



Decoration Amirif YE

ANNUAL REPORT FROM 10.10.2007 TO 22.4.2008

Ulvila's Upper Secondary School

Managing Director Virpi Kivistö
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JA-YE, Teacher: Juha Kujansuu

Executive Summary

Mission Statement

Decoration Amirif produces unique decoration and garden products from recycled steel.

Example products

Below are three different candleholders.



Summary of financial results

Profit of the accounting period was altogether 2316, 42 euros.

Summary statement of company performance

The whole year went just brilliant and we exceeded all expectations. The JA-YE-year gave us plenty of experience in business.

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Managing director's review

The experiences during this past year of running a business have been very important and productive on my share. Starting a business, communicating with other members, keeping the business running and being successful had been the most important experiences during the year. I think it is wonderful how our company members got along with each other right from the start even though we were from different age classes, different groups and all in all totally unknown to each other at the beginning.

As managing director I have held the group and the company together. Even though, it has been very rewarding it has also taken a lot of my spare time. At the beginning I was the only one who at least knew something about metalwork, therefore, I had to teach others how to use abrasive disc and plasma cutter, for example. Thank God I had used some of my time in a workshop before. I already had some years of experience on welding so we decided together that I should take care of that. I hope that those who did metal work learned some new skills and will keep them up in future.

The most important events before Christmas were Satakunta's JA-YE-trade fair and Leineperi's Christmas fair. At the fair we didn't only meet other companies from Satakunta region, but also got some publicity. In Leineperi fair we sold our products and realized how much we enjoyed doing it. As the year chanced to 2008 we got to go into the nationwide JA-YE-fair where we met numerous companies from all around Finland. This fair was for us the biggest and the most significant event in the whole year.

At start, our company had only a handful of ideas which evolved into a profitable enterprise. During this year not only the company made progress, but also the individuals running it. We developed more and more products and took in new challenges which we conquered with pride. Everyone had a special sector to take care of in the business. Later we realized how vital everyone's input was for a successful business. I myself noticed improvement on communication among us. I also gain more self-confidence to lead the business by getting help from the company's members, our teacher and my own parents. But over all, I

learned to trust everyone in our company, also the ones I didn't know beforehand.

I would especially like to thank our company's members who made it possible for me to be a businesswoman for a year. I'd also like to thank Sunniemi Works Corporation, which rented us their workplace and machinery making it possible for us manufacture our products. I also thank CPS Color Equipment Corporation which has helped us with our advertising. Also I 'd like to thank Ulvila's upper secondary school for having such a amazing curriculum and especially Juha Kujansuu as he was our teacher and motivational mentor in this course making it possible for us teenagers to start a business. And last but not least, I would like to thank all our clients and everyone who has supported our activity. Thank you.

Business idea

Our company produced decoration and garden products from steel. During autumn we made many kinds of candleholders and twig ornaments. In spring we made flower stands from steel and continued producing some of our autumn collections candleholders. New ideas were made all the time. For example our latest invented weather vane made a huge success.

We produced our products at Sunniemi Works Corporation premises from the beginning. The needed materials like iron plate and mane steel we bought by ourselves. Everyone in the company took part in the production according to their abilities. Mostly we made our products from orders, but we also sold them in many different kind of fairs and events.

When we started only the managing director and service manager knew how to do metal works, but in time others also learned to use workshops items. We definitely gave 100% of ourself. Our company has an image of reliability and punctuality as our products were literally hard as steel and desired by the clients. Also we delivered the products at the given date and no sooner or later. But the strength of our business idea was that we were able to sell our products year around because they were made considering the seasonal fluctuations.

Mostly our clients were private individuals who are into decoration. And as we thought it did not look into the age when it came to our clients: they represented all age groups.

Company's Members

This company was runned by nine people. The Managing Director was Virpi Kivistö. Our Secretary was Tiia Rantala. Riikka Vehmas takes responsibility as the Financial Manger. Jani-Petteri Mansikka was our Sales Manager as Heli Mäkinen was our Staff Manager. Our Technical Advisor was Tero Saarenmaa and Marketing Manager's job was done by Hannes Ranta. Laura Jokinen worked as Service Manager and Niina Rantala did Production Managers job.

Important Events

The first event on our company's success was the interview with the Ulvilan Seutu-newspaper at the beginning of the term, which gave us publicity in our home town. The second major event was Satakunta's regional JA-YE-fair in Pori 15.11.2007. There we got to know what other people had invented for this program and also we got our own company a little more known around our region. 24.11.2007 Our company was in "Prepare for Christmas"-fair where our company again got more publicity. At our own school there was 30.11.2007 an open café event where we were gaining publicity by showing our products. 9.12.2007 we were in Leineperi's Christmas fair where, because of the high attendee's amount, we gained much publicity. Orders rained at us before Christmas and just before Christmas holidays 21.12.2007 we were in Pori attending Tuomaa's fair. The year changed and we attended 31.01.2008 nationwide JA-YE-fair in Jyväskylä which was for all of us "two days to remember". After the fair we left business little to the quieter side as we had to also take care of school. However, if someone ordered our products we made them.

Learning's in a Nutshell

In our company everyone of us has experienced new things in running a business as well as in producing our products. We didn't only learn one special skill; instead we learned three of them which are needed in a field of business. We have learned to work in a group, take responsibility on our own field and do compromises.

Team Work

As natural, working in a group didn't work out without any problems. However, we won our disagreements and challenges and they also made us stronger. We all got along with each other and every one's opinion was taken into consideration. We worked at the level that all of the members have been able to use their own abilities and knowledge. We have thought each other new things and it is marvellous to look into us and see how we all adjusted to working with each other and how well it worked out eventually!

Individual Experiences

Virpi Kivistö – Managing Director

"At the start of the JA-YE-year I wasn't confident about my self at all. I went with instinct and I proposed that we would do candle holders as our business idea. I was excited about our group, I only knew two of them and others were people I had seen in classes and did not know them at all. I thought that we can start from a clean table and I would get to know new people. During the year we got to know each other and we shared many funny and marvelous experiences which I will remember for the rest of my life. I have had fun with these people and I wouldn't swap them for anyone else. I was surprised as our business idea was very profitable in the end and how we manage to make new ideas and innovations. Naturally every ones in awhile I felt like there was too much

pressure on me because we had to go to school and run this business at the same time. But I was also awarded with many things like new friends, unforgettable experiences and risen status. I have learned that even though running a business takes a lot of time and requires a lot of work, it also awards you.

This course has been very important experience to me as it has given me a good pretreatment for my future as a businesswoman. I am going to continue in the business life in two manners I will continue my families metal workshop corporation and continue agricultural business in our family's farm. This experience has given me a one kind of pre-warning of the future. I have also made plans about future with my friend and company member Laura Jokinen about continuing this business. Hopefully we can make our own little shop for our own products. This year has been a valuable opportunity and I can only thank myself for being able to believe in myself and create base for my future. Everyone creates one's own future no one will do it for another."

Jani-Petteri Mansikka – Sales Manager

"This course has been a special experience because it is not a normal school course. We have used our own spare time to make this course happen. Even though cooperation was essential for running our business it wasn't always that easy. I think we succeeded because of our good team spirit. The course gave me quite realistic picture of a businessman's life with its difficulties. Although we have had some problems we have cleared them with honor. During the course I have learned to trust myself more. Because if I can't trust myself how can I expect others to do so. I have had an opportunity to learn more about metal working and the equipment used in medal working. Team spirit proved to have so much worth in running a business because businessmen have to work with many different people. This course has definitely given me a realistic picture of team working and client service with a diverse and unknown people. I believe that what I have learned during this course can be very helpful in the future. Starting a business doesn't sound that scary, now that I have the information needed.

Heli Mäkinen – Staff Manager

"During JA-YE-course I have learned to relate business in a whole new way. Before I thought that running a business was long work days and much of paperwork. Now I know it is much more than that and what it gives to you depends on what you give to it. My own experiences of running a business have dramatically changed during the year. You need much of preparation before you can get to working and team has to work smoothly because cooperation gives the best possible result for the company, which is the heart of a good enterprise.

Because of the good experiences I could think myself becoming a businesswoman in the future, even though; there is still the risk of long working days. But the more you give to it the more you are given to."

Niina Rantala – Production Manager

"During this course I learned how to use time effectively. I found myself often thinking how to put school and work in the same schedule. I also got to know how important a leader is. A company without a strong leader will not work. As in a company with a strong leader who knows what he is doing works very well. The importance of communication within the company was an issue at first. I learned that if all the members are kept equally valuable and communication is done openly in the meetings the company works more efficiently. During the year I got many experiences both positive and negative. I learned more from the negative experiences. At first there were some groups in our company which had a negative effect on communication network. The work was done unevenly regarding how much spare time one had. As so it came very important that works were distributed so that everyone would have something to give for the company.

In the future I am not going to continue my studies in marketing but learned things that I will definitely use many times in the future. As any group, a company is a social group. Everyone has their own job to do and there is a hierarchy to respect.

Tiia Rantala - Secretary

"During this course I have gained many new experiences which will help in the future. This experience has opened doors to me to a job markets and to a business field for example. I have also had an opportunity to look what my company friends have been doing and we have had a great cooperation. Experience has made me learn patience and that for money you must do a lot of work. You own company takes a lot of your spare time too, so, I have learned to be much more flexible. This experience has been truly valuable."

Hannes Ranta – Marketing Manager

"At the beginning of the year I was little doubtful and at the same time eager. I doubted about what will come when you but a group of teens and make them run a business and eager for the same reason. I thought it could be fantastic in whole and boundary breaking. My feelings changed from great enthusiastic to hopelessness and from there to relief during the year. I think it was great to be in this but at the same time satisfied when this was finally over. I have no intentions to let these experiences to be in vain. Additionally to the instructive experiences I have had very much fun. When I got to know the group working with them became very pleasant and you learned to talk about other things among the business.

The opportunity to go to the nationwide JA-YE-fair was very delightful. Working on the performance and rehearsal was fun and instructive activity. Challenges brought by the business and for me in advertising especially and in metal work were instructive. During the year I learned to observe my surroundings through these things. I have for example begun to observe how other products are advertised and how good image and publicity are formed. I have also observed and thought about product material costs compared to sales prize.

In the future I don't think I will start running a business of my own but I could be very interested in being part of a small marketing company. My experiences from the JA-YE year have been mostly positive. Building a group from unknown people was an interesting experience which culmination was when I noticed I had new happy friends."

Riikka Vehmas – Financial Manager

"The greatest experience during the year has been attaining goals and dreams as well as success in challenges. The most meaningful thing I have learned is how through sacrifice and troubles you achieve victory. I also held high that the JA-YE year has thought to me as well to others in the company how to work in a team and how things can be taken forward. It was also fun to experience how nine people who are almost unknown to each other and all in all different people can make a well working team. I think running business can be put into two words: guts and will.

In the future I am going to think about running a business because I really liked the challenges business life gave to me. Running a business will be part of my everyday life because this experience has left never disappearing marks. I also think that as a Financial Manager I learned many important things which I can later on use in my job.

Laura Jokinen – Service Manager

"JA-YE year has given me many new abilities and know-how. What is it like to run a business behind the curtain? Even though I am from business family it is not the same thing to look it from afar and actually doing it. Our company's team work was near perfect. We didn't have any big argues and if there was a start it was confronted immediately. Team work was great and we have laughed more then ones with tears in our eyes. I just hope we remember them even after some years! I learned how to interact with others more and what running a business really is. It is not only paper work but you have to do real work to get things done.

All of my experiences have been useful for my future life. I can start my own business some where along the way more easily now that I have knowledge of what it could be. In future me and my friend have a plan to start this same business again and with it we learn and experience new things for our soon to be business life. Producing our products was also fun and I liked to use the abrasive disc the most. We have tried every single trick in producing and we have been holding up the good atmosphere so that it won't become too boring. We invented new ideas all the time and made old ones better. Yes running a business has been very fun!"

Tero Saarenmaa – Technical Advisor

"I had no knowledge what was to happen when I chose this course. We were the group put together from the different age groups who had not found their place in the classroom. We didn't know each other well but with a little time we got the business running. I learned a very useful skill of communication and working with unknown people. We got the business running and bit by bit I started learning metal working and about equipment needed for it.

As time went on I gained the most important thing during the year; my company friends. There were nine people in the company and I only knew two of them at first. One of them I knew well and the other one I only recognized. Now I can say I know everyone at least well. I don't think that I keep in touch with most of them afterwards but they are part of my school memories more than some of my own age group. The JA-YE-fair must be the most memorable memory from this year. It was even more interesting as we could see what other people in Finland had come up for their business ideas.

Thinking about my future this course won't mean that much. I am trying to educate myself into a teacher. But that does not mean that this would have been in vain. I have learned many things and gained many memories for future to memorize.

Financial Statement

Profit and Loss statement during the time between 10.10.2007 and 22.4.2008

Turnover

Income:

Sales 2920,45 €

Expenses:

Rent 305,00€

Raw materials 193,95€

Marketing 77,00€

Finance expenses 3,08€

Expenses total: 579,03€

Profit of the Accounting period: 2316,42 €

Balance Sheet during the time between 10.10.2007 and 22.4.2008

Assets

Fixed assets: 0

Current assets: 0

Money

Sum total: 2646,42€

Liabilities

Shareholders equity: 330, 00€

Profit of the Accounting period

Sum total: 2316, 42€

Signatures of the Board of Directors

Managing director
Virpi Kivistö

Secretary
Tiia Rantala

JA-YE teacher
Juha Kujansuu

Adviser
Aimo Simula