JavTools
Landon Potts, David Dadzie, Ofiliojo Ichaba, Kwesi Asare, Joseph Kelly
Mission Statement

- The mission of JavTools is to create solutions that not only meet the customer needs, but also inspires them to excel in their craft. JavTools offers the best products to its customers. We place athletes and coaches at the forefront of all our designs. JavTools believes in ethics and principles which sustain and build good relationship with our clients and our community. We emphasize Trust, Cultural appropriateness, and Integrity.

Sell WHY not WHAT
Company

- JavTools strives to be a world leader in Javelin throwing technologies and aspires to be the standard in coach feedback management through innovation, while retaining a traditional approach with client needs.
Market

- Athletes
- Coaches
- Researchers
Marketing Strategy
Business Strategy

- Integrity
- Trust
- High Quality
SWOT

- **Strengths**
  - Unique

- **Weaknesses**
  - New
  - No brand image

- **Opportunities**
  - Expand products

- **Threats**
  - Competition
Competitive Strategy

- Cost Leadership
- Differentiation
- Response
Management/Structure
Facilities
Projected Financials

- Number of Units in the First Year
  5000 units

- Sales Revenue in the first year = $4,245,000

- Income After Tax In the first year = $162,040

- Second year 3x Income after tax
- Third year 5x Income after tax
Investment

- Startup Capital = $300,000
  - $20,000 per person
  - 20% equity for founders
- Startup Loan = $200,000
  - To be repaid in 5 years starting in year 2
  - Initial payment = $50,000
  - Increase payment 10% each year
Questions?

IF "PLAN A" DIDN'T WORK
the alphabet has 25 more letters. Stay Cool.