



**MIO**  
many in one

***TEAM MEMBERS:***

MAKBULE CAN  
BANU SARAÇ  
ÖZGÜN BAŞAK BIÇAKLI  
EZGİ TÜRKDÖNMEZ  
SEMİH KALVO

***ADVISOR:***

ŞEBNEM İTİL

2008  
**TURKEY**

**Company Name:** MIO (Many In One)

**Mission:** MIO's aim is to expedite teenagers work by offering them a 'multi purpose calendar' where everything they need is together, easy to find.

**Product:**

As a result of the market research, our product was planned to be a multi- purpose calendar. We were aware of people's attraction towards stationery equipment. That gave the calendar a better chance compared to other products in mind. As those equipments are parts of our daily lives, most people don't consider if they need them or not while buying them. A second one, third one wouldn't make a difference as they would be needed one day. The aspects of those products are important as there are lots of things that serve for the same job, the criteria that makes people buy them is how they look. Considering those facts, we decided to produce a calendar which was different (by internal and external design) from others. 'Multi purpose calendar' perfectly fit our aim. It isn't just 'a calendar'. It is an indication of being organized as it organizes most of the things people don't usually know their whereabouts although they need them spontaneously. Coins, pens, keys are essential but not kept carefully. Our 'multi purpose calendar' comes to rescue at this point as it includes a case for an ipod, a place to put the pens in an organized way, a pocket for coins and a key ring. It also has some additional features to encourage people to be organized by themselves like note papers. The variety of the external designs (cover) give people the chance to express themselves, their style of living. Apart from the external features, our calendar has lots of different internal features. It contains recipes for young people, who are bored of eating the same thing everyday, to challenge themselves in cooking. They are fun to read and make. They encourage young people especially to do their own work, rather than having it prepared. This calendar also contains informations about bunch of places in Europe which incites people to discover what is out of borders. This calendar doesn't only serve for the fundamental things in life, it changes the way that people live.

**Social Responsibility- UNICEF Cards:**

The people who buy this calendar will also be bought some UNICEF cards which are placed between the pages. As those cards will be shared by people, the awareness of social responsibility will be spread. They will become meaningful gifts.

**Target Group and Consumers:**

Our target group is especially teenagers who have a busy life and want to be organized for the same time. This calendar is designed in order to keep up with teenager's contemporary life with intensive academic program. The additional features in our calendar perfectly fit teenager's needs. Note papers are placed for emergencies, case for an ipod is included to connect music and teenagers whenever, wherever they like. The tips for European countries are put to address teenagers love of traveling.

**Production:**

Since this multi purpose calendar is not like the others, production phase had been a bit difficult. Mass producing wasn't applicable for this product in a short period of time as the machines in the workshops had to be programmed for a totally new product, new moulds had to be used during production. Therefore, they had to produce huge number of calendars which would be excessive for us so we chose to work with a small workshop that could produce this product by manual labor. We didn't need new moulds for machines in this way. We could order exactly how many we needed. The advantages of the manual labor is that there can be many different forms of internal, external designs which makes them unique to themselves.

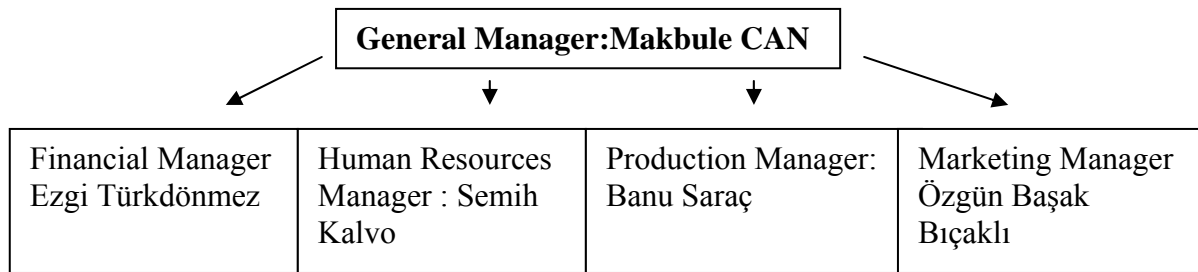
The time and price per agenda increased a bit in this way, but that was the way which was suitable for our aim of production.

Our product is part of a promising area which is growing everyday as scheduling is an indispensable habit for people. We wanted to make this habit more enjoyable by adding a few more details.

### **Summary Statement of Company Performance:**

Our product is an innovative and original one. Our financial tables show our prosperity in finance and directing money therefore our company might be counted as successful while evaluating this year's performance. We worked hard, we followed a planned schedule to reach this point. Everybody fulfilled their incumbents successfully. The difficulties that we faced made us display a better performance rather than discouraging us.

### **Company Membership and Structure:**



### **Self- Developments:**



#### ***Makbule CAN – General Manager***

‘Being a member of production department and then being promoted to the position of the head of the production department and finally becoming the general manager of the company... This little journey helped me a lot to get ready for real business life. I learned how to generate capitals, deal with the money and time. It was very beneficial for me to experience business life before the end of my high school education. Having such an important privilege taught me how to actualize production goals, control the efficiency of a product and develop strategies for marketing. Taking a part in such a successful company gave me the opportunity to improve both business and communication skills. Now I'm better at speaking in front of audience, taking the right decisions, expressing myself, working as a team and communicating with every kind of people. That means I'm almost ready for the actual business life.’

***Banu SARAÇ - Production Manager***



‘ Taking a part in production department of a company like that was really magnificent experience for me. Before experiencing real business life, being a part of this company makes you feel like a real businesswoman in life. In the future, I want to have a career in production area especially. With the help of this organization, I learned the concepts of production such as making financial calculations, making quality controls, reaching the materials and stocks... I also realized that the most important thing is to have the best quality product with low price and short time. After working in this company, I believe I won’t have to face with difficulties in university and business life as I am experienced now. I think it’s a good start for a business career. I hope I will be as successful as I am now in the future .’

***Semih KALVO – Human Resources Manager***



‘I learned lots of things from JA like working with a group, behaving in cooperation and involving myself in team work. We were forced to take the right decisions at the right time. I think this will also be important in my future business life. Since we organized a conference in our school my ability to organize has improved.’

***Özgün Başak  
BIÇAKLI - Marketing Manager***



‘The first and the most important feature that Junior Achievement brought me in was being a member of a ‘team’, working for executing an idea as a team. Marketing department is a department which finding quick, innovative solutions is important. This necessity has a big role in my progress. I also learned the importance of being organized and punctual as a little slide in this work would cause big damage. Doing presentations on the work that we had done helped me a lot in terms of being extrovert.’

## ***Ezgi TÜRKDÖNMEZ- Financial Manager***



Being a part of Junior Achievement Club and trying to be successful in our own company MIO was hard, but fun as well. By this experiment, I learned lots of necessary things about business life which is waiting for me after university. I gained knowledge about financial calculations, quality searches and how to act in a 'team'. Junior Achievement encouraged me to be in a team spirit By the help of Junior Achievement, I mostly figured out my future job as it will mostly be about finance like my responsibility in MIO, our company.

### **Company Activities:**

Throughout the year, we organized and joined many kinds of activities.

- 1- Joining The First National Trade Fair in Kabataş Erkek Lisesi,
- 2- Visiting famous and successful companies and factories,
- 3- Hosting alumni who have been involved with JA,
- 4- Organizing Entrepreneurship Conference,
- 5- Joining the First Innovation Camp sponsored by Nokia in Brussels.

#### **1-)The First National Trade Fair**



This event was organized by the Junior Achievement of Turkey to decide the team that would go to International Trade Fair in Austria. Approximately twenty schools participated in this competition. Every company had to prepare a stand to present their product in a nice way and do a PowerPoint presentation about their companies and products. During the day all the companies were evaluated by the judges and asked many questions about their work. At

this event, our company got the Jury Special Prize which gave us the opportunity to be a part of the Company of The Year Competition in Stockholm.

## **2-) Visiting famous and successful companies and factories**

During the year we visited many famous, big and successful companies and factories like Mercedes-Benz. There we had the chance to examine their working system and the work distribution. We tried to apply their model in our company

## **3-)Hosting alumni who had been involved with JA.**

We also hosted alumni who have been involved with JA. We learned their experiences and benefited from them.

## **4-)Conference about Branding and Social Responsibilities**



As MIO Company we hosted the second entrepreneurship conference in our school. We invited twenty schools from Istanbul, Izmir and Ankara and we hosted many famous guest speakers who were specialists about either branding or social responsibilities. In terms of creativity and icebreaking we mixed all students and made 20 groups out of five. They were asked to create a company name, product and marketing skill to sale their product which was fun.

## **5-)First Innovation Camp sponsored by Nokia / Brussels**



We joined that event as four people to represent both our company and Turkey. But this new kind of competition was a different experience for us to practice teamwork as we were all mixed with new people from other European countries. A challenge was given to all the teams which was to create something innovative, technological and applicable and also not harmful to the environment.

This challenge was a bit hard for everyone but everyone had the chance to practice their ability to work as a team. After this innovation camp as MIO Company we tried to be both technological but at the same time friendly to the environment.

## Financial Report

### Fixed Costs

Expenses	MIO
A. JA company employees wages (11 x \$.50 hour)	24 Hours, \$12 per employee (10x12=\$120)
B. JA company officers wages (11 x \$2 per meeting)	24 Hours, \$48 per officer(5x48=\$240)
C. Rent and other fixed expenses, paid to local JA Area Office with sales tax upon liquidation	x
D. Marketing supplies	x
E. Other	x
<b>F. Total fixed costs</b>	<b>\$360</b>

### Variable Costs

Product	MIO
A. Projected total cost of materials	\$1000
B. Divided by the number of units	100
<b>C. Material cost per unit</b>	<b>\$10</b>

**Determining the prices**

MIO	Test Price #1	Test Price #2
<b>A. Net price per retail unit</b>	15	20
<b>Variable Costs</b>		
B. Sales commissions (10%)	-1.5	-2.0
C. Sales tax	-2.7	-3.6
D. Material cost per unit (Step 2)	-10.0	-10.0
<b>E. Gross per unit</b>	\$0.8	\$4.4

**Break-even Point**

	Test Price #3	Test Price #4
Fixed Cost (Step 1)	\$360	\$360
Divide the Gross Profit per Unit	\$0.8	\$4.4
<b>Break-Even Point (units)</b>	<b>450 units</b>	<b>82 units</b>

**Trial Balance:**

Total all DEBIT columns (**white columns**) \_\_\_\_\_ 6704 \_\_\_\_\_  
 Total all CREDIT columns (**grey columns**) \_\_\_\_\_ 6704 \_\_\_\_\_

**\* As MIO Company, we made beverage sales when an important organization is held in our school such as sport days, some tournaments and conferences. In order to create a capital, we made profit out of these sales and used the profit to buy the supplies for our product and pay the wages of the employees. At the end of the year, we made a net profit**

**of \$1000. Since our school policy doesn't let us to work for profit we decided to give the money as donation.**



