3 DAYS AGO

189 zdieľaní

včera, 09:45 | Tip od Vás | Slovensko

Prevratný vynález gymnazistov z Košíc! Jediná kocka umyje riad dokonca aj v lese

189 zdieľaní

Máte tip?

TIP OD VÁS

Gymnazisti z Košíc ekologickými čističmi vyrábame vo voľnom

FINANCES

PRICING

Pricing of our product was supported by an analysis of our customers, costs and our competition. Apart from that, we estimated a revenue target of 1200€ for the next 6 months.

KNOW YOUR CUSTOMERS

After the invention of our product, we conducted a market research. We asked our potential customers (closely described in the section Marketing) about the price of our product. We made the survey anonymous and as in the online space, so in a direct survey between passerbys.

The results of our market research was, that our customers were willing to pay up to 0,50€ for one CLEAN'D cube (30 g).

KNOW YOUR COSTS

We focused on the cheapest possibilities to buy our raw materials. After a deep research we found the cheapest way to buy our raw material at that time (see challenges). The following costs were estimated for 1 package of our product, which we decided to be 10 cubes of CLEAN'D (about 300 g).

Our variable (cost of material, shipping and labels) were estimated to be 0,65€/package, plus the salaries and production wages. Final costs (variable + fixed) to produce 1 package of CLEAN'D would be around 1,05€/package.

KNOW YOUR COMPETITION

On the European market there are more competitive products. They are all called dish soaps. Most of the companies are located in Great Britain, and all of them are just for the dishes. Apart from that, most of them are still too expensive for the Slovak market. All of these dish soaps are oil-based dish soaps.

However, the only eco-friendly solid cleaner for dishwashing available at the Slovak market is Cleon. At the same time it is the only cleaner, which is close to our product. It is made in Austria in a small manufactory, and the price is 7€ for 60 grams. This competition sells their product in 20 shops and 4 countries including Slovakia and Czech republic. Our advantage is that we offer our product at a better price and thanks to materials used to make CLEAN'D, our cleaner is also effective in cold water unlike Cleon. Despite that, this competition helps us move forward, shows us stores where we too could sell our cleaner.

After this research we decided to establish the price of one package (10 pieces = 300g) to 4,00€. Even though we did not change the price of our cleaner, we managed to lower our production costs, thanks to the change of our suppliers and distributors.

Balance Sheet	
Current Assets:	
Stock	540.00€
Debtors	0.00€
Cash at Bank	0.00€
Cash in Hand	1,460.51€
(A) Total current assets	2,000.51€
Less	
Current Liabilities	
Bank Overdraft	0.00€
Loans	0.00€
Creditors	0.00€
Corporation Tax Payable (15%)	225.08€
VAT Due	0.00€
(B) TOTAL CURRENT LIABILITIES	225.08€
(C) BALANCE (A-B)	1,775.43€
Represented by:	
(D) Issued Share Capital:	
100 shares at 5€	500.00€
(E) Profit & Loss Account (Profit after Tax)	1,275.43€
(F) Shareholders Funds (D+E)	1,775.43€
*balance by June 9th 2020	

	Our estimate	Reality
Products sold	500	815
Turnover	1,995€	2,339.94€
Gross Profit	1,645€	1,782.10€
Net Profit	1,249.50€	1,500.51€

FINANCES

Profit and Loss Account		
A	Sales	2,338.94€
B	Purchases	1,035.94€
C	Production Wages (0.30 eur/hour)	60.90€
D	Closing Stock	540.00€
E	Cost of Sales (B+C-D)	556.84€
	Gross Profit	1,782.10€
	Gross Profit Margin ((Gross Profit/Sales)*100)	76.19%
F	Salaries, commissions and bonuses (2 eur)	10.00€
G	Stationery	162.12€
H	Rent & Hire	0.00€
I	Miscellaneous Expenditure	104.47€
J	Registration Fee	5.00€
	Total Expenses	281.59€
K	Gross Profit Less Total Expenses = Operating profit (or Loss)	1,500.51€
L	Miscellaneous Income	0.00€
M	Net Profit (or Loss)	1,500.51€
N	Corporation Tax Payable (15%)	225.08€
O	Profit after Tax (M-N)	1,275.43€
P	Approximations of Profit (Q+R+S)	1,275.43€
Q	Dividends by the date 9.6. (company continues to work until 31.10.):	956.58€
R	Donations:	0.00€
S	Others:	318.86€
	Balance (O-P):	0.00€
		*balance by June 9th 2020

RESULTS AND RE-INVESTMENT

After we were able to make our way into the Slovak and Czech market, and after we started collaborations with various wholesales, we are beginning to re-invest our profit into improving our product and our community.

We began to invest our capital into improving our visual identity. We will also be investing our profit into innovating and speeding up our production. We are making it faster with some improvements regarding the way we mix the ingredients and the way we put CLEAN'D into form - closely described in the section Production. Apart from that, we want to make CLEAN'D a certified product, so that we can provide our customers a reliable product (see section Future).

We also donated some of our packages to the poor communities in Košice, and we will be continuing our collaboration with KLUB, to help our community in a different way (see section Human resources).



verified by Mgr. Eva Wolfová, PhD.
Business advisor

HUMAN RESOURCES

We are always trying to be progressive in the case of business collaborations, but also in the interpersonal relations which are associated with maintaining a healthy work ethic and enthusiasm. The willingness and persistence were especially needed during the hours spent on finding new solutions on various problems, for example finding the best design elements for labels. We have been following the slogan of mutual help during the development and course of our company which can be seen in receiving and passing

on our personal experiences, whether in the creation and improvement of marketing, production and finance, or specific assistance such as creating the design of our brand and others. Our company is composed of 17 people, our representative team is consisting of Lukáš Weiszer, president, Alex Blandón, vice-president of marketing, Simona Ičová, vice-president of human resources, and Tímea Hujdušová, spokesperson, who put more effort into our firm pushing it further everyday.



PEOPLE WHO HELPED US

Matej Tarča and Michal Masrna - Authors of our website and technical supervisors.

Non-profit organization KLUB - The organization provided us with a place for production and distribution any time it was needed. The person we were contacting was Ján Gálik.

Zkokosu.cz - The first international distributor of our product, specifically distribution for the Czech republic.

SLOVAK E-SHOPS

Svet Bedničiek - Huge opportunity in the form of cooperation with one of the most popular companies on the Slovak market in the field of eco-friendly products or vegetables and fruit sales.

EcoLocco - Our first cooperation in the form of an e-shop in Slovakia.

CHALLENGES

COVID-19

Not long after we introduced our product to the market, a great obstacle occurred – the COVID-19 pandemic. Our intentions were to organise more marketing events as the ones we organised in shopping malls Optima and Aupark, however this time in shopping malls in Prešov. The quarantine restrictions changed our plans and we had to rethink our strategy. The in-person sales were out of the picture. Online marketing was the only option on how to stay in touch with our customers.

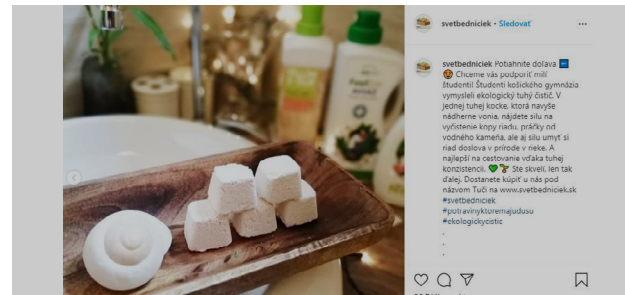


“ We may encounter many defeats,
but we must not be defeated.

~ Maya Angelou ”

ONLINE MARKETING

Our online marketing plan was to establish cooperation with influencers, regularly share posts to keep our followers interested and try to engage them. By creating online quizzes about the environment we offered a pleasant way to spend time in quarantine while learning something new. We tried to post 2-3 posts about CLEAN'D or about our company alone. Online competitions were also a part of our scheme. We organised two competitions where people could win free packages of our cleaner by taking part. This activity resulted in reaching new people who then followed us or bought our product.



SHORTAGE OF STOCKPILE

After our product has been advertised by Viktor Vincze, a huge environmental influencer with over a 100 000 followers on Instagram, we experienced our greatest success. In 24 hours we sold more than 130 packages via our e-shop, gained more than 700 followers and received many business proposals for example from Zkokosu.cz or Ecolocco.sk. However, we did not have any packages in reserve, therefore we had to start production. Many people could not come during quarantine but we still managed to make, pack and sell over 130 packages. This experience has helped us greatly. Gradually, we learnt a faster way to send out orders using electronic posting sheet, managed to buy boxes for orders at a wholesale price which helped us decrease costs on packaging.

CHALLENGES

WHOLESALE PRICES

A topic we did not think about, nor knew much about until getting so many business proposals in one day asking for closer information about us and of course, wholesale prices which we did not have. Fortunately, we were advised on this topic by our mentor from project 'Rozbehni sa!' ("get started!") We have adjusted our price list and split it into two categories one for taxpayers and one for non-tax-payers ensuring that both groups will have equal profit when buying equal amounts.

DISINTEGRATING PRODUCTS

After our first successful business deal with a zero-waste store Košická Špajza in Košice they informed us that after storing our cleaners in glass containers for some time they started disintegrating and turned into powder. After running a test, where we left three cubes with the scent of vanilla, lemon, and grape in a closed glass container and the result was the same - they fell apart. We managed to solve this issue by adjusting storage - condensing cleaners have to be left in the air to prevent an imaginary greenhouse effect in order to prevent disintegration.

SUPPLIERS

In the beginning, we were buying supplies from Himalaj shop in Košice and PGChem, but as we started purchasing we found out that it was very expensive. We established collaboration with Slovak e-shop handmade.sk where we have been offered wholesales prices for materials which helped us reduce our production costs greatly.



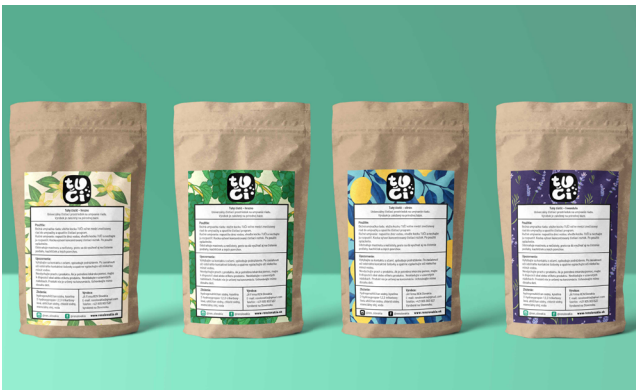
FUTURE

BEYOND THE BORDERS

In the future we are planning on expanding beyond the borders of Slovakia and even the Czech Republic. Our business partnership with a Czech e-shop affirmed us of our products' international potential. So far we have been approached by businessmen from London and Vietnam who have expressed their interest in distributing our product. We hope to come to a final agreement by the end of July 2020.

REBRANDING

We have established a cooperation with an experienced Slovak graphic designer living in Spain, Anna Deakova, who is helping us create a new visual identity for our company. Our goal is to change our logo, upgrade our labels and make our web page more eye catching. In that way, we aim to appeal to a bigger audience.



STREAMLINING PRODUCTION

With the rising demand for our product we started looking for a more advanced and faster production. In order to achieve it, we have recruited a talented student from our school who helped us create a 3D prototype of a tool that'll help us press the product into the form of multiple cubes at a time. With this, we want to increase the speed and reduce the time of production from 4 forms (12 packages) per hour to 7 forms (21 packages) per hour. In addition, we are working on a collaboration with sheltered workplaces, namely AjMys.r.o. and Sheltered workshop Motýľ located in Slovakia, to produce our product at multiple locations, faster and more efficiently. After these changes we should be able to produce at least 10 (30 packages) to 12 forms (36 packages) per hour.

CERTIFICATION

We realize that an official product certification would open new horizons for us. We are actively researching requirements to obtain such a certificate and we hope to have it acquired by the end of August 2020. We are applying for a grant to gain investments to certify our idea. We will need a minimum of 500€ for certification costs.



SALES

We want to double our sales per month by October of this year- from 150 to 300 packages per month, and want to reach a revenue of 5000€ until October 31st. While we plan to expand to more countries, we will also continue on working to reach more customers in general by promoting our product through larger media exposure. During June we have already been interviewed on the Slovak National Television and multiple radio stations in Slovakia to widen our audience. New limited edition called Summer in Slovakia consisting of special scents such as elderberry and linden will interest more customers and increase our sales.



**SPECIAL
THANKS
TO:**

MGR. EVA WOLFOVÁ
MGR. ZUZANA LIESKOVSKÁ
MATÚŠ PRAVDA
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MATEJ TARČA
MICHAL MASRNA
ĽUBOŠ ČAPČARA

