

DataCal Annual Report 2017



By: Alyssa Clark

For: Julia Clark and Stakeholders

Glossary

Our Beliefs	Pg 2
Summary	Pg 2
A Message from our President	Pg 2
Year-end Chart	Pg 3
Changes in 2017	Pg 3
New Products	Pg 4
Conclusion	Pg 4

Our Beliefs

DataCal enterprise has been a long-standing contributor to the ever-changing keyboard and keyboard peripherals market for decades. As of February 2016, we are proud to be one of the many woman-owned companies in the United States and have seen incredible progression with our new leadership. Ms. Julia Clark has made substantial changes that have led to the company's new revival and success. We are pleased to be one of the few American technology-based manufacturers to surpass three decades of production. We even supported the increase of minimum wage that came into effect January and provided any employee, including our part-time and minimum wage employees, medical leave, vacation days, and disability accommodations. Overall, we believe that everyone deserves a chance to live a happy and fulfilling life no matter what they're job entails, their ability to work, their race or gender.

Summary

The year has seen many highs and lows for the company. Due to lower demand for our products, we have had to make significant cutbacks, including letting go three of our employees and remaining open only four days out of the week. All of these have helped our product margins immensely, and we have seen a 32% profit increase from the year before. For the first time in almost two years, we have witnessed a positive net worth at the end of the year of \$32,776 and are starting to slowly reduce some of the debt we have built up over the past five years. This is amazing progress for only a year, and we hope to continue progressing the following year. This is all thanks to our new president, Julia Clark, who was the vice president prior to Randall Clark's untimely passing. She is also in the process of introducing some exciting new products and has brought back many of the keyboards that were discontinued due to communication concerns with our production team in China. Overall, it has been one of the most significant profit increases in the past decade. Even with sales decreasing, we are finding new ways to maintain a positive standing with our suppliers and buyers while also starting to dig ourselves out of a slump we thought was unrecoverable.

A Message from our President

"DataCal was designed for eventual expansion. With the changes in the electronic market and major evolutions in technology, we must adapt. However, introducing new products is going to take money, which before this year was minimal. Thus, I have worked hard to increase profit by removing unnecessary costs. It is sad to see so many great employees go, but if we are to survive and thrive, this is necessary. All the changes of this year did not go into effect until September of this year, and still, the change in profit is extensive. We now have enough money to introduce many interesting products and update current popular ones, and I believe the future is very bright. We may never truly thrive like we did many years ago, but we will still succeed".

2017 Year-End Chart

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Net Sales	\$75,250	\$79,932	\$77,201	\$87,840

Costs	\$80,530	\$82,109	\$61,942	\$60,205
Gross Profit	- 5,280	- 2,177	\$15,259	\$27,635
Net Income	-2,304	- 890	15,259	\$20,711
Income added to	The quarter prior	- 3,194	12,065	32,776

- The net income includes reimbursements, loans, and other profits not related to sales.

Changes in 2017

As presented on the chart, the year started with lower sales than expected due to the decreased demand for our products. This was a sign that major changes needed to be implemented. As we said above, three employees left DataCal, and we limited our hours immensely by closing on Fridays. At this time, we also had minimal products in stock, and due to complications with our keyboard producers in China, we had to take out a small loan to pay for the new inventory. Thankfully, the EZ See and Arabic keyboards are selling rapidly, and sales have already surpassed the loan expense and 15% of our other debt. However, we still have one major concern, and that is our lease. DataCal must pay for the rest of the remaining lease by September, so we must either increase profits by a considerable margin or re-duce the lease agreement. Since we have already done the latter twice, it is unlikely to be approved. This means that even more significant changes must be made to keep us from going under. Unfortunately, with the current products we are selling at the moment, it will be almost impossible to make the amount of money required to pay for the remaining loan; so, we have to introduce new products. Below is some general information on some of the new products currently in production.

New Products

Drone parts

This will include:

Blades



Batteries



Controllers



3D Printing Parts

This will include:

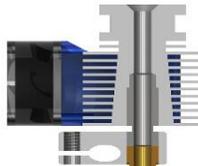
Filaments



Extruders



Needles/Hot Ends



Portable Projectors

This will include:



Conclusion

Our main goal for the next year is to limit our debt as much as possible while also paying off the rest of our lease. The lease is probably our biggest priority, and some of the debt can remain until our priorities are accomplished. We can achieve our goals by manufacturing new and exciting products, managing our employees more efficiently and marketing our new and existing products effectively. All in all, our primary goal is to keep DataCal alive and thriving for as long as possible.