Notre Dame College
2009-2010
annual report

What's the big meal?
A JA Company
Content

1. Introduction P.2
2. Company structure P.2
3. Timeline P.3
4. Words from the CEO P.4
5. Reviews from Department Directors:
   - Sales and Marketing Department P.5
   - Production Department P.6
   - Finance Department P.7
   - Human Resources and Administration Department P.8
   - Information Technology Department P.9
6. Financial review P.10
Introduction

Company name: What’s the Big Meal?
Link School: Notre Dame College
Company Address: 51 Shing Tak Street, Ma Tau Wai, Kowloon, Hong Kong
Company website: http://whatsthebigmeal.bravehost.com/
Number of staff: 28
Number of Shares Issued: 100 Shares
Par Value of Each Share: $50

The students in Notre Dame College joined the JA Programme and got benefits from it. The company structure is similar to that of a limited company so that students can try to get an experience on being the managers and learn what teamwork is.

What’s the Big Meal?, a JA Company, sold poker games to the public. The cards are water-proofed and containing much Chinese style. The design of the cards is creative and corrected many times in order to try our best to meet our common goal--- earn profit.

We were successful in running the business as we got a profit. Part of our profit was donated to the school as social responsibility is always concerned.

Company Structure
Timeline

2009
SEPTEMBER
~The Board of Directors was formed.
~CEO and Department Directors were elected.
~Discuss the common goal which is earning a profit.

OCTOBER
~Decide the product
~Decide the Company name which is “What’s the Big Meal?”.
~Prepare for the issuing shares.
~Do a market research.

NOVEMBER
~Collect the 50 shares, with $5000
~Design the product and come to the production process
~Prepare the School Pre-sale
~Packing the product
~Prepare the company chop

DECEMBER
~Pre-sale was set up at school
~Review the pre-sale
~Change the design of the product
~Prepare the promotion on the stage
~Produce more quantity of the cards for Trade Fair
~Prepare the decorations of the Trade Fair

2010
JANURARY
~Discuss the dividends
~Record the sales data

FEBURARY
~Write the annual report
~Donate the money
~Prepare the presentation
Words from the CEO

Dear Shareholders,

I am glad to have this golden chance to be the CEO of *What's the Big Meal?*, a JA company. You invested not only money but also your time. This shows your passion on running the business. With your support, the company has been operated successfully.

The total capital collected was $5000. There were totally 100 shares at $50 per share and we all got a profit. I am pleased that we decided to donate some of the profit to the school for education use.

The company decided to produce poker as it is a card game which brings happiness to others. Moreover, the content of the poker was fully designed by the labors. We wanted to promote the eating habit of the Chinese.

Being the CEO, I should be sensitive and make decisions effectively to respond to the problems. For example, during the decoration time, the materials supplied were not enough, we had to calm down and think of the solutions within the limited decoration time. And during the production process, like packing the pokers, division of labor was needed.

The most challenging thing for me is to enhance the morale. As we did not understand too much, it took time for me to recognize all of them and find out their advantages. However, at the same time, I had to meet the deadlines from JA like details of the company name, product and details of CEO briefing. This is the most difficult problem that I had to solve.

During the Trade Fair time, everyone has done a good job. We sold 95% of stock. Employees tried their best to sell the product and the result was satisfied. The result also shows the good team spirit and support from others.

Finally, we would like to thank Mr. K.M. Tong to support us. Besides, we would express our special thanks to Miss Sarah Yu and Mr. Herman Woo, our business advisors, they leaded us how to operate the business. It is a really good experience to be a top manager. I hope the directors can make good use of the experience in the future. For those students who were in different departments, it is happy to see their enthusiasm of running business.

Yours sincerely,
Jessica Chan
CEO of What’s the Big Meal?
Reviews from Department Directors:
Sales and Marketing Department

Sales and Marketing Director, Travis Yeung

The major aim of our department is to position our product. The processes of fixing this position include carrying out market research, setting the theme and the selling price of our product, and developing some marketing strategies.

At first, many of our members did turn a blind eye to this programme so as to save the time for their own studies. It is true that the workload and pressure that this project has posed on us are great. We had to manage our time well in order to meeting our company goals as well as concentrating on our studies. As a result, at the beginning, the morale among our members were quite low, thus, the progress of this project was sometimes a bit slow.

I have tried to lead the flow of our weekly meetings, however, as aforementioned; the morale was not high enough so the response that I have received was always insignificant. Sometimes, I thought that was my own problem in failing to lead the flow, yet fortunately, with the kindly help of our business advisors and school teacher, we soon overcome the harsh circumstances. Old adage told me that nothing goes beyond diligence, but this time I have met something that cannot go right despite the hard work I have done.

After the first market research, which was distributing questionnaires, we decided to use ‘Chinese tradition’ as the theme of our product and the product we chose to sell was playing cards. As the director of sales and marketing department, I have to help think how to merge the theme into the product. It was extraordinary difficult as Chinese tradition is a thing which has no relation with playing cards. After our discussion, our decision was to sell plastic, waterproof cards, with four kinds of Chinese dim sum printed on the cards.

With the help of our school, we are granted a chance of holding a pre-sale during the school open day. It was a great opportunity for us to see whether our marketing plans work or not. We sold some of them on the open day while most importantly, we have gained experience in being the salespersons. Most of our members have tried to sell the product and it gave a fundamental base of selling techniques to us.

After the pre-sale, we have adjusted our product design and adjust the selling price so as to prepare everything well before the trade fair. My department was also responsible for decorating the booth beautifully. Many other ornaments are bought and all of our members have helped think about the settings of our booth. Besides, I have to design the schedule of the 30 second long advertisement on the day of the trade fair, including the idea, theme, clothings used, and the dialogue between our advertisors. It was actually great fun.
At the beginning of the trade fair, our products were not sold really well, amendments on the selling price were made immediately for the sake of better sales performance and we have received some feedbacks from the customers. At last, a large amount of cash flow was generated as we sold our products at a relatively low price. I am glad to know that we have made profits.

It is always not important whether we have earned or not (in money), but in experience and many other invaluable human relations skills. I believed that all of our members have learnt not only lots of business-related knowledge, but also skills in developing marketing strategies or even studying marketing psychology.

As the director of this department, I admit myself a task-oriented person, sometimes I have ignored part of the minor stuff of this project or even members’ opinions. I am really pleased to have all my good partners, including members of my department as well as other department heads in finishing those tasks.

It is gratifying to see that all of our members have made every endeavor in finishing their own specific tasks, which were completely different from the beginning of our meetings. I sincerely hope that all of us have learnt and gained immeasurable skills and experiences. All in all, it was an enjoyment to work with my excellent members together with joys.

Production Department

Production Director, Lindsay Lam

Our company decided selling Poker cards, and we all faced many obstacles and hardships along the way. In order to carry out the production plan, all of my classmates put their heard and soul into designing the cards and deciding which of the designs is the most suitable one. We undertook research into the most marketable designs and were inspired to draw dim-sums on the cards as this could be a selling point, as well as promoting Chinese culture.

During the production process, we discovered that paper poker cards were not durable. We changed our plan and went for plastic as our main material which proved to be a success. We chose a manufacturer in Mong Kok to produce our waterproof poker cards. I succeeded in persuading her to offer a lower price, and it was a great experience as I learned some bargaining skills. After we received the poker cards, there was a problem. Some poker cards were printed with the wrong designs. Time was running out and that pushed us to request the manufacturer to re-print the wrong poker cards as fast as possible. I was worried that something else would go wrong and after we received the poker cards, all of us worked around the clock to check the products. I was relieved that everything was set and ready to go. Through the joint effort of our designers and the manufacturer, we finally produced our ideal
products.

We also stamped our company logo on some paper bags in which we put the cards, so I took a trip to Mong Kok to search for a stamp manufacturer which offered the lowest price. Although I failed to persuade the stamp manufacturer to offer a lower price, I gained a lot of experience as I tried various tactics.

During that time, every classmate spent much of their time on attending our meetings and contributing a lot to the production plan. Although there were conflicts and friction, we managed to resolve them. It can be seen that all of us were concerned about the products and wanted our company to be efficacious and successful. Team spirit was extremely vital in the whole operation. I also realised that I should not give up easily as there is a silver lining to every cloud.

**Finance Department**

**Finance Director, Helen Lok**

The Finance Department encountered several problems, and they were solved through discussion and communication between the group members. The first problem was how to raise funds for operation. We discussed with the HSBC volunteers in the JA meeting who joined the JA project a year before. They told us a lot of information about JA. Finally, we decided to set HK$50 as the price per share and 100 shares were issued. Fortunately, teachers and students supported this programme and we were able to raise HK$5,000.

The second problem was how to set the price of the product, it was because we did not know how much the buyers were willing to pay on the product. So we have discussed the price for a long time. We did market research and collected information about the prices of similar products. We revised our initial plan and set the final price.

The third problem was how to distribute the company’s assets efficiently. For example, we have to decide how much money we need to distribute to the group which handled the HSBC decoration. Also, we think that keeping the money and the record of all our expenses is the most difficult things. We were afraid that we would lose some of the money and the records. Besides, we have to control the spending and balance the cost and the income.

In additions, we are not familiar with the trading and profit and loss account and balance sheet. It is because not all of our group members have learnt accounting before. Hence, we
discussed it among members, asked our account teachers and classmates, we also searched the information on the Internet and from books to find the information about accounting. After we recorded all the outlay and income, we concluded the net profit rate as 9.74%, and donated 20.5% of our income to the school.

We have learnt a lot by joining the JA Programme. We are glad that we can solve the above problems with the help of JA volunteers and our classmates. They are all very helpful and nice. Besides, we know that co-operation is really important among the group works. We have a memorable experience after this JA Programme!

**HR and Admin Department**

**HR and Admin Director, Timothy Tse**

The human resources department in this company takes the duty of keeping all the documents of the company, recording the attendance of the members, making the meeting agenda and minutes, arranging the shifting schedule of the pre-sale in our school and trade fair. Despite these managerial duties, we had to organize activities to build up staff morale in order to improve the efficiency of our meetings.

Also, we needed to coordinate the staff’s shifting schedule according to their different available time. Fortunately, every staff attended punctually during the trade fair, some of them even work for the whole day which allows the arrangement to be more flexible.

It’s was rather hard to build up the team spirit of the company at the beginning. With the help of our teacher and the business advisors, our staff morale was finally built up gradually through different ways. We tried to hold a ice-breaking section before every meeting so that everyone could be waked and get into the mood of work.

In addition, the coordination work was not easy too. We had to coordinate the communication between departments and keep the documents as our later record. Better filing skills is required in order to keep these things well, this encouraged us to improve our bad habits of leaving things everywhere.
IT Department

IT Director, Dicky Loung

Our department is responsible for developing an IT strategy and platform for the company. We work closely with other members and departments, such as CEO and Sales and Marketing Department, to facilitate the works. One of our important roles is using Internet resources to research product ideas. We are also responsible for drawing our product design with the use of graphics editing software. Furthermore, our department provides platform for internal communication uses as well as external marketing and sales process.

In the stage of organization, we helped the production team to research product ideas on the Internet. We tried to search for some ideas of Chinese designs to match with our product. After we had gotten the ideas, our department members drew our playing cards’ design with the use of Ulead PhotoImpact 12. Our members pointed out that we are always busy with our studies, so we only have little time to learn other things. Working in this stage, however, we can learn a lot about the Chinese art and the techniques in using PhotoImpact to create as well as edit the designs efficiently.

Setting up a website and different communication platform for our company was also one of our jobs. The website was set up for promotion of our products and facilitating the external marketing and sales process. Customers can know the most update information of our company and products on the website, so that they can give us feedback, and hence, give us chances to improve. Also, our department opened a discussion board on Facebook for internal communication uses. The discussion board is really a good way for us to throw out our own ideas and opinions. We can also share solutions to solve problems via the discussion board in order to smooth our works. Through the discussion board, we can enhance teamwork and reduce conflicts between each other. This also improves the relationships and understandings among us. When we think deeply, these discussions can improve our communication skills too.
**Financial review**

**What’s the Big Meal?, a JA Company**

**Trading and Profit and Loss Account for the year ended 20th Jan, 2010**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales</strong></td>
<td>$5921.96</td>
</tr>
<tr>
<td><strong>Less: Cost of Goods Sold</strong></td>
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</tr>
<tr>
<td>Purchases</td>
<td>$3600</td>
</tr>
<tr>
<td><strong>Gross Profit</strong></td>
<td>$2321.96</td>
</tr>
<tr>
<td><strong>Less: Expenses</strong></td>
<td></td>
</tr>
<tr>
<td>Booth deposit</td>
<td>$100</td>
</tr>
<tr>
<td>Packing</td>
<td>$184</td>
</tr>
<tr>
<td>Stationery</td>
<td>$145.5</td>
</tr>
<tr>
<td>Pre-Sale Decoration( including the lantern)</td>
<td>$187</td>
</tr>
<tr>
<td>HSBC Decoration</td>
<td>$1006.5</td>
</tr>
<tr>
<td>Sundry</td>
<td>$212</td>
</tr>
<tr>
<td><strong>Net Profit</strong></td>
<td>$486.96</td>
</tr>
</tbody>
</table>

**Balance Sheet as at 20th Jan, 2010**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current assets</strong></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$5486.96</td>
</tr>
<tr>
<td><strong>Financed by</strong></td>
<td></td>
</tr>
<tr>
<td>Ordinary share of 50 each ($50 per share*100 shares)</td>
<td>$5000</td>
</tr>
<tr>
<td>Add: Net Profit</td>
<td>$486.96</td>
</tr>
<tr>
<td></td>
<td>$5486.96</td>
</tr>
</tbody>
</table>