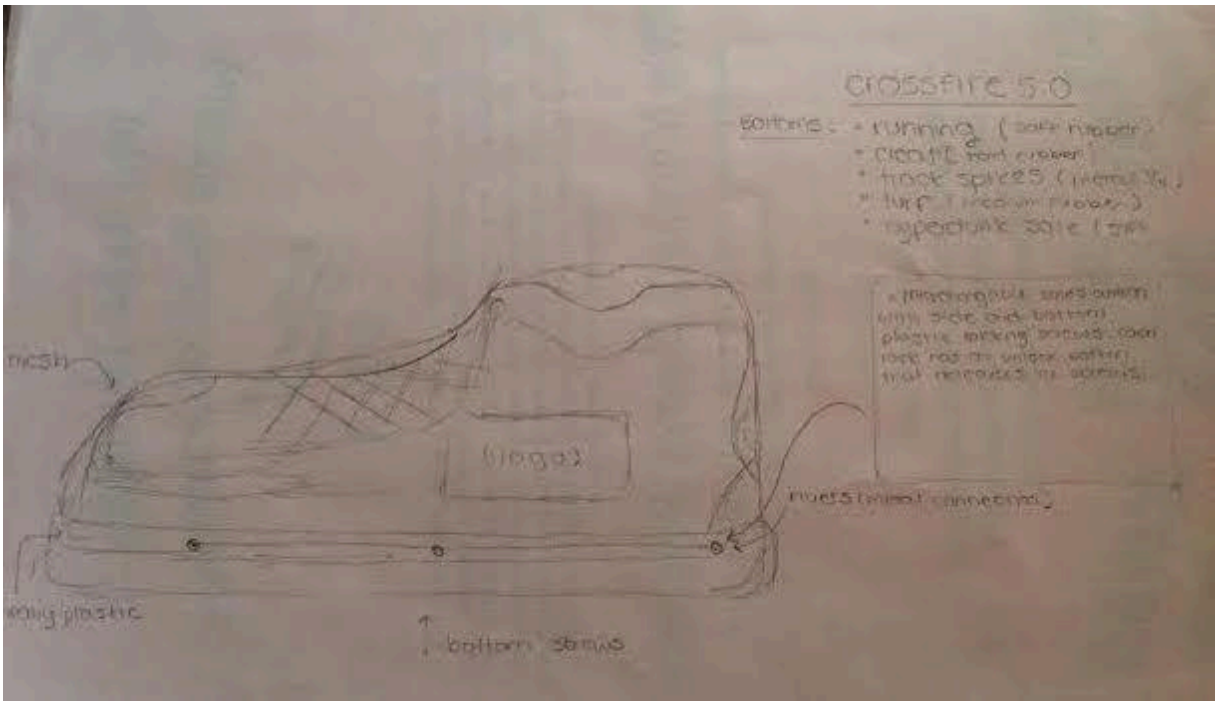
ALL SPORT
Crossfire 5.0



BUSED 101-01-04
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Introduction

Name and Location

Our company is All Sport and we are located in Philadelphia, Pennsylvania. We chose the location because it is one of the biggest cities in Pennsylvania and has some of the major shipping industries readily available to us including the railroads and the Philadelphia International Airport. We also chose the name All Sport because the shoes that we sell our made to suit all sports like football, track and field, lacrosse and soccer.

Mission Statement

The Primary mission of All Sport is to provide high quality interchangeable sole shoes to athletes while promoting fitness and health to today's athletes and those working to maintain a healthy lifestyle.

Form of Ownership

We chose to become a corporation because it allowed us to be able to expand to different products in the future while sticking true to our main goals. We also liked the fact that our investors would not be held accountable if something happened financially to our company. The disadvantages though of being a corporation is that our owners and stakeholders are double taxed on the earnings they receive. Another problem with choosing to be a corporation is that it costs so much to run the business and to become incorporated.

Funding

To fund our business we plan to get most of the money from our friends and family and allow them to share stocks in our company. With the remaining costs we would endure for

starting up our company we would use our own personal money and any remaining expenditures or costs that we would endure we would seek assistance from banks via loans.

Business Description

Product Description

Our product is a consumer product, the Crossfire 5.0. The Crossfire 5.0 is an athletic shoe with interchangeable soles, suitable for most sports. The shoe is made with mesh for easy breathing and features a high ankle for support. The side presents the logo for easy identification of the shoe. The Crossfire 5.0 allows athletes to use the same shoe for both training and in season work. The sole is easily switched with two push buttons on the side that lock the sole in place. Having this option will keep the number of shoes that athletes have to own to a minimum and allow them to adapt to many different situations.

Our Product And Meeting Consumer Needs

The All Sport Crossfire 5.0 reaches out to consumers as a multiple use shoe with durability, strength, and lightness. It's high end production will make it be competitive to brands such as Nike or Under Armour. The product will be more attractive and appealing to multi-sport athletes, who often have to purchase several shoes to play their desired sports. By producing the All Sport Crossfire 5.0, we will economically save those athletes some amount of money if not hundreds of dollars.

Product Uniqueness

The All Sport Crossfire 5.0 offers something unique to it’s product niche. It is a shoe capable of performing multiple duties across multiple sports. It’s high end nature for a market price of $120 makes it economically affordable for many athletes and is a great deal rather than purchasing more shoes. It comes with multiple soles for sports such as Basketball, Track,

Lacrosse, Football etc. Another appealing aspect of the product to the customer is that as a company, the consumer will always be put first. After releasing the Crossfire 5.0 and once reviews are generated, we will look to improve our product to it's greatest capacity. This will be done through adding styles/different colored shoes and improving it to become an even better performance shoe.

Production

We plan to produce our product in the United States by hiring skilled shoe makers to make the bases of the shoes by hand and have molds to form the soles of our shoes. We will implement a cellular product layout so that there are specific stations creating individual parts that at the end will be put together and packaged for shipment. The facility in which we plan to produce our products will be located on the east coast so that we have easier access for shipping to New York city which is a major place for fashion and upcoming business and companies to thrive.

Quality and Inventory Control

We plan to address quality control by putting one out of each 30 pairs of shoes produced into performance tests to see how well and durable our shoes are being made. We will also have specific standards for each of our shoes that include having materials that are of the highest quality and must be durable in all terrains and the soles that are created must be checked for durability. When working on our quality management our main focus is going to be on the customer and their suggestions on where things can be improved. that is why we plan to have a feedback section on our website for customer's to be able to contact us for suggestions to change. To handle inventory control we are going to implement just-in time so that we will have only

enough on hand that we plan to sell for a quarter of the year and only replenish stocks when they get low.

Ethics, Social Responsibility, and Philanthropy

All Sports Code of Ethics will be read to each employee during the hiring process. Incoming employees will be required to sign the code and follow the standards. The code of ethics will also be posted around the office and warehouse as a daily reminder. As part of All Sport's contribution to society we will do our best to keep our customers happy. Will we provide them with as much information as possible and provide them with the best quality product. Along with our customers we will contribute to the environment. Various recycling bins will be placed throughout the office and warehouse. Within the near future All Sport will potentially acquire solar panels for the shoe production warehouse. Philanthropy will also be a big part of All Sport. Since we are a shoe company, several times a year we will donate a percentage of our profits to organizations such as Soles4Shoes and Project Sole. Around the holiday season we will host a food and toy drives to help those in need.

Our Code of Ethics is located in Appendix A.

Leadership Description

Participative leadership is a managerial style that invites input from employees on all company decisions. The staff is given pertinent information regarding company issues, and a majority vote determines the course of action the company will take. **Situational leadership** refers to when the **leader** or manager of an organization must adjust his style to fit the development level of the followers he is trying to influence. **Autocratic leadership** refers to a leader who hoards the decision making and demands orders without consulting their team.

Delegative leaders, also known as free-rein leaders, set the goal for their followers but gives them the freedom to complete the goal.

As the results show, the group members have similar leadership styles. Laura Myers, Sara Blyler, and Katelyn Donovan all had their highest score as participative. Because of the majority our group will most likely be run in this style. We will all do our best to receive everyone's input. Delegative leadership across the board was in everyone's top two styles. Situational leadership was all different for each of the group members. For Sarah and Justin Welkie situational was one of their top two leadership styles. For Katelyn and Laura situational was one of their bottom two leadership styles. The overall lowest result was the autocratic leadership style, the exact opposite of participative leadership.

Based on the results our group will be run with a participative and delegative style. Everyone will most likely have equal input on the decisions made. Our leadership quizzes can be found in Appendix B.

Human Resource Description

Recruitment Selection

The recruitment process for our company would be from several different sources in order to reach out to a wide range of candidates. Since our company would start from the ground up, we would not use internal recruitment, but rather external recruitment. As our company would grow and develop, internal recruitment would become an option under appropriate circumstances. As for external recruitment, fairs such as college or job fairs would help reach out to many candidates. Online sources such as monster, LinkedIn, and jobs.com would capture a much larger amount of the population and make a strong pool of applications. To sort through

the most valuable or viable candidates, we would look at their resume before reaching the next step: phone interviews. Once we sorted through the applicants who had the qualified credentials we would begin making phone interviews. After making phone interviews, we would cut down the applicants to a select few. Once these select few remain they will have an interview with a lower level manager. Finally, the remaining applicants will be sent to the top level of management to undergo their final interview. Whoever makes it past this final interview is then given the job. Sales Representatives will be asked a separate set of questions than headquarter management because they have very different skill sets.

Benefits and Compensation

In exchange for All Sports employees work and services they will receive pay and benefits. In exchange for their work employees will receive a salary. The salary will vary from employee to employee but several factors go into calculating the salary, such as, competition, cost of living, and legislation. The employees will be offered a variety of benefits. The benefit program at All Sport will be cafeteria style, meaning employees will get a dollar amount they have to spend on any benefit. All Sport decided each employee will receive around $1,500 in benefits. Our benefits include health insurance (not including dental), retirement, product discounts, paid holidays, and paid sick days.

Training

Our employees will go through a multiple part training process once they have been hired. Their first training will be online OSHA workplace safety certification. This will benefit both now and in the future. From their our employees will go through orientation and be assigned a mentor, this mentor will help them with whatever questions they may have. The

employee will be doing job shadowing/training with their mentor for 6 weeks to learn the in depth details about their job. Once their 6 week job shadow is up, the employee will have a two week trial period where they will be watched doing their job and check in with their mentor and the supervisor with questions. For the remainder of their time with the company they will have online skill training that is intended to help them understand all aspects of the business, and the basic knowledge of others jobs.

Incentives and Motivation

All Sport employees will be given a number of incentives to be successful on the job. Every employee will received a Christmas bonus based on the number of years they have been with the company, as well as a reward if that individual has been noticed as one who goes above and beyond often. Each individual will also be given a Thanksgiving ham or turkey to share with their family. Employees will be motivated to do well at work with the incentive that if they are awarded employee of the quarter they will be given a specialized, convenient parking spot for the duration of their award. With this title employees will also receive a bonus and some type of gift from the company.

If the company's yearly sales are higher than the previous year, the employees will receive a bonus. The incentive of the bonus motivate the employees to work harder. The Sales department will also get the opportunity to earn more money on top of their commission. In order to do so they must acquire an extra amount of sales on top of their required amount.

Evaluation

Evaluation is a main part of maintaining a successful worker performance level because it provides feedback to the employees and gives managers and employers insight on how an

employee is fitting in with the workload and responsibilities. For our new employees we require 3 evaluations in the first year. They will start after the first 90 days, than at six months and at the end of the first year. The employees that have been with our company for more than a year are given a yearly evaluation and the management teams will work with them to fix any problems uncovered during the evaluation. Evaluators will not only be management staff but we will require anonymous peer evaluations that allow for honesty in how our employees are handling their work.

Marketing Description

Target Market

Our target market for the Crossfire 5.0 would be active men and women ages 13-30. The product would be capable of appealing to a wide variety of sports. This would make the product more marketable, and as a result would benefit the company. In accordance with marketing, the price would be attractive to both men and women as they could purchase a high quality shoe with several features at a lower cost. This strategy would be effective in taking sales away from shoe monopolies such as Nike, Adidas, and Under Armour.

Pricing Strategy

Due to our product having the opportunity to be compatible with many different sports, athletes have the opportunity to buy different soles to adapt their shoe to every sporting event. Our shoe, with a generic running sole will be sold for $110. From there the active consumers will be able to buy individual soles that can be swapped out for the running soles. These soles will be sold separately for $30. Our pricing strategy is related to demand pricing because the focus of our product is to make it available to all ranges of athletes at all levels. Making our shoe be in

high demand. The higher the demand of the shoe gets the more likely the price will increase and the same going in the other direction.

Customer Relations

In our business we plan to build customer relationship by making the customer top priority. This mean that we desire feedback and loyalty from our customers and by provide them the best customer experience possible. One of our first steps is to create a customer service database that provides customers the one on one contact with a live representative of our company to aid in any complaints or problems that may arise with our product. We also believe in creating a loyalty program that rewards our patrons with special offers like limited edition tops and price reductions and discounts if they refer our company to a friend.

Marketing Mix

The Crossfire 5.0 is an athletic shoe with switchable soles suitable for most sports. The shoe is made from mesh for easy breathing and features a high ankle for support. The side presents the logo for easy identification of the shoe. Price is a highly considered factor when a consumer wants to purchase the product. The pricing of our product will show the quality of the produc. A first time customer will purchase the shoe and the sole as a package, then buy the soles accordingly. The Crossfire 5.0 will available for sale at sports retailers and online. The shoe will be promoted through the website, billboards, magazine advertisements in sports related magazines.

Our promotional material which includes our website, twitter page, and advertisement.

Financial Description

Summary of Finances

Currently our financial status from our first year's sales is as expected for a first year company. We are pleased with the profit we were able to earn this year. Our revenue for our first year was $47,500. At the end of the 2015 year we were able to earn a Retained Earning of $29,620. In our balance sheet our assets totaled to $52,920 and our liabilities totaled to our $23,300.

From our Income Statement we reported a Net Income of $20,531.25 and a gross profit of $35,857. For our first year our Net Income is to be expected for a start up company that is competing with major brands like Nike and Adidas. Next year we expect to double our profit after we get our product and name out. One thing that surprised us was how low our expenses and liabilities were for being a start up business. We thought that our expense should have been higher since we had to buy big bulks of supplies and office equipment. We also expected that we would have a lot more liabilities than what was stated on the balance sheet. We felt like it would take a lot more money to finance a corporation from scratch.

The Balance Sheet and Income Statement for our business can be found in Appendix D.

Interrelationships

Business Ownership

Our business would be a partnership and with our earnings in the first year at $29,620 and as we expect an increase in profits as our business grows, we see no need to change the course of business ownership. Sales would increase with more public recognition and aid to our

company financial. With our already successful year in the books, we feel there is no need to address our form of business ownership.

Leadership

By using a free-reign or delegative style leadership, all actions would go through the group/company. As we felt this was also successful within our group, we feel there is no need to change it within our corporation. Using this would allow everyone's voice to be heard and promote an ethical company. Having this sort of leadership could lead to greater sales because of how we treat our employees. This could then spread through the media and promote our company, further generating sales.

Human Resources

Our human resources would need to be addressed. We felt there was a need to using human resources to effectively resolve conflicts and better train our employees, especially sales representatives, who would hopefully increase our sales for a growing business. Their ability to properly train employees and resolve conflicts would help endorse the product to the public.

Finance

Sales revenue after our first year seems to be extremely successful at $45,500. We managed to retain $29,620 of these earnings and our assets totaled $51,920. We are very pleased with these numbers. We could increase these sales by maintaining a good relationship with the customer and promoting our good. As our brand recognition increases and our company grows, sales would be expected to increase. This would begin to make our product even more successful.

Marketing

Our company would mostly market our product through social media. This is a form of free advertising since we do not have the funds necessary to create commercials on major networks within our budget. As our company would become bigger, we surely would incorporate these forms of advertising.

Office Technology

Our Office Technology plan was effective in that we only spent $7,889.62 of the $13,000 available. This includes laptops, printers, desks, projectors, screens, tables, chairs, and other items important to a successful workplace. To improve our sales we could always look into improving the quality of our office supplies. As we have leftover money though, we feel we are successful in this aspect.

References

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Appendix A: Code of Ethics

All Sports Code of Ethics

1. All Sport will have an environment free of discrimination and harassment, each employee will be treated fairly and equally
2. All employees must obey the laws and regulations set by the U.S. government
3. Employees handling information that is not generally known to the public should treat the information properly.
4. All Sport will provide a clean and safe working environment.
5. Employees who report suspicious behavior will not receive punishment
6. Our workers shall be overworked
7. All customers shall be treated with respect
8. There will be a zero tolerance policy for illegal drugs and alcohol within the workplace
9. Our suppliers should follow similar ethics as All Sport
10. The production of the Crossfire 5.0 will be green and be complementary to the environment.

Appendix B: Leadership Quizzes

The members of All Sport each took a leadership assessment to help determine what style of leadership we would each fall under and how those leadership styles could be best utilized within the group. These quizzes are attached.

Appendix C: Promotional Material

The promotional materials that were created for All Sport Crossfire 5.0 were designed by members of our team. These materials include a magazine ad, a website, and a facebook page which are attached.

Appendix D: Financial Statements

These attachments include our Income Statement and Balance Sheet, financial statements that were used in our Financial Description.

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Appendix E: Office Technology Plan

The attachments include our Office Technology Plan.