

PRIVATE SECONDARY PROFESSIONAL SCHOOL, 29. AUGUSTA 4812, 058 01 POPRAD

COMPANY REPORT 2017



VISION
JA FIRMA

JA FIRMA VISION Vás pozýva na

7. študentský ples

24. február 2017, 18:00
Sála Tatravagónky,
Poprad

Cena vstupenky: 21 €
(zahŕňa príboky, večeru, dezeru, kapustnicu)

Do tanečnice hrá DJ Tomáš Buday.
Tešíme sa na Vás.

Platky je možné zakázať u žiakov 9.C a 3.O alebo
u pani učiteľky Marcinovej (učebňa 6.3)

Viac informácií nájdete
na Facebooku JA FIRMA VISION.

Ples podporili:

CINEMAX APARTMANY
STAY

AMERICAN
Vianoce

???

PREKVAPEN

QUARITY

MIKUL
v minulosti

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PRESIDENT'S

SPEECH

At the beginning of the school year, our JA company VISION underwent a lot of difficulties because our team was not well coordinated, but everything changed as we started working together and organising school events. The management of our company had some very strong personalities, but also few weaker and less noticeable members who were also given opportunities to offer and put their ideas into practise.

The company consists of 20 students from classes 3.C and 3.D. who study economics and business. Our activities were supervised by our teacher, Ing. Jana Marcinová. The JA company VISION earned positive feedback from teachers but also students as soon as it started. We came up with new and original events and we made the traditional ones more interesting. This motivated us and moved us further ahead.

Our main goal was to gain experience and knowledge in the field of business, economics and accounting. Simply put, everything that we need to start a real business. We improved our communication and presentation skills and team work. The goal of economics is to make a profit which we tried to accomplish every time we organized one of our events, namely SSOSTA HOROR STORY, SANTA CLAUSE AT SSOSTA, CHRISTMAS WITH VISION as well as 7th Student Ball. The financial indicators speak for themselves. We gained the initial capital by selling 60 shares at € 3 per share. With our activities we created a profit after tax totalling € 349.50 that enables us to pay dividends to our shareholders of € 4 per dividend.

The most difficult part of our activities was the development of the final product, the implementation of which was influenced by the experience we gained from organizing the events. Our final product is named QUARITY. It is a unique video guide to Poprad that will show you interesting historic monuments and attractions using QR codes. The motto of our product is "quest for rarity" because we want young people to find the unique things in Slovakia. When launching the project we cooperated with the representatives of the town of Poprad and Tatranská akadémia secondary school.

All these events could not have been organized without the perfect marketing that made use of the 21st century's inventions, such as promotional tools and digital technology. The Human Resources Department motivated our employees and helped organize all the events. The Production Department made various products sold at our events. It put great effort into creating and finalising our Quarity product.

Last but not least I would like to, on my behalf and on behalf of all employees of JA company VISION, thank to Ing. Jana Marcinová who guided us in our activities and contributed to our successful year with her rich experience. I believe that we can make use of the gained experience in our future businesses and we will have fond memories of the subject of Applied Economics.

VERONIKA KLČOVÁ

PRESIDENT OF JA COMPANY VISION

QUARITY

OUR FLAGSHIP PRODUCT

Before launching our product we had discussed a lot what we missed in Poprad. Our President said that she would welcome better and easier orientation around Poprad since she came from Western Slovakia. This was the first idea that influenced our project, because the town of Poprad is a tourist town and many visitors have the same problem.

It is very easy to find information about historic monuments in certain cities, but very often there are a lot of facts and articles describing individual monuments in too many details which can be uninteresting to many. Most of us want only interesting facts about certain monuments that are usually lost in often long and boring speeches of tour guides. It inspired us to come up with an idea of „QuaRity“.

The system is based upon placing QR codes directly on monuments and in places of public interest, such as bus and

train stations and shopping malls with wi-fi access. After scanning QR code you will be redirected to Youtube video with short and interesting facts about monuments, culture and free-time activities in Poprad. The videos provide catchy and interesting information that will make tourists want to see the attraction and learn more about them.

The idea was originated and the videos were created for the town of Poprad, the town under the Tatras, hiding many interesting attractions that could be found only through an exhaustive search on the Internet or by asking the locals. The categories we focused on culture, World War II and Spišská Sobota.

NAME "QUARITY"

The name was created by combining two English words "quest" and "rarity" which together with "for" make a slogan meaning "searching".

QR CODES

The most important part of the poster is the QR codes. By scanning them you can watch videos of our unique Quarity video guide.

QUARITY
UNIQUE VIDEO GUIDE TO POPRAD

SPIŠSKÁ SOBOTA
The unique buildings located in Spišská Sobota were also visited by Queen Elisabeth II. You can find here the biggest belfry of its kind. It is also the birthplace of an artist whose statues are admired in the capital of the Czech Republic. Do you want to learn more? Watch the video!

WORLD WAR II.
Do you now that the first transport to the concentration camp in Auschwitz was sent from Poprad? The cemetery in Veľká commemorates killed soldiers. There is a memorial dedicated to Ludvík Svoboda near the railway station. Who was Ludvík Svoboda and how many people were in the transport? Watch the video!

CULTURE
Poprad offers a wide range of attractions. You can go to the cinema Tatrán or to the Tatranská gallery. To learn about other MUSTs in Poprad scan the QR code and you can turn boredom into a cultural experience!

PROJEKT PODPORILI:
Mesto POPRAD, TATRAŇSKÁ GALÉRIA, VISION JA FIRMA

WHAT TO SEE?

With each QR code there is a short description of the video it refers to.

INDIVIDUAL TOPICS

To make it more user-friendly, each of the topics is shown with a picture characterizing the subject.

During selection right idea which we going to realize we specified some conditionals. We managed all the time by business model „Anyone tomorrow.” Management had tasks to come up with some problems what they have in their life and we tried to solve this problem by inventing product. Our President said that she would welcome better and easier orientation around Poprad since she came from Western Slovakia. This was the first idea that influenced our project, because the town of Poprad is a tourist town and many visitors have the same problem.

Solution was create simple, short and interesting guide 21. Century. It is very easy to find information about historic monuments in certain cities, but very often there are a lot of facts and articles describing individual monuments in too many details which can be uninteresting to many. Most of us want only interesting facts about certain monuments that are usually lost in often long and boring speeches of tour guides. Also on city tour must be big group to happen. What will you do if inform centre were close? Where you would go? It inspired us to come up with an idea of „QuaRity“.

REALIZATION AND CO-OPERATION

First at implementation we concentrated on categories. We started search interesting destinations in Poprad. After that we borrowed some equipment from school TV studio and recording scenes of monuments and culture centrum. We had interests and scenes but guys from another subject (IT) on our school edited it and make fabulous videos! We decided to contact city of Poprad especially with marketing department where we met Mgr. Marián Galajda who gave to us important feedback and hints. He is expert with many of experience. Step by step we started co-operated with city of Poprad and Tatranská akadémia

n. o. too. Thereafter we had final product and we began place it on train, bus station and inform centrum in Poprad.

PROFITABILITY OF QUARITY

At business is necessary make profit. Our product have two ways how to make contingencies for two different customers. First way is selling this project to cities for price of acquisition and income margin (25%). Second way is more difficult but is more effective. This way could give us regular monthly income. Project can be realize from advertise on our website. When you open video you will open our website too and that make views for us. For example some company would pay us for advertising on our website and all people that tried our videos will see that too and they say “Oh this cafeteria seems pretty good. Maybe we tried their coffee we have lot of time because we are waiting for the train.” Our customers will be local businessmen. This will make better economic in city. Price of advertisement on our website we make from price offers (direct costs relating to the acquisition) and we use formula on advertisement price. There are steps how we did it:

- price offer from Tatranská akadémia n. o. – borrowing equipment from TV studio
- price offer from Filip Letovanec, self-employed person – edit, cut and graphic
- average price for CPT (cost per thousand views)

On our website we have different types of places for advertisement: leader board (745x100px), rectangle (300x250px), 2x square banner (300x300px).

We put discussion and blog about travelling on our website for provide increasing views.

DIRECT COST OF ACQUISITION (FOR 3 VIDEOS!)				
BORROWING EQUIPMENT	CAMERA - 105 € (105€ / 1 DAY)	TRIPOD - 10 € (10€ / 1 DAY)	MICROPHONE - 10 € (10€ / 1 DAY)	LCD MONITOR - 15 € (15€ / 1 DAY)
CUT, EDIT AND GRAPHICS	EDITING - 150 € (30€ / HOUR)	CREATING SIMILAR GRAPHICS - 140 €	-	-
CREATING WEBSITE	200 €	-	-	-
TOTALLY				630 €

PRICE OFFER FOR CITY (3 VIDEOS!)	
DIRECT COST OF ACQUISITION	630 €
INCOME MARGIN	25 %
TOTALLY	787,50 €

ADVERTISING OF WEBSITE	PRICE FOR CPT (VIEWS 1500)
LEADER BOARD (745 X 100PX)	10 € / MOUNT
RECTANGLE (300 X 250 PX)	10 € / MOUNT
SQUARE BANNER (300 X 300 PX)	10 € / MOUNT
SQUARE BANNER (300 X 300 PX)	10 € / MOUNT

*calculation price for CPT - average price CPT for beginners websites (10+8+12+13+7/5 = 10€)



MANUFACTURING

DEPARTMENT REPORT

Our JA VISION company deals with providing services and manufacturing of products. In our school we organized sales of products and we prepared some activities for students and teachers. They could take part in small competitions too. All team has been trying to produce unique, quality and interesting products. Department of manufacturing joined in the production of our product Quarity.

Our activities:

SSOSTA HORROR STORY

We started with this activity. The theme of this event was chosen because of the date when the one was held. It was on Halloween, an American feast. This feast has been adopting in our country so we wanted to show one our schoolmates. We were selling scary sweets to students and teachers in our school. The school was decorated and illuminated in this style and music was played for the occasion. The members of our JA company were wearing scary costumes. This activity was positively evaluated by the students and principal.

SANTA CLAUS AT SSOSTA

Santa Claus is tradition celebrated by all students of our school annually. This celebration was held in the gym. We made our own entrance tickets and sold them to students. There was also tombola and entrance tickets had the numbers on in order to win the prize. Santa Claus was a bit non-traditional because of planning and organizing of work. It was organized similarly to "Dobre vediet" competition in which students could compete for sweet packets. There were amazing cultural performances like singing, dancing and martial arts.

MERRY CHRISTMAS VISION

During Christmas students organized Christmas market at school so students could buy various tasteful meals and sweets. They were selling sauerkraut soup, roast sausages, steaks, cupcakes and Sacher cake. Department of manufacture had to produce and sell. Christmas carols were played and peace and silence was everywhere.

VII. THE STUDENTS' BALL

The ball was held in the hall which had to be booked in advanced and it was great experience for us. It was the big occasion for school and it required strength and many good ideas. We had to sell the ball tickets, to suggest a seating plan and to collect tombola prizes. We collected really precious ones which

delighted our students. The ball started with principal's speech. After performances started including ballroom dance, folk dance and singing. The ticket's price included menu and disco dancing. The whole hall was very festive and nicely decorated so we felt satisfied with this successful occasion.

OUR PRODUCTS

We were mainly focused on producing seasonal products like sweets, drinks and tasteful meals that were sold to students and teachers at school actions during a school year. Offered products and services were unique and quality. Students, teachers and school staff were very pleased with ones. At the same time we were working on our product named Quarity.

We have made up a product/service from tourism and even Poprad showed the interest in it. The town supported us by introducing it. We did the informational posters that are put on many places in our town and content basic information and QR codes. If a tourist scans it, he gets to educational videos and he learns about worth-seeing places in Poprad. It is a prototype of our town but in the future we will be able to offer our product to towns which would like to be well-known. It is the way how to establish ourselves in trade in Slovakia and abroad as well.

Ideas for our product appeared during Economics lessons and also in our leisure time.

FILIP BARTOŠ

VICEPRESIDENT OF MANUFACTURING DEPARTMENT



MARKETING DEPARTMENT REPORT

The aim of the department of marketing in JA company Vision was propagation of products and actions which we organized during our term at school. One of our tasks was to let students, teachers and school staff know about the actions.

We informed them with the help of posters, which we made and put up. When we suggested the posters, we tried to be creative because we needed to attract the attention at the first sight. We are the first company in our school which chose the internet and digital marketing for propagation. We did it with the occasions and invitation cards which were put on facebook site so we got closer to our potential customers. Personal contact and direct communication were very important things during propagation. Before planned actions we personally invited students and teachers so we were able to see their reactions while we were sharing information.

SSOSTA HORROR STORY

The task of marketing department was to create Halloween poster with basic information about planned event including the date, time and place. The poster was put up in an entrance hall so everyone who was coming to school could see it. At the same time we managed our event with facebook and we sent invitation to our schoolmates and teachers and gradually we shared information about the products offered there and their prices too. We invited students and teachers personally in advance.

SANTA CLAUS AT SSOSTA

We created an original hand-made poster again to propagate an event and its date, time and place. The poster was put up in an entrance hall and on the school's door. At the same time we managed our event with facebook and we sent invitation to our schoolmates and teachers and gradually we shared information about the event. The marketing department had to suggest the entrance tickets which served as tombola ones at the same time. We invited students and teachers personally in advance as well.

MERRY CHRISTMAS VISION

Christmas were coming so we made the poster and put it up in an entrance hall and on the school's door. Each member of marketing department was creating the poster. After we did the same as we did while we were preparing an event. We used the internet and a social network – facebook. We invited people and shared the information. But we also invited students and teachers personally.

VII. STUDENTS' BALLS

The students' ball was the biggest and greatest event and marketing had a main part during organizing. The team had to suggest posters, which were printed on a photo paper and put up in an entrance hall and in other places in school. Department of marketing had to suggest and print the entrance tickets. With the internet and facebook invitation cards were sent and students and teachers were invited but they were invited personally too.

Each member of marketing department created materials needed and used for propagation of actions and products. We think that we achieved the goals and we propagated well the products but the company as well.

We believe that our work improved JA company VISION and we believe in satisfaction of our customers and we hope that the students and teachers will be grateful.

SLÁVKA OFFERITZOVÁ
VICEPRESIDENT OF MARKETING DEPARTMENT



HUMAN RESOURCES

DEPARTMENT REPORT

Our main task was to make interviews with the employees and Vice-Presidents of the student's company and to create employment contracts. We sold our stocks to shareholders and created lists of shareholders with their addresses and number of shares they owned. Next we focused on creating and maintaining accurate and updated records of salaries and attendance in each period and on preparing supporting documents for the purpose of salary calculation. In addition, we assisted the Financial Department with the preparation of salaries. We coordinated the organization of the events and assigned tasks to the individual members. We were responsible for maintaining company ethics which included evaluating and rewarding individual employees upon agreement with the management. We tried to solve problems together with the other company's members and to make every member participate in their solution.

TASKS OF OUR TEAM:

- keep accurate and updated records of employees' performance as supporting documents for paychecks,
- keep records of employees' attendance,
- calculate salaries and submit the calculations to the Financial Department,
- show interest in problems amongst employees of the individual departments and solve them together.

TASKS OF VICE-PRESIDENT:

Keep company's records:

- shareholders' records, list of names and addresses of all shareholders,
- minutes of General Meetings,
- paychecks,
- employment contracts.

OUR COMPANY HAS 20 EMPLOYEES, INCLUDING:

- President and Vice-President,
- Vice-President and 3 employees at the Human Resources Department,
- Vice-President and 3 employees at the Financial Department,
- Vice-President and 4 employees at the Marketing Department,
- Vice-President and 4 employees at the Production Department.

REMUNERATION OF EMPLOYEES IN OUR COMPANY:

- employees: € 0.30 per hour,
- Vice-President: €2.00 for the period,
- President: € 2.00 for the period.

The basic capital of the company is € 180 made from own resources, by subscription 60 shares in value € 3.

THE FINANCIAL CAPITAL WILL BE USED FOR:

- Purchase of material, goods and services,
- Wages for employees of VISION,
- Fees.

IVAN HAUKE

VICEPRESIDENT OF HUMAN RESOURCES DEPARTMENT



FINANCIAL

DEPARTMENT REPORT

RESPONSIBILITIES OF FINANCIAL DEPARTMENT:

- kept and checked accounting books with reported income and expenses related to the company's activities,
- kept financial records and identified a profit or loss,
- prepared financial reports ,
- paid wages of € 0.30 per hour based on the documents submitted by the Human Resources Department,
- managed the funds given to us in a responsible and efficient manner,
- evaluated the success of the organized events.

The activities of our company brought positive economic results and we were able to pay dividends to our shareholders amounting to € 3,5.

TABLE OF EARNINGS AND SELLING PRODUCTS ON EVENTS:

EVENT	INCOMES	EXPEDITURES	WAGES	EARNINGS
HALLOWEEN	102,00 €	42,15 €	2,70 €	57,15 €
SANTA CLAUS	307,00 €	111,88 €	5,40 €	189,72 €
CHRISTMAS	247,91 €	121,35 €	7,50 €	119,06 €
BALL	2604,42 €	2497,05 €	6,00 €	101,37 €
WAGES FOR MANAGEMENT	-	-	10,00 €	-10,00 €
ADMINISTRATION	-	67,30 €	-	-67,30 €
TOTAL	3261,33 €	2839,73 €	31,60 €	390,00 €

TABLE OF PERCENTUAL FULFILMENT OF PLANNED EARNINGS FROM PLANNED EVENTS:

EVENT	REAL EARNINGS	EXPECTED EARNINGS	FULFILMENT IN %
HALLOWEEN	57,15 €	8,50 €	672,35 %
SANTA CLAUS	189,72 €	153,50 €	123,60 %
CHRISTMAS	119,06 €	34,20 €	348,13 %
BALL	101,37 €	210,00 €	48,27 %
TOTAL	467,30 €	406,20 €	115,04 %

TABLE OF PERCENTUAL FULFILMENT OF PLANNED EXPENSES FROM PLANNED EVENTS:

EVENT	REAL EXPENSES	EXPECTED EXPENSES	FULFILMENT IN %
HALLOWEEN	42,15 €	41,50 €	101,57 %
SANTA CLAUS	111,88 €	16,50 €	678,06 %
CHRISTMAS	121,35 €	65,80 €	184,42 %
BALL	2497,05 €	1990,00 €	125,48 %
ADMINISTRATION	67,30 €	70,00€	96,14 %
TOTAL	2839,73 €	2183,80 €	130,04 %

ESTIMATED INCOME SHEET UP TO DAY OF 31.3.2017:

ENTRY	DEBIT	CREDIT	REAL EARNINGS BEFORE TAXATION	REAL EARNINGS AFTER TAXATION
EXPENSES FROM ECONOMIC ACTUAL	2839,73 €	-	-	-
INCOMES FROM ECONOMIC ACTUAL	-	3261,33 €	-	-

ENTRY	DEBIT	CREDIT	REAL EARNINGS BEFORE TAXATION	REAL EARNINGS AFTER TAXATION
INCOME FROM OPERATIONS FROM ECONOMIC ACTUAL	-	-	390,00 €	-
INCOME TAX 21%	81,90 €	-	-	-
CLEAR INCOME - EARNINGS				308,10 €

AUDIT UP TO DAY OF: 31.3.2017

ENTRY	ASSETS IN €	LIABILITIES IN €
CASHBOX	570,00 €	-
BASIC CAPITAL	-	180,00 €
EARNINGS	-	308,10 €
INCOME TAX 21%	-	81,90 €
TOTAL	570,00 €	570,00 €

ESTIMATED ALLOCATION OF EARNINGS

ENTRY	SOURCES IN €	USED IN €
EARNINGS	390,00 €	-
INCOME TAX 21%	-	81,90 €
DIVIDENDS FOR STOCKHOLDERS (3,5x60)	-	210,00 €
FEES DIRECTORS	-	60,00 €
EXPENSES FOR LIQUIDATION OF COMPANY	-	18,10 €
DONATION FOR CHARITY	-	20,00 €
TOTAL	390,00 €	390,00 €

DALIBOR SOKOLÁK
VICEPRESIDENT OF FINANCIAL DEPARTMENT



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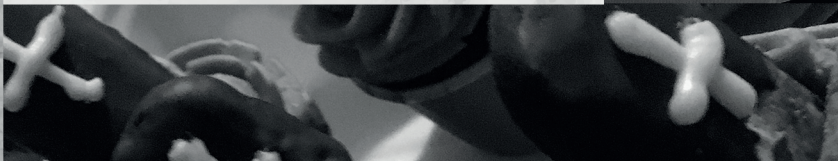
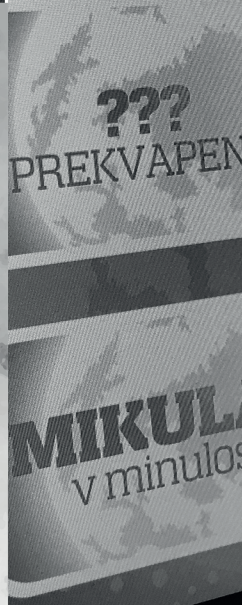
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Viac informácií nájdete na Facebooku JA FIRMY VISION.

Pies podporili:

CINEMAX APARTMANY SLÁV



VISION

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u pani učiteľky Marcovnej (učebňa č. 2)

Viac informácií nájdete
na Facebooku JA FIRMY VISION.

Plus poskytl:

CINEMAX

Uffice

martinus.sk

APARTMANY
STARI

MERICK
Vianoce

???
PREKVAPEN

QUARITY

MIKUL
v minulosti

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