

Cover



Caseree, a JA Company

New Territories Heung Yee Kuk Yuen Long District Secondary School

2023 - 2024

Business advisors and teachers:

Yvonne LAU

Eva CHAN

WU Hung Fai

WONG Ching Yu

Summary

- Mission statement
- Product/service
- Summary of financial results
- Summary statement of company performance



Mission statement

Purpose :

Our company's main purpose is promoting eco-awareness. We hope that by utilising environmentally-friendly raw materials to produce phone cases, the general public could raise their awareness on less harming the environment. Additionally, we aim to create an opportunity for customers to DIY - Do It Yourself, during their leisure time. With this kit, our customers are able to make their own phone cases so that they can freely design their phone cases, providing with the freedom to design their phone case according to their preferences, including the demands of any phone model, any design on the case, and any shape of the case, to name just a few. We clearly understand the living and working pace of people in Hong Kong and we hope that during the process of making your own phone cases, the customers are able to slow down their pace. Moreover, we aim to reduce the waste burden of producing phone cases from the source. We believe using plastic as the main material to produce phone cases is an outdated approach due to its heavy pollution burden to the environment, not only the pollution produced when you dispose it, but also harm to the Earth due to pollution from its production.

Ideas of logo design:

1. The first idea is centred around the company logo for "Caseree." The logo prominently features the letter "C," which serves a dual purpose. Firstly, it represents the company's name, "Caseree," thereby establishing a visual connection between the logo and the brand identity. Secondly, the "C" in the logo is designed to resemble a camera, symbolising the company's association with phone cases that incorporate camera functionality. This clever design element communicates to customers that Caseree specialises in phone cases that enhance and protect the camera capabilities of their devices.
2. The second idea pertains to the second "C" featured in the logo. Positioned below the second "C" serves as a symbolic representation of Caseree's primary product, which is phone cases. By incorporating this second "C" into the logo, the design reinforces the company's focus on producing high-quality phone cases. This visual cue helps customers quickly associate the logo with phone cases, making it easier for them to identify and remember the brand in relation to its main product offering.
3. The third idea revolves around the use of different colours within the words of the logo. This choice of incorporating multiple colours signifies that Caseree embraces and encourages customer creativity and personalization. By welcoming customers to design their own products, the company emphasises its commitment to providing a customizable experience. The varied colours within the logo represent the diverse range of options available to customers when it comes to selecting or designing their own phone cases. This aspect of the logo reinforces Caseree's dedication to catering to individual customer preferences and tastes, fostering a sense of inclusivity and uniqueness.

Vision:

Our aim is not only sales of eco-friendly phone cases during the period of the programme, our long-term vision is to influence the phone case industry or even the accessories producers to change the source of production of all kinds from environmentally unfriendly plastic to eco-friendly materials to cause less harm to the environment. In the future, we highly believe that goods produced with sustainable raw materials will be the new trend of shopping habit. Therefore, we also would like to try to change people's purchasing habit to buying goods produced with environmental-friendly materials in order to cause less waste to pollute the world. Not only phone cases, we believe we could only save our world by producing most of the products in the market with sustainable materials and people should start to change their lives by using products made from recycled or sustainable materials.

Value:

Using this programme as a platform to promote eco-awareness and encourage the public to purchase goods produced from clean sources and eco-friendly raw materials, we set our company at a position as a small student company to promote sustainable purchasing habit and reducing the waste burden to the environment to the general public. As a student company, we hope to encourage people to support students chasing their dreams of starting up a business, as well as supporting students building up business related to ESG by producing products related to sustainable living.

Mission:

We understand that the public may concern about the cost of our product is too high for a phone case as you might be able to find a phone case costing you a few dollars only online or at the local markets. We would like to emphasise that the cost of the lowly-priced phone cases does not transfer to customers and is not shown on the marked price. Nevertheless, the cost of producing the phone case made with low-quality plastic materials can actually be reflected in the waste burden to the environment. Phone cases are usually found to be made with polycarbonate (PC). The production of PC has serious impacts to the environment. The manufacturing process involves using chemicals like bisphenol-A, which may harm human health and also the environment if it is improperly managed. In addition, the disposal of polycarbonate products would lead to a second damage to the environment if they are not recycled. Therefore, our company provides our product including silicone as one of the main materials used to produce the phone cases. Silicone is less likely to be disposed than plastic because it is relatively durable. Although it might not be the most eco-friendly material, it is a far more suitable alternative to plastic. Besides silicone sealant, we also use edible corn starch as the another main ingredient to build the case, which is completely biodegradable, causing zero harm to the environment. We are delighted to promote that our phone cases are much more eco-friendly than most of the phone cases in the market and we hope that sustainable products with similar ideas of us can be more and more common in the future market.

Product/service:

Our company's name is Caseree. It is a combination of the word "case", which represents phone cases we sell as products, and the suffix "ree", which represents the 3 main ideas of our product, freely making your own case, protecting the trees, recycling the used materials.

Product description:

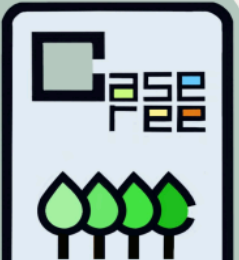
1 DIY kit contains a pack of 90g silicon sealant, a bag of 60g corn starch, a bag of 10g corn starch, a pair of rubber gloves, a pack of 3 colour pigment, 1 instructions printed with a QR linked to our instruction video of how to make a diy phone case. With the verbal instructions and the video explaining the actual practical instructions, we sincerely hope that our customers will be successfully complete making our product and get their own phone case made by themselves.



CASEREE

PHONE CASE DIY KIT


Materials included:
Silicon Sealants xl
Cornstarch (larger pack) xl
Cornstarch (smaller pack) xl
Rubber Gloves xl
Pigment xl



INSTRUCTIONS


1. Cover the table with protective cover. Wrap the switched off phone with plastic wrap until it is completely covered. Use tape to seal the opening.
2. Mix the whole tube of silicon sealants with the larger pack of cornstarch to form a slightly sticky dough. Add pigment and knead until well mixed.
3. Sprinkle cornstarch on the dough and roll it with a tool, then flatten the dough into a size slightly larger than the phone.
4. Place the phone in the center of the flattened dough and fold the edges of the dough to wrap the phone.
5. Use a plastic knife/cutter to trim away the excess dough on the surface of the phone carefully, make sure it reveal the complete screen.
6. After one hour, carefully cut open the plastic wrap on the screen and remove the phone.
7. After leaving the phone case undisturbed overnight, remove the plastic wrap and carve out the positions for the camera and charging port.
8. Change CASEREE's DIY phone case!

CAUTIONS



1. Not suitable for children under 8 years. For use under adult supervision.
2. Choking hazard and be careful of sharp edges.
3. Flammable or explosive, cornstarch may cause dust explosion. Ensure rooms are well ventilated, wear rubber gloves and self-provided mask while making the phone case.
4. Avoid contact with eyes.
5. Harmful if taken internally. Seek immediate medical attention if materials are swallowed.
6. Do not mix with other chemicals.
7. Customers should make the phone case within 3 months after receiving the DIY KIT.
8. Storage: Store in a cool dry place with no possibility of contacting with fire, sparks or smoke, avoid direct sunlight.

REFERENCE VIDEO



@CASEREE.JA

Promotion point of our product:

1. Sustainable Design:

As we have mentioned before, our main goal is to reduce the waste burden to the environment and minimise the consumption of natural resources. Also, it also alleviates the negative effects to the environment. The raw materials we used is much more eco-friendly than most of the materials used to produce phone cases and we hope this can influence our customers to get used to purchasing products with sustainable design and made with eco-friendly raw materials.

2. Customise Design:

We figured out a common problem that many mobile phone users are unable to find a suitable phone case for their phone. Some of them have a phone from a very unpopular model, some of them might be unable to find a favourable design, some of them may concern that the production process of the phone cases. Our aim is to provide an opportunity to our customers to customise their own unique phone cases. Our DIY phone cases can be made by mixing the silicon sealant and the corn starch into a mixture to form the shape fitting the phone as the phone case. Customers can make their own phone decoration and accessories to decorate their phone cases. Therefore, customers can absolutely design and make their own phone case by their unique design, which is 100% favourable for their requirements, all by their own hands. In addition, we believe the uniqueness of our phone cases could surely catch attention of others, which is a great advantage for us to promote our brand name, as well as the concept of ESG, raising the awareness of the importance of protecting our environment simply starting by purchasing sustainable products.



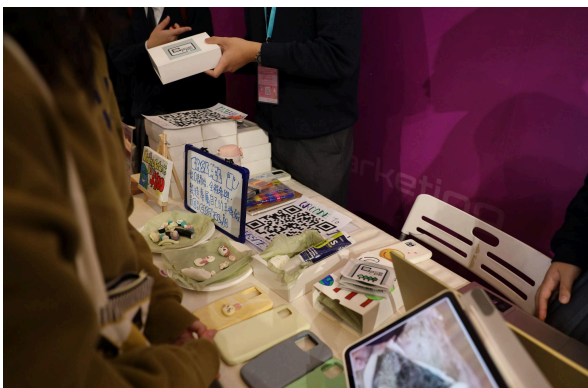
Moreover, we hope that our product could raise our customers' satisfaction by producing phone cases matching all the requirements from them. Our DIY pack could ensure that the feature of design is always matching the requirements of our customers. Lastly, we also hope to encourage innovative sense of our customers and diversity of our products. For example, some of our customers are parents of young children, who surely hope that they could buy a product to entertain their children and at the same time encourage their whole-person development. Our product stimulates young children's innovative sense to think more about how to decorate their cases and learn how to follow the instructions to make a daily-used item by themselves, which greatly helps their growth.

3. Downshifting:

We hope that our customers, who are mostly from Hong Kong and have a high level of stress and intense living pace, could earn a chance to relax themselves and slow down the pace of their lives when they are spending time making their own phone cases. Moreover, our making process involves a step that users have to use their phone to make the shape of the phone case which has to fit the phone perfectly. During this step, our customers are having a period of time away from their phone which reduces their screen time and greatly helps lower the negative impact to their health brought by long time of using their phone. Furthermore, customers could also enjoy a fruitful leisure time while making their own phone cases. Some of our customers reflected to us that the making experience really gives them a moment to relax and get rid of stress from work or school, especially when they are making the phone cases together with their friends, partner, or family. A customer, a mother of 2 young children, shared her feedback to us and reflected that they had enjoyed a great family time and she also had the chance to teach her kids about the importance of sustainability of products. Moreover, she was glad to receive handmade phone case by her two adorable children. She mentioned that although the appearance of the case was not perfect, the message and love behind and the experience were amazing and she would recommend our product to her friends.



4. A way to show love to your loved ones:



Not only did parents enjoy our products with their children, some of our customers are couples, who often are struggling to think about the activity of a date. Our product surely gives an answer to their question. We consider that one of the position of our product is a kind of DIY handcrafts, which provide a time for you or even with your loved ones to make your products together. Some of the customers had decided to buy a DIY kit from us and tried to make a phone case to give their partner as a gift. Their product might not be 100% perfect in its look, but the love behind is something that can not be replaced by any material. For modern people, a mobile phone is always needed, as well as a phone case. They bring their phone with the phone case everywhere with them, so as the love from their loved ones, which raises the level of importance and memorial meaning of our product.



Summary of financial results

After concluding the sales and expenses before 31 March 2024, we have sold 56 phone case DIY kit at total, earning a gross profit of HKD\$ 4,140, after deducting the expenses, the net profit is HKD\$ 1,300. In total, we have 80 shareholders whom may hold 1 or 2 shares. In order to show our gratitude to their full support to our business, we have decided to equally distribute to our shareholders according to amount of shares they have purchased. Since the price of 1 share is HKD\$ 100, and we have totally issued 130 shares, it means that shareholders holding 1 share receive HKD\$ 10 of dividend per share. The income statement and balance sheet are at below:

HSBC x JA Company Programme 2023/24		JA Hong Kong 青年成就香港部	
Income Statement (Profit and Loss Account)		HSBC Bank of Asia (Hong Kong)	
JA Company Name:	Caseree		
Caseree			
Income Statement for the period ended 31 March 2024			
Sales		\$	\$
Less: Return Inwards			5,600
Net Sales			0
Less: Cost of Goods Sold			5,600
Opening Inventory			
Add: Purchases	1,460		
Add: Carriage Inwards	0		
	0		
Less: Return Outwards	1,460		
	0		
	1,460		
Less: Closing Inventory	0		
Gross Profit			1,460
			4,140
Less: Expenses			
Salaries	1,400		
Other operating expenses	300		
Printing and Stationery	360		
Sales Discount	780		
General Expense	0		
Net Profit			2,840
			1,300
Dividend			
			1,300
Retained Profit / (Loss) for the period			0
We, the undersigned, attest to the accuracy of the above information.			
			
JA COMPANY CEO		VOLUNTEER BUSINESS ADVISOR(S) / TEACHER(S)	

HSBC x JA Company Programme 2023/24		JA Hong Kong 青年成就香港 <small>Helping to be successful</small>	
Statement of Financial Position (Balance Sheet)			
JA Company Name: Caseree			
Caseree			
Statement of Financial Statement as at 31 March 2024			
Non Current Assets		\$	\$
Office Premise			0
Office Equipment			0
Current Assets			0
Inventory		150	
Accounts Receivable		0	
Cash in Hand		14,150	
Less: Current Liabilities		14,300	
Accounts Payable		0	
Accruals		0	
Proposed Dividend		1,300	
Working Capital		1,300	
Financed by			13,000
Opening Capital			13,000
Add: Retained profits			0
Less: Drawings			0
Closing Capital			13,000
We, the undersigned, attest to the accuracy of the above information.			
			
JA COMPANY CEO		VOLUNTEER BUSINESS ADVISOR(S) / TEACHER(S)	

Summary statement of company performance

Start-up period:

On 2 October 2023, our company is founded, formed by a team of 26 students in our school.

On 6 October 2023, our company had its first general meeting to announce the start of the programme. A brief self-introduction was carried out and after, LEE Man-tik was selected as the CEO of the company under 80+% of members' support.

On 20 October 2023, the 2nd meeting was held. Under the lead of CEO, the major structure of the company was confirmed. 7 departments were established. The directors and vice-directors were selected by voting. Beside departments under the board of directors, CEO suggested to establish an "Innovation Team", which specialises in suggesting innovative ideas for our business ideas and the content for our social media accounts. The structure and membership of the company are shown below:

CEO: 李汶迪 Dickson

- Sales & marketing

Director: 陳怡君 Vivian

Vice-director: 江亦煊 Akimmi

Committee: 詹語嫣 Mini 詹巧怡 Belinda (Common Secretary) 林爾雅 Edna 尚嘉怡 Ashley

- Human Resources

Director: 楊熙怡 Hebe

Vice-director: 袁誌男 Bosco

- Operation

Director: 余安琪 Angel

Vice-director: 岑諾霖 Louis

Committee: 詹詩穎 Sweet 藍希悅 Joy 梁卓妍 Maggie 凌顯熙 Helen

- Finance

Director: 黎子謙 Daniel

Vice-director: 陳芯瑩 Mimi

Committee: 劉焱 Dave

- IT

Director: 林智恆 Amy

- Innovation Team

Director: 張珈瑄 Suki

Vice-director: 王君立 Christy

Committee: 李昱賢 Morris 黎子滢 Crystal 袁嘉朗 Thomas

- Risk-management

Director: 莊晞榆 Eunice

Vice-director: 劉卓桐 Tuscan

Besides, we also established the purpose, vision, value and mission of the company during the 2nd meeting. (Read Mission Statement)

On 27 October 2023, the 3rd meeting was held. A brief group discussion was held and each group shared their opinion on the business ideas. In addition, brief plans of each department were discussed. Moreover, the company had officially established its name as Caseree.

On 3 November 2023, the 4th meeting was held. The business idea of producing phone cases with sustainable materials was discussed. After this meeting, the departments started to work individually and report to the whole company during general meetings.

Pre-'pop-up' period:

Human Resources:

1. Attendance sheet

The CEO suggested making an attendance record sheet so as to record every member's attendance to meetings.

The one with the best attendance record will gain an award to appreciate their contribution to the company. The HR department developed a spreadsheet to let company members take their attendance with just 1 tap when they arrive. This greatly improved the attendance for the meetings. Throughout the programme, the HR department keeps record members' attendance and absent request. Their role is mainly organising activities and meetings and gathering the members to a certain venue on a particular date, which greatly helped ensure the presence of members for important meetings or activities like group photo shooting.

[illegible]

IT Department:

1. Social media account and communication channels:

a. Instagram

The Instagram account was set up by IT department. It was managed by IT department and innovation team together. It is mainly used to promote our events and activities online for whom are interested.

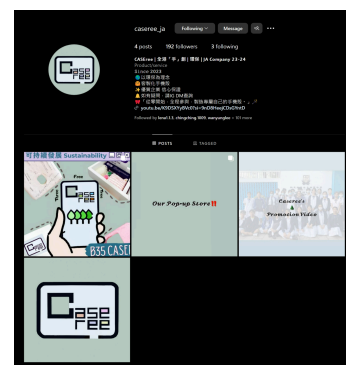
(Our IG account name: caseree_ja)

b. Whatsapp

IT department helped manage the general Whatsapp group as a platform for us to communicate, share information and even vote for certain decisions. Besides, each department had their own Whatsapp group in order to motivate members to share their ideas. CEO was added into every group in order to take the lead with the department heads for discussions of ideas.

c. Discord

Both Whatsapp and Discord are used to communicate between our members since Whatsapp is a common platform for online communication, while Discord is available for online video call. We had tried to Google Meet and Zoom before but due to limitation of free trial, we found it difficult to host a meeting of long duration for these platforms so we had chosen to use Discord.



2. Website (<https://caseree.github.io/static/>)

IT department developed a website for customers to know more about us and also study the details of our products, the concepts behind, the aims and ideas of our company, to name but a few.

Risk Management:

1. Final check-up before CEO:

The role of risk management is undoubtedly essential because its role is to check and proofread every document before it is exposed to the public or submitted. For example, they had to modify the instructions of the DIY pack and also ensure that the instructions are clear enough while risk warning was not absent.

2. Digital content checking

Not only written documents, the risk management team also had to make sure that the digital content posted on social medias was right to be posted and did not make mistakes.



Innovation Team:

1. Suggestions of ideas

They are the ones who suggest the most ideas for any other department. All they need to do is to think more. They always provided brilliant ideas for our business operation and promotion.

2. Maintenance of social media

Their daily work is to maintain the social media accounts like Instagram. They collaborate with IT department to create contents to be posted on social media. Moreover, they need to manage direct messages (DMs) to our chat box and respond.

Financial Department:

1. Plan for estimating the costs

Before actual operations and development, financial department made up plans to help estimate the approximate cost of each activity, such as product development, promotion, etc. After a brief understanding of capital required, they started to issue shares to collect capital.

2. Issuing shares

Before issuing shares, due to requirement of the school, we had to write a parents' letter to all the students and their parents to introduce our company and purpose of issuing shares. On 22 December 2023, our company placed a booth at the lobby right next to the entrance of the school to issue shares. As the day was actually christmas party of the school, we decorated our booth with Christmas decorations so as to attract students passing by. We had used an excel sheet to record down each purchase of share and the information of shareholders. However, unfortunately, it was found that there were so errors in the excel sheet, which led to an unmatching result between the record form and the cash we had collected. Despite such an unexpected incident, we immediately decided to utilise the central speaker system after seeking the consent of the school principal to notify the shareholders and check whether we had recorded the wrong



amount of money from a shareholder. At last, we could finally find out the error and successfully solve the problems.

3. Financial report

At the pop-up stall, we collected cash from buyers for the sales. With the cash on hand and also after all the expenses paid were claimed by the members who helped to purchase raw materials for the production, the financial department could successfully conclude the sums and figure out our profits and write a detailed report of our company's financial status.

Sales & Marketing:

1. Online survey

(https://docs.google.com/forms/d/10HJj0x-nq0ufKd25qzx8mEMV9UEA6R_bVidvW_BmPDc/edit?ts=655fbf6a)

Before we started to develop our product, S&M department conducted an online survey through google form to investigate the purchasing habits of our potential customers. We asked them questions like how much they would pay for a phone case if it is made with eco-friendly materials. By these questions, we can easily get a better understanding of current trends and briefly know more about which type of person would possibly become our potential customers.

2. Online promotion

As mentioned above, we used social media as a tool for promoting our business. S&M's role is to design the promotional material to highlight our characteristics and goals in order to attract potential customers. For instance, S&M had come up with slogans and posters to promote our company's aim, such as "Create phone cases freely without costing the Earth".

3. Promotional video (<https://youtu.be/K9DSXYyBVc0?si=DRxWGA1OQeITXOIO>)

The construction of the promotional video was completed by S&M. They had made the script for the video and chosen the suitable members to take part in the video. We had come up with a humorous content for the video. It is briefly about a girl and her friend were struggling since they could not find a suitable phone case for her Nokia while her friend was actually a environmentalist, who focuses on materials used to produce the phone cases heavily. At last, they were glad to make their favourable phone case at Caseree.

4. Pop-up stall promotion

They made a powerpoint presentation to illustrate the promotion points of our product to all our members and fully expressed the advantages of purchasing our DIY kit. Moreover, they contributed a huge effort to our sales during the pop-up event. Not only promoting our pop-up event on social media, we had also shared the information of our pop-up stall and our product to our friends and teachers. Thanks to huge support from parents and teachers, we successfully sold out all our product and even received future orders. At the day of pop-up event, not only our friends and teachers and our school principal, but member of district councils of Yuen Long Mr LI Kai-lap has supported our business and even posted our event on his official Facebook account.

(<https://www.facebook.com/100052439509082/posts/945747257183249/?rdid=67Jm oVFvhjSSupwr>)

Operation team

1. Product development

First sum of money spent from our capital was the capital for product development. We had studied the making process and measured the suitable ratio between the corn starch and silicon sealant. During the process, our members are able to discover the unknown by carrying out experiments and adopting the knowledge learnt from science subjects into actual practices. As the result, we figured out 1:1 is the ideal ratio and 60g of corn starch is suitable for most sizes. However, we had discovered that the silicon sealant is often found to remain inside the package, leading to a result that inside a pack 90g silicon sealant, the actual amount of silicon sealant coming out is only around 60g. Therefore, we provide extra 10g of corn starch in order to make it in excess.

2. Product approval

Initially, we are informed that our product might be lack of protection to the phone and some might even concern whether the cases are strong enough to resist shock. We have also carried out experiments. The test results show that our cases are water-resistant, strong and protective to our mobile phones.

Besides, an unexpected event happened which broke our plan. Due to the limited amount of time and misinformation, we purchased 50 packs of plastic knives, which were originally going to be provided in the pack letting the customers cut the shape of their phones out. Unfortunately, JA concerned about the danger of the plastic knives and had banned the provision of these tools. We learnt from mistakes quickly and soonly modified our instructions, requiring customers to cut the shapes with their own cutting tools. We have learnt from the experience and always revised for times before actual purchase.

3. Product production

After figuring out the perfect ratio, we started to produce the DIY kits by filling in the packages. We are delighted to successfully complete the production due to joint efforts of our members. We were fortunate enough to complete the product production without any other difficulty. As the result, we had completed 50 packs for the pop-up event.

Future work & sustainability:

We are glad to complete the JACP programme with fruitful experience and profitable account. However, we surely understand that our product still has room for improvement and within several months, as well as we do not produce our product by a factory since we could not ensure the production line of the factory is eco-friendly and causing no harm to the environment, our product could not be said to be perfect. Therefore, if we have had more time and resources to develop our business, we hope that we could develop our product better and even collaborate with some eco-friendly factories. Moreover, we would also consider the collaboration with local shops or communities of similar ideas with us in order to further promote our brand name. If our business idea is really practised with an actual company's scale, we believe our ideas could make us the "game-changer" in the industry, influencing the consumers to change their purchasing habits to buying sustainable products.