



"You're Great  
but Your  
Grammar is  
Not!"



# Grammar Matters



Annual Report  
[March 2019]



[www.grammar-matters.myshopify.com](http://www.grammar-matters.myshopify.com)

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# Executive Summary

More than a clothing line, Grammar Matters uses trendy t-shirts to re-educate students and bring awareness to the importance of using proper grammar in their future.

At a glance of the name, we hoped our audience and customers would view us as more than a T-shirt company. The t-shirts at Grammar Matters are the vehicles for the prosperity of the company, but they are not the drive. Seeing that grammar affects every aspect of life including employment opportunities, we wanted to actually improve one's grammar, starting with high school students. We hoped to equip students with the tool of proper grammar in order for them to ace interviews, job applications and college essays after graduation.

Shirts Sold.....	51
Revenue.....	\$ 775
Net Profit.....	\$ -10
Return on Investment.....	120%





# Financials



## Statement of Activities

<b>Liabilities-</b>	
Investments:	\$300.00
Net Profit:	-10.00
<b>Total Liabilities:</b>	<b>232.26</b>
<b>Sales Revenue-</b>	
Units Sold:	51.00
Unit Price:	15.00
Donations:	10.00
<b>Total Revenue:</b>	<b>775.00</b>
<b>Expenses-</b>	
Materials and Supplies:	494.76
Website:	58.00
Taxes:	12.24
Total Return to Investors (initial investment +20% ROI):	
<b>Total Expenses:</b>	<b>220.00</b>
	<b>785.00</b>
<b>Net Profit:</b>	<b>-10.00</b>





## Financials cont.



### Overview-

Grammar Matters had a price point of \$15. With our expenses this allows us to have a profit of 775.00. We have sold a number of 51 units, and have a net profit of -10.00. This gave us no return on investments. Our net profit will be equally divided among each of our 5 team members.

### Break Even-

Grammar Matters had a total of \$58.00 in fixed costs. Each sale Grammar Matters takes home \$9.51 in gross profit per unit, so to reach the break even point a total of 7 products must be sold.

### Capitalization-

Three of Grammar Matters members each paid \$33 which contributed a total of \$99 to the company startup funds. In addition, we received \$200 in investments. One of our investors only asked for their return on their investment, and the other investor asked for their return on their investment as well as 20% of our company Grammar Matters. This allowed us to keep ownership of our company.



# Products

Grammar Matters

## QUICK TIPS

Our shirt already makes you look like you know what you're talking about, now you can sound like it too!



### Double Negatives

eg. We don't know **nothing** about computers. She didn't have **none**. John didn't have **no** tape **neither**. I haven't seen **nobody**.

nothing → anything    neither → either  
nobody → anybody    no → any  
none → any

Double negatives are created by adding a negation to the verb and to the modifier of the noun (adjectives, adverbs, etc.) or to the object of the verb. Include one negative word/form per sentence!



### Subject-Verb Agreement

In the present tense, nouns **ADD** an s to the singular form; verbs **REMOVE** the s from the singular form. The same applies to helping verbs when they are used with a main verb: is-are, was-were, has-have, does-do.

The dog chases the man.    The girl has talked to me  
The dogs chase the cat.    The girls has talked to me.

If the subject of the sentence is singular, its verb must also be singular; and if the subject is plural, the verb must also be plural. They must agree!

Grammar Matters

## QUICK TIPS

Our shirt already makes you look like you know what you're talking about, now you can sound like it too!



### Homonyms

eg. When teaching my daughter how to drive, I told her if she didn't hit the **brake** in time she would **break** the car's side mirror.

**break** → separate or cause to separate into pieces  
**brake** → a device for slowing or stopping a moving vehicle

Homonyms are pairs of words that sound the same, but have distinctly different meanings and different spellings.



### Misusing Apostrophes

If you're indicating possession, use **its**—no apostrophe is ever required. But if you're forming a contraction, **it** becomes **it's**.

My oak tree loses **its** leaves in autumn.  
Let's see that movie: I hear **it's** amazing!

When writing contractions, use an apostrophe to indicate a letter has dropped out. To show plural possession, simply put an apostrophe after the s. If the subject is plural and you want to indicate possession put an apostrophe after the final s.

*Products cont.*



## *Product cont*

Our t-shirts are 100% Cotton, unisex short sleeve shirts with our slogan “You’re Great but Your Grammar is Not” in white bold font and retail for \$15. Customers have a color choice of black and red. The shirts are accompanied by a handy infographic full of tips on how to easily upgrade your grammar on topics such as subject-verb agreement or homonyms. These infographics are the real star of the show. It's important to us that customers actually improve and not just wear the shirt.



# Management and Leadership



Students gravitated toward positions they pictured themselves connecting with in all aspects. Positions that fit their personality, interest and strengths.

As the company assembled, members were given the opportunity to pitch for a desired position in the company. For positions that attracted more than one student, the opportunity to pitch for the role was made available.

The company followed a laissez-faire leadership style, allowing members freedom in a creative approach. Laissez-faire literally means "*let them do*" which is typically translated to let them be. This style benefited us in many ways such as the choice of shirt supplier and the creation of the brand logo. However, it was a challenge to effectively communicate expectations and to prevent work standards from slipping.





# Marketing



**Target Audience:** Our tshirt company our main audience is high school students, because high school students are at the age where they are writing essays and filling out job applications and grammar plays a big role in that part of their lives. As we have sold our shirts and talked to many individuals we have noticed the target customer is the adults because they tend to have more of the funds to purchase the shirt.

**Marketing Strategy:** Our team has had many opportunities to sell our product, mainly at our trade shows, these have helped us get many sponsors and sell many shirts. We have also reached out to our family members and students and teachers at school.

**Competitive Advantage:** We don't really have many competitors considering we were the only company promoting positive grammar and the only team that is a t shirt company. We are also the only team with a t shirt business We had a lot of indirect competitors .

**Sales Technique:** We told our customers that teenagers usually use slang and they sometimes forget the time and place to use it. We told them we want our shirts to influence people to speak and even write in the correct way. **Features and Benefits:** Some benefits of our t shirt company is learning about common grammar mistakes and how important grammar really is. With every purchase we also give our customers flyers that have common grammar mistakes and how to avoid them.

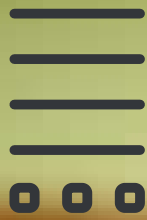


# Donation



We have decided to give 10% of our profits to the Dyslexia Foundation (TDF). We decided to do this because Grammar Matters is just not a product it's a movement to help people with grammar problems to improve so that they may be empowered in everyday life and have many advantages. We chose the Dyslexia Foundation because we know that people that suffer from dyslexia may need help and the best way for us to help is to give to the people who fund research. Dyslexia is term for many disorders that involve difficulty understanding or interpret words, letters, and symbols, but does not affect general intelligence.

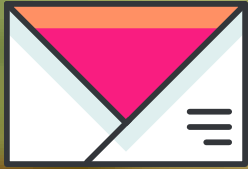




## Supply Chain



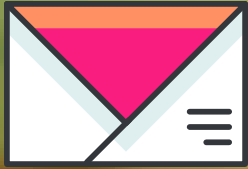
A supply chain is a system of organizations, people, activities, information and resources involved in moving a product or service from supplier to customer. For our product we had a certain process that went along, to move our product from supplier to customer. We ordered the shirts from [www.shirtwell.com](http://www.shirtwell.com), this website had the cheapest price for 100 t-shirts, each t-shirt was \$4.45 and the total cost was \$459. Shirt well had the best offer out of our other option which was custom ink, for our logo we used [www.hatchful.com](http://www.hatchful.com) which was an amazing website and was very classy. Our suppliers really made our product an eye catcher, our shirts came in two colors red and black with our slogan in cursive writing. We gave a detailed description of our product and how we wanted the outcome to look and shirt well provided us with artist that were able to make our design come to life.



## *Customer Service and Sales*

As a company we expect our customers to be knowledgeable about our product through clear communication. When purchasing our product you can expect quality, prompt delivery and to be apart of a great movement. You can contact us by our website and email.





# *Innovation*

We wanted to make a clothing line to spread proper grammar while being fashionable. We use innovative designs to draw attention to our t-shirts. Our t-shirts are used to grab people's attention, to create awareness to commonly misspelled words, and is used as a medium to spread proper grammar. We thought about the ways that it would affect people who see us wearing the shirts in public and how it would start conversations with them. For example at the trade show we notice that a lot of older people thought it was funny and started conversations with us and that boosted sales.

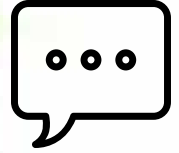
We're different from our competitors by the fact the we're the only grammar based clothing line and we're not just a clothing line, we're a movement. Our company is able partner with parents, teachers, and community leaders to bring awareness to the importance of proper grammar in everyday in spoken and written communications.

We designed the logos, purchased the logos for our shirts and company for the same website/online vendor. We balanced our need for low prices and high quality by using a website with great reviews and looked around the web until we found prices that we were comfortable with.





## *Future Endeavors*



The initial response even prior to launching the company, gave us aspirations to thrive apart from JA long after we've completed the program. We hoped our vision would transcend beyond schools and our respective counties to reach people far and wide with our message of proper grammar. To get more sales from our target audience in the future, we're looking to create a student discount of 20% off our original price of \$15. Which means students can purchase our shirt for \$12 when they present a student ID and or request a student discount online by submitting their student email (an email created through their school system). The discount will be available to elementary, middle, and high schoolers as well as college students. As our own target audience, we've noticed that high schoolers don't wear graphic tees as much as elementary and middle schoolers wear them. We have witnessed that our audience is more attracted to hoodies. Hoodies appear to be super casual and very comfortable and make some type of head covering available at all times. This clothing item is a staple for teenagers and seem to be very stylish in current in mainstream fashion. We also hope to add a wider range of colors so they be interested in adding their favorite color to their wardrobe.



# Dear Friends

Grammar skills affect every aspect of life including employment opportunities. Although, according to the English Journal published by the National Council of Teachers of English, more and more students are graduating high school with little knowledge of grammar, spelling and punctuation.

Evidently, poor grammar harms your credibility and makes you look careless. In fact, four in 10 job applications are rejected due to poor grammar and spelling, according to the global communication skills company Communicaid.

Kyle Wiens, CEO of iFixit, wrote in a 2012 Harvard Business review article that he refuses to hire people who use poor grammar. According to a study recently reviewed in Forbes Magazine, once hired, professionals with 6-9 promotions made 45% fewer grammatical errors than those with 1-4 promotions.

Your grammar represents you in the world. It sends the reader a message about your authority and attention to detail. Your grammar is your first brand ambassador. So, set an example with your grammar!

Our team is made of of five high school students who love the idea of seeing their peers succeed. We're working to have teachers in our very own English classes teach a lot more grammar throughout the year, so the graduating class will leave with awesome skills! Buy a shirt and you also get a cool page of tips on how to easily upgrade your grammar on a couple of topics such as subject-verb agreement or punctuation!

Sincerely, Kelechi Ihejirika  
CEO of Grammar Matters

