

2019/2020

ANNUAL REPORT

"VRAŤ SE ZPÁTKY V ČASE, POŠLI POHLED ZASE!"
GO BACK IN TIME, SEND THE POSTCARD AGAIN!





FOREWORD

Ladies and Gentlemen, our company's goal is to take a trip back through time and remember our childhood years. The good old years when people would send holiday postcards to their family members, postcards that still, to this day, decorate the fridge. It is quite difficult to just stop for a moment in this day and age. Our company makes that a bit easier. Nowadays, seeing a teenager as they write a postcard to their grandparents, rather than seeing them with a phone in their hand, is a refreshing sight.

"Send yourself"? Yes! By sending a postcard, you do, in fact, send a piece of yourself.

Our objective is to slow down, to remember the old times, and to bring the concept of postcards back to life. And so far, we are successful in our endeavour.

Adéla Šerá, CEO

OUR PRODUCT

We make postcards and create our own designs for them. We also offer our own postal services for said postcards. Any postcard with a black and white colour scheme costs 23 Kč while all others can be bought for 25 Kč.



JA Czech, o.p.s.

Jindřišská 939/20

PRAHA 1

110 00



COMPANY PROFILE

Company philosophy: „In today's hurried world we would like to slow down a bit. We'd love it if people sat down and wrote some thoughtful words to their loved ones, instead of sending an SMS. Not only will that make a person happy, but in the process, you'll create a nice memory to look back to!“

Name

POŠLI SEBE

Date of Incorporation

15.10.2019

Number of Employees

23



Product

Postcards with
custom designs

Headquarters

Pod Pecníkem 1666
Vsetín 755 01

Media

website:
www.posli-sebe0.webnode.cz

instagram:
www.instagram.com/posli.sebe

facebook:
www.facebook.com/Posli-Sebe



MANAGEMENT



Adéla Šerá

Chief Executive Officer



Alice Lacková

Chief Operating Officer



Michaela Šimková

Chief Financial Officer



Natalia Koláčková

Lead Graphic Designer



Anna Ševčíková

Marketing Director



Lenka Nosková

Director of Sales

OUR TEAM

OUR PARTNERS:

PETR CHMELAŘ
Vice President of Glass
Service, a.s.

RICHARD VLK
Consultant JA Czech

MARIE ŠERÁ
Catering Šerá





HISTORY



SWOT ANALYSIS

STRENGTHS

- More than sufficient startup capital
- Eco-friendly product
- Postcard shipping service
- Low production cost

OPPORTUNITIES

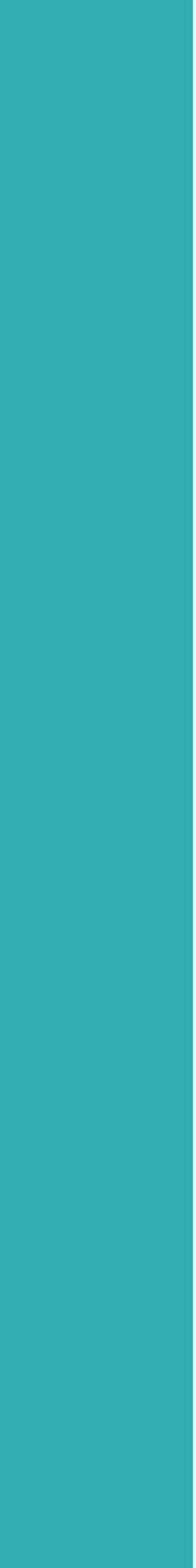
- Limited editions
- The possibility to use recycled paper
- Social networks
- Easy business model for expansion

WEAKNESSES

- E-shopping counters our philosophy
- Fluctuating prices of postal stamps

THREATS

- Competition on the market:
 - Stationary shops
 - The Post office
 - Advertising agencies



LEAN CANVAS BUSINESS MODEL

<p>8. Partnerships</p> <ul style="list-style-type: none"> • Consultant – Richard Vlč • JA Alumni • Mladý Podnikatel • Supplier – Exodus s.r.o. 	<p>7. Key Activities</p> <ul style="list-style-type: none"> • Postcard Design • Postcard Delivery 	<p>1. Product</p> <ul style="list-style-type: none"> • Unique • Bringing people together • Custom Designs • Our own Postal Service 	<p>4. Customer Relationship</p> <ul style="list-style-type: none"> • Direct Distribution 	<p>2. Targeted Consumers</p> <ul style="list-style-type: none"> • Everybody interested
<p>9. Expenses</p> <ul style="list-style-type: none"> • Print • Graphic Artists 			<p>5. Income Sources</p> <ul style="list-style-type: none"> • Postcard sale revenue 	

This is Peter

Peter is 20 years old. Although he prefers using his phone to chat with his friends, he likes to make people happy and entertain them in unique ways. That's why he decided to send our postcards to his friends.

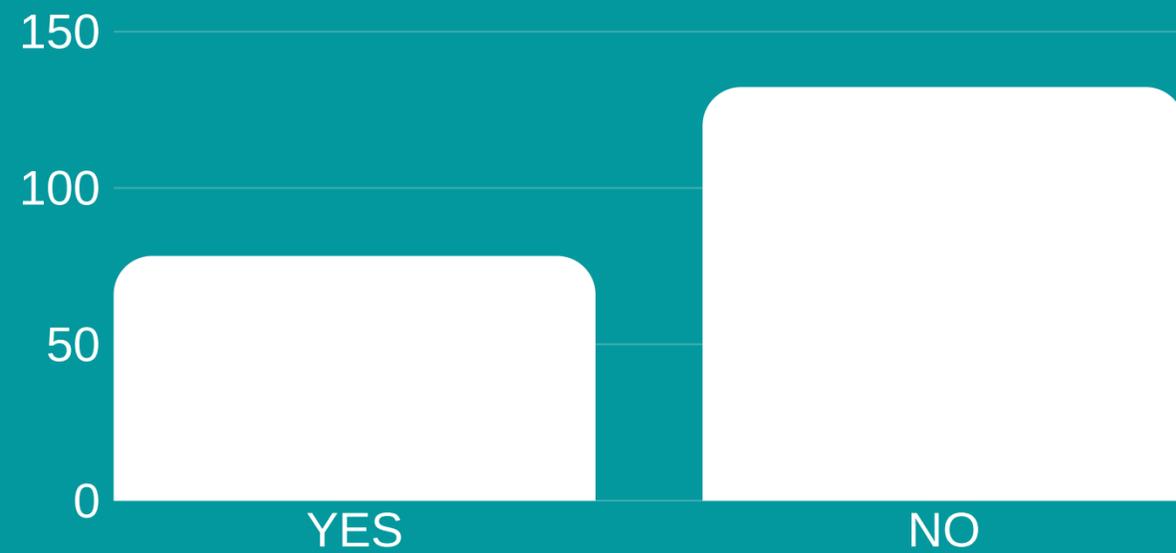
Peter is the perfect customer for us.



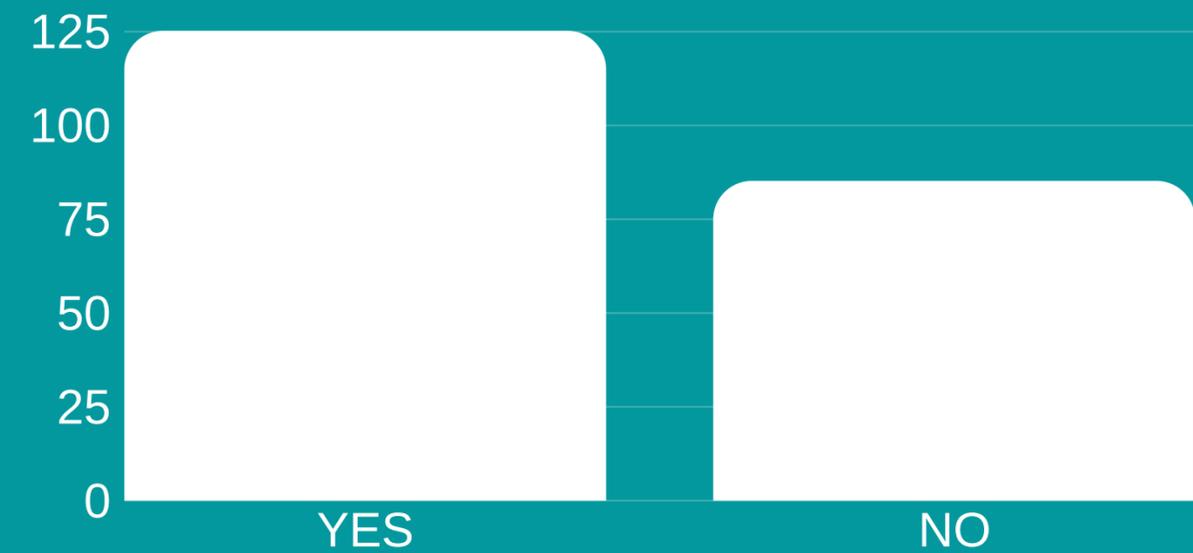
RESEARCH



**DO YOU STILL SEND
POSTCARDS?**



**WOULD YOU BUY
OUR PRODUCT?**



RESEARCH

Are you willing to pay up to 50Kč for a postcard?



Would you try out our own postcard shipping service?



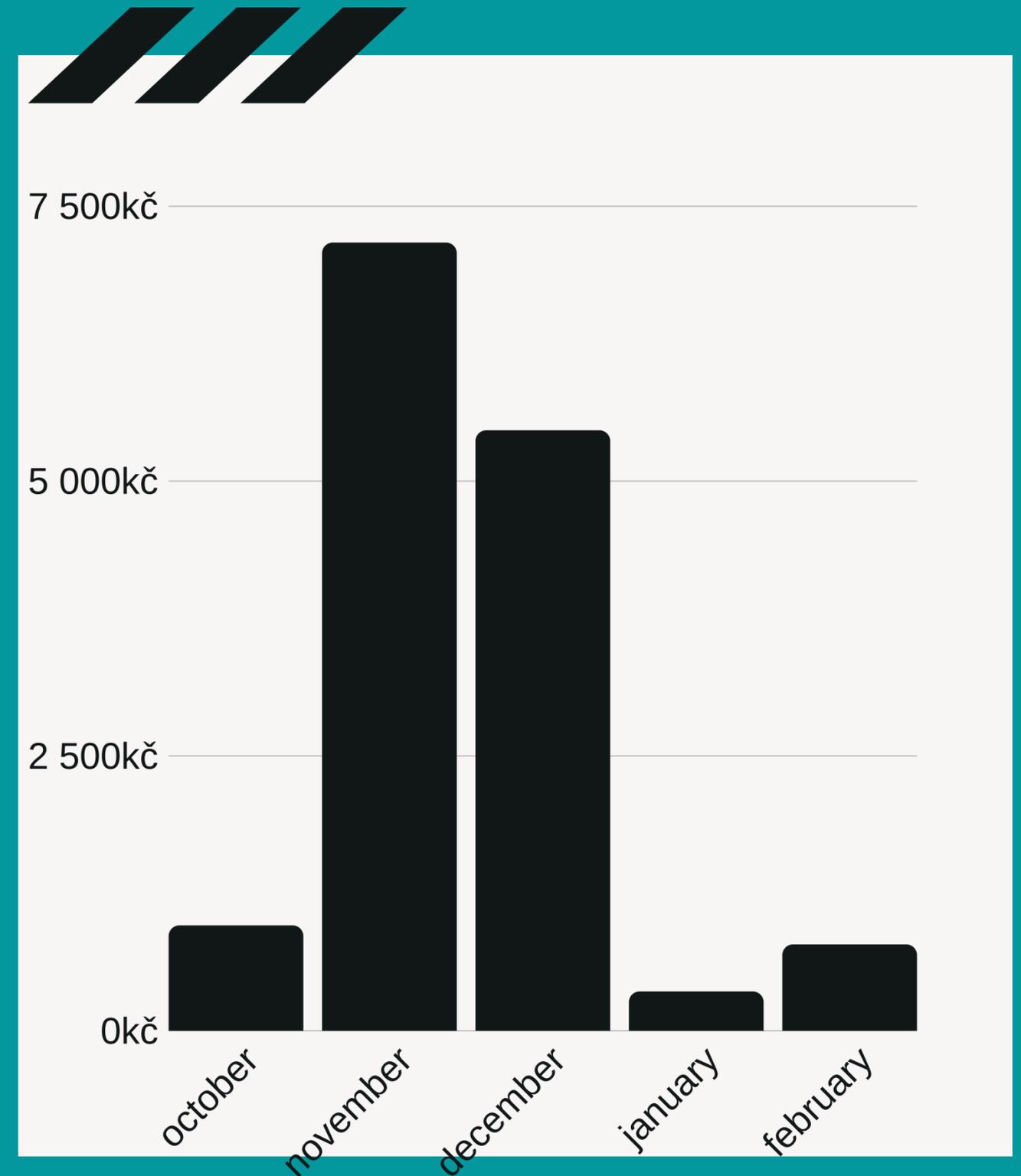
**Number of postcards
sold**

664

FINANCES

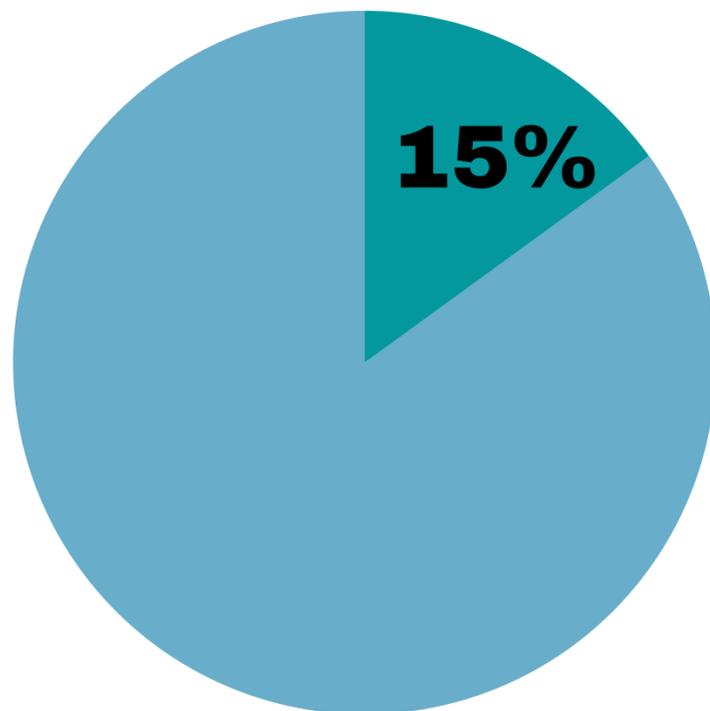
STARTUP CAPITAL	6 900Kč
INCOME	15 524Kč
EXPENSES	9 393Kč
NET INCOME	+ 6 131Kč
BALANCE	13 006Kč

- According to the table, the company's profit is currently 6 131Kč
- The graph shows a massive spike in sales towards the end of the year. We can safely conclude that this was caused by our limited Christmas Edition.

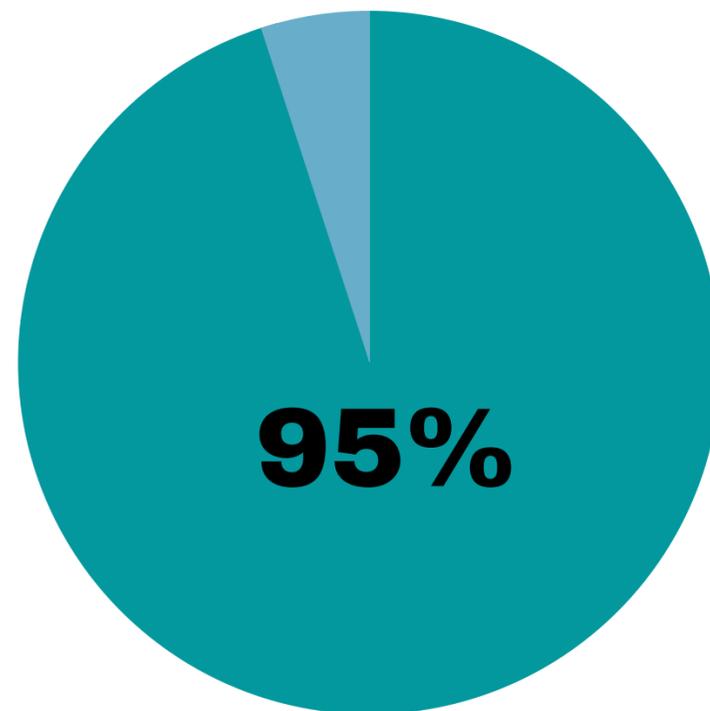


FINANCES - SUMMARY

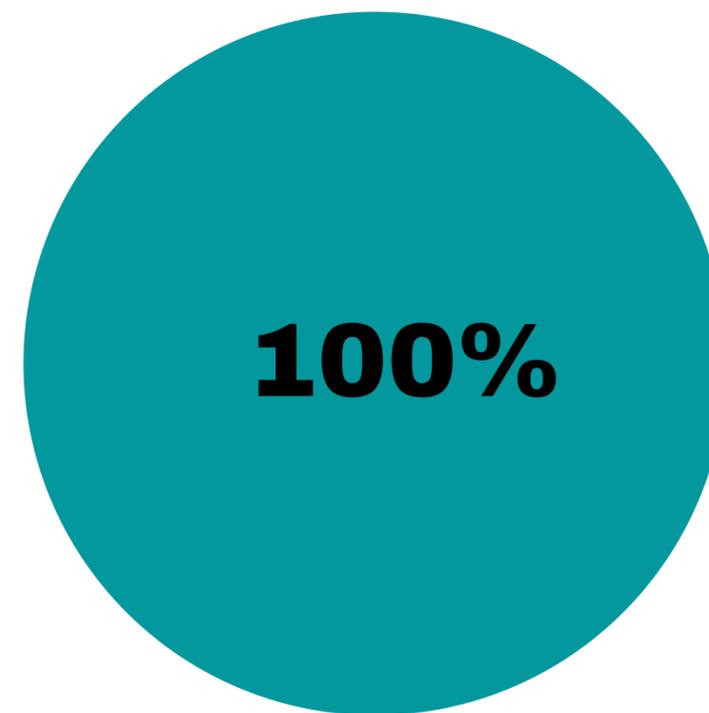
- **As of 29.2.2020 the company is in the black**
- **The company profit is at 6 131 Kč.**



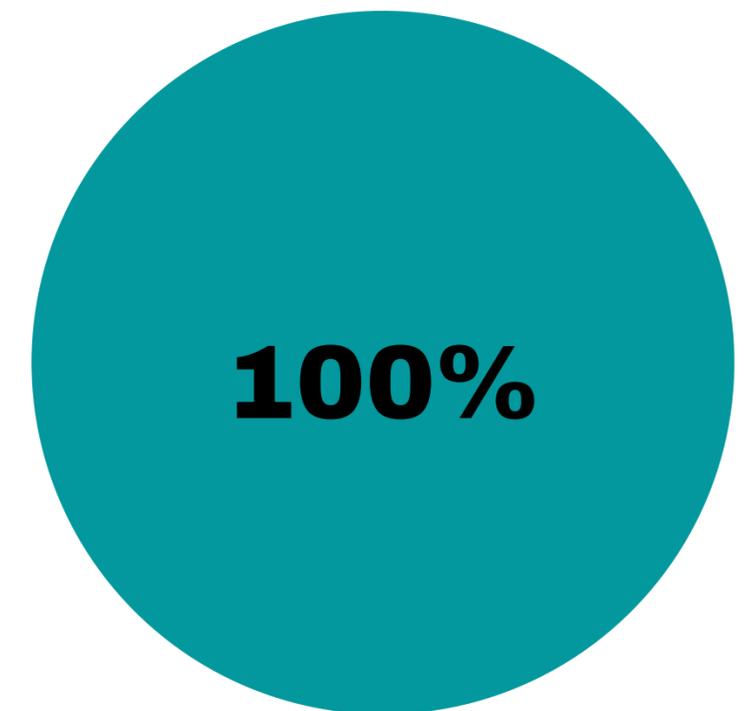
**REVENUE PER
POSTCARD**



**FULFILLMENT OF
BUSINESS PLAN**



**CUSTOMER
SATISFACTION**



**RETURN ON
INVESTED CAPITAL**



MEANS OF OUTREACH

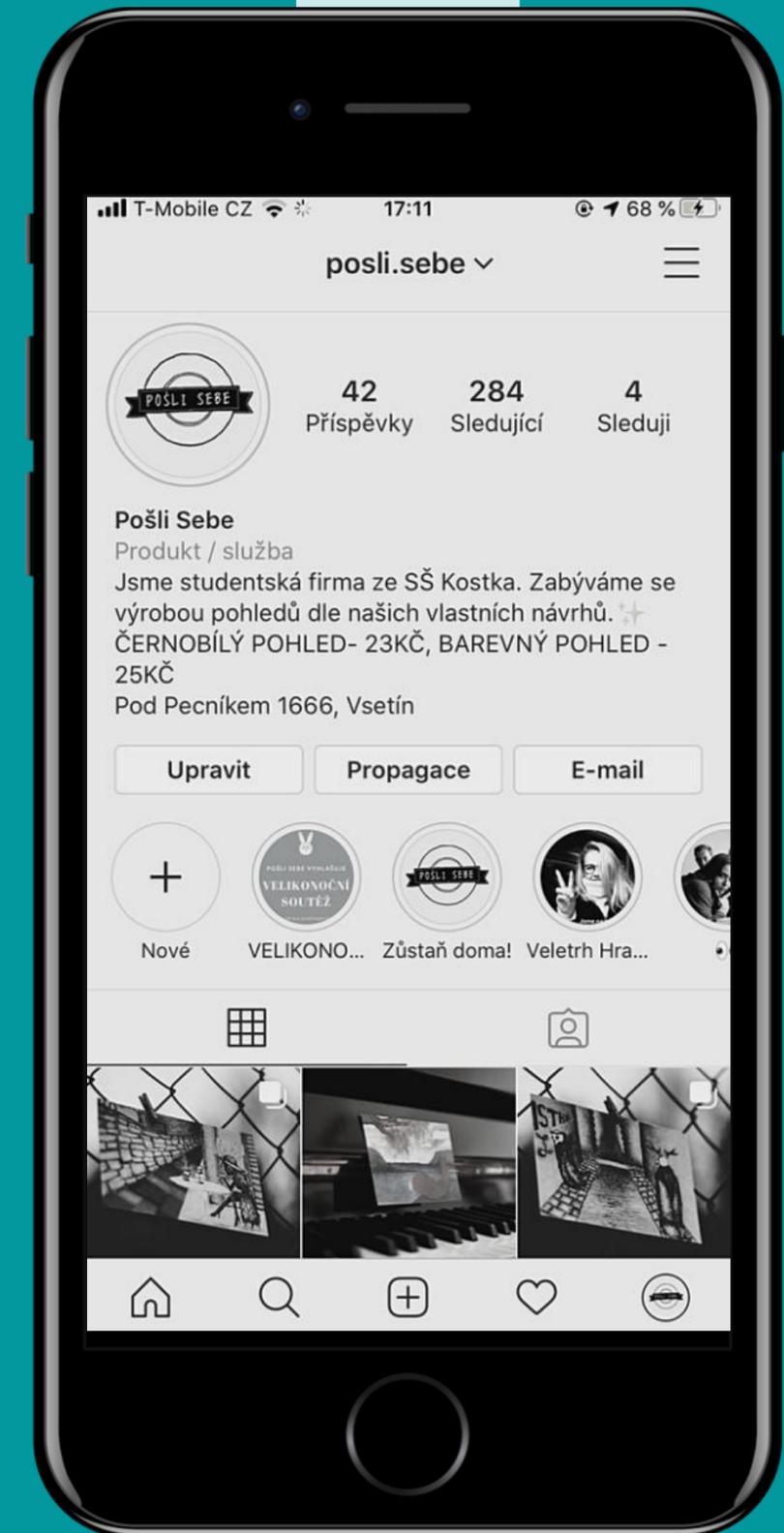
SOCIAL NETWORKS



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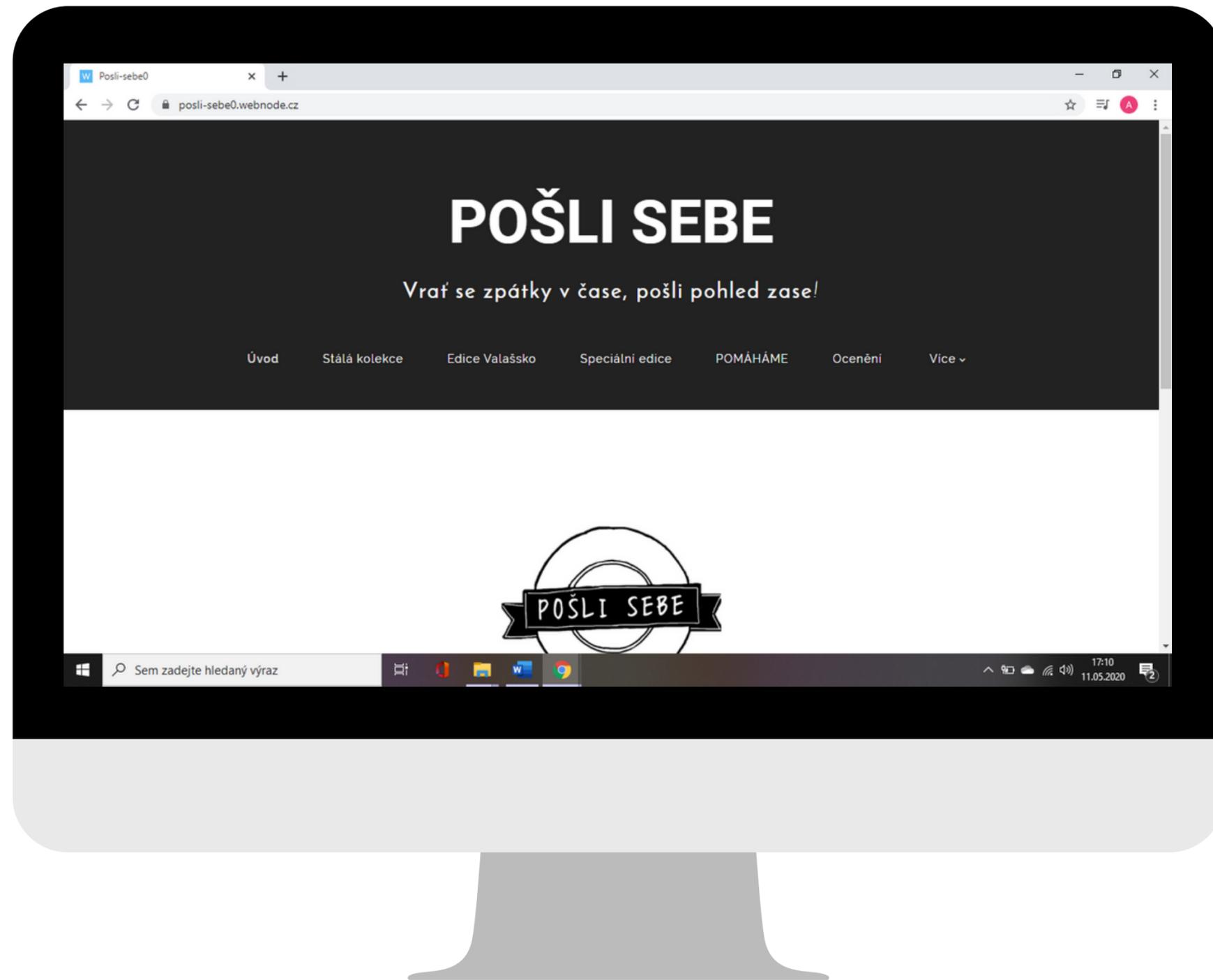
Pošli Sebe



SCHOOL AND RADIO

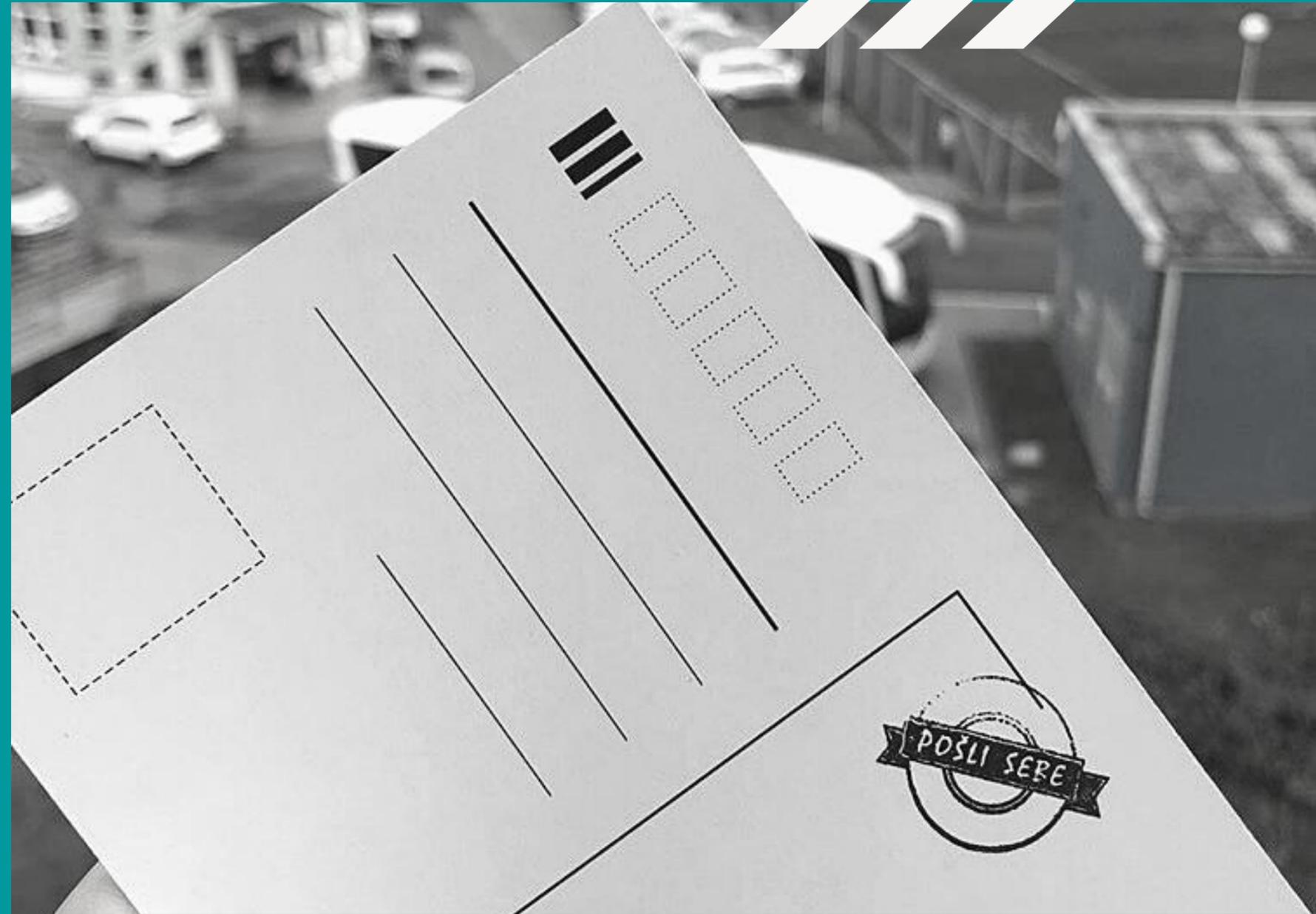


WEBSITE



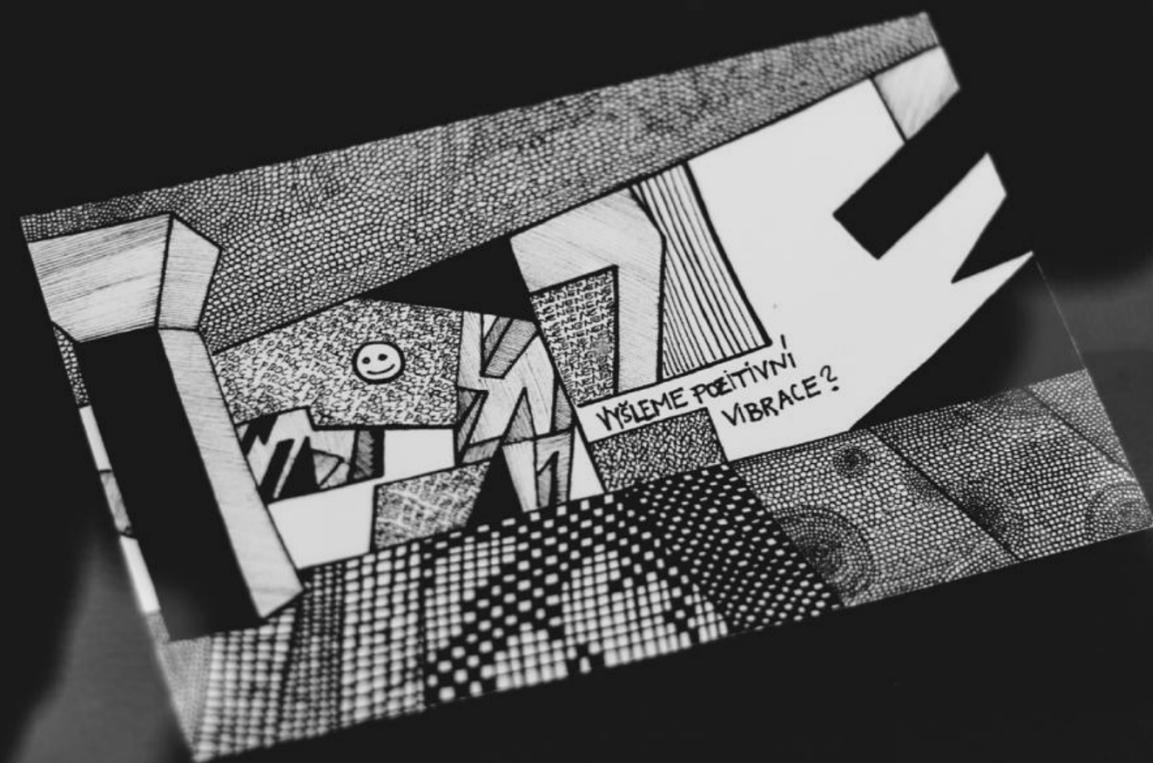
www.posli-sebe0.webnode.cz

INDIVIDUAL DESIGN SETS



EDITION

**N
A
T
A
L
I
A**



CONTRAST EDITION



WALLACHIAN EDITION



CURVES EDITION



THE FOX



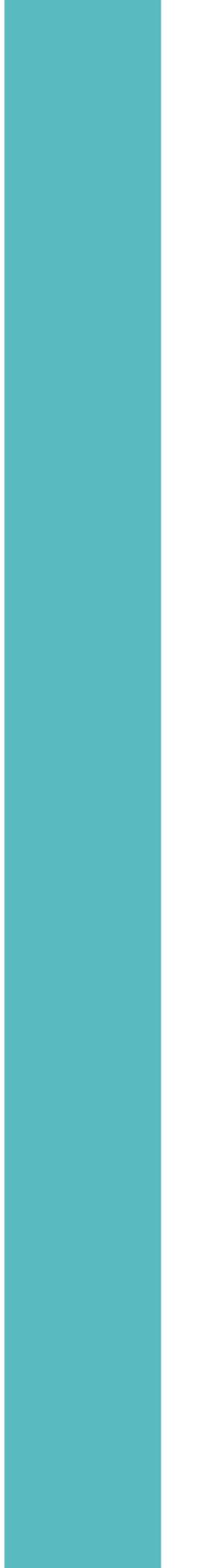
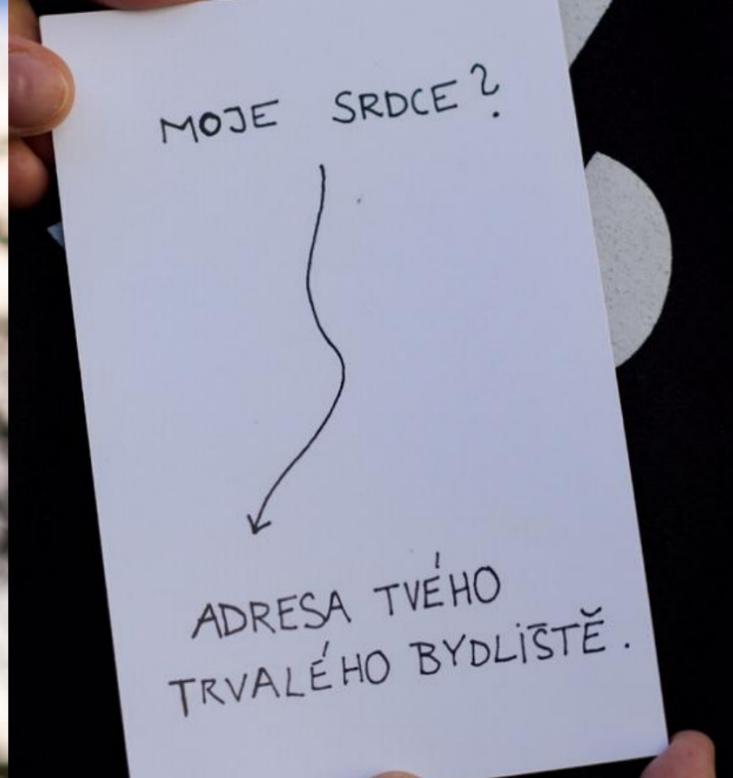
CHRISTMAS EDITION



BIRTHDAY EDITON



VALENTINE EDITION



EASTER EDITION



WE SUPPORTED:

MOVEMBER

A cause with the aim to spread awareness about male suicide rates and prostate cancer

VSETÍN ANIMAL REFUGE

An animal shelter in Vsetín helping to find owners for lost or homeless animals



**How far
have our
postcards
gotten?**

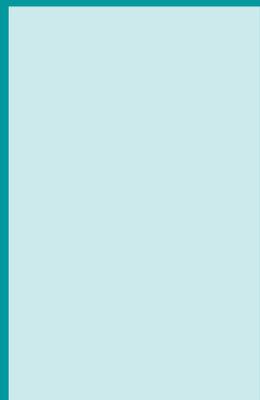


KEY WEST

BERLIN

WARSAW

BARCELONA





**OUR SUCCESSES
AT THE HRADEC
KRÁLOVÉ J.A.
TRADE FAIR**

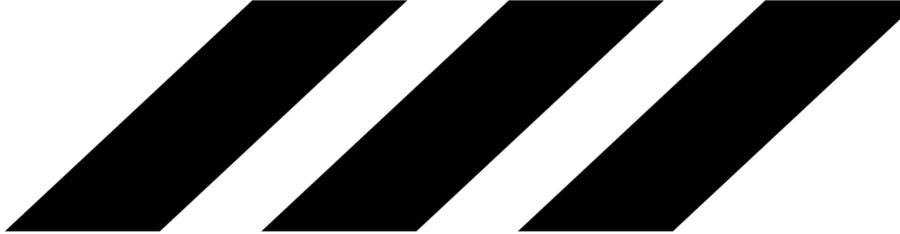
Best Salesman - 1st place

Best Slogan - 1st place

Business - 2nd place

**90 Seconds in front of an
Investor - 1st place**





OUR VISION

- **We want our product to become a standard item for sale in the various shops around Vsetín, such as the stationary shops, the post office, libraries, or the tourist information center.**
- **We want to start conducting seminars for children, to teach them about the value of a written message, as opposed to a text message**
- **We want to cooperate with various charity groups**

OUR EXPERIENCES

This project gave me a lot, but contrariwise, took a lot from me as well. However, today I see that the time I sacrificed for this company was a wise investment. I've learned a lot of lessons and gained countless new experiences, whether concerning the leadership of a large group, or dealing with troubles of different nature. JA definitely encouraged me to start doing business.

-Adéla Šerá, CEO





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