



The Bear Factory Corporate Policy

1. Business description:

Mission Statement – Learn, Create, Work Hard, Achieve!

Description – The Bear Factory is comprised of high school vocational students from the Bliss School District and the North Valley Charter School. The program will give students the opportunity to experience firsthand the operations of a working business. The Bear Factory is dedicated to training and molding student's skills in the career world of an entrepreneur. Not only will students learn various trades but they will learn how to run and operate a small business.

There will be 3 divisions of The Bear Factory: Ag Metal & Wood Fabrication, FCS Specialty Shop and Business Outdoors.

Depending upon the curriculum, courses may run from 12 weeks to several trimesters.

Target Market - Targeting the Bliss School, community and surrounding areas.

2. Products and services:

Each division and protocol for new product introduction

Each division will develop and design their own products based upon research including cost, demand and practicality. Each new product will be introduced to the junior management for approval before production and marketing begins. The team must approve all aspects of production including product, price, advertising, marketing etc.

3. Marketing guidelines and rules:

Corporate Logo – See attached card.

Corporate colors– Maroon, White, Black, and Silver.

Font – Century Gothic and CAC Pinafore.

Branding every product – Every product that is sold through The Bear Factory must be branded with the Corporate Logo. (tags, stickers, cut outs, engraved, etc.)

4. Business organization:

Chart –See attached organizational chart.

Proper protocol – Follow organizational chart.

Regular meetings and agenda's – Junior managers from each division will meet every Wednesday during fourth hour. Additional meetings will be scheduled as needed with senior managers, CEO and factory members.

Inventory – Each division will keep a detailed inventory sheet consisting of items completed and sold. Inventory sheets for each division will be approved and compiled by the junior management team.

Quality control – Each division will have a quality control manager and process in place. Quality control will ensure that every product is thoroughly inspected and approved as well as branded with the corporate logo.

5. Profit:

Cost analysis – Production cost + 10% or more depending on time spent. A cost analysis sheet will be completed for each product and will then be approved and compiled by the junior management team.

Pricing and approval – All prices will be discussed and approved during Jr. management meetings.

Scholarship/credit/time – Process is currently being developed.

6. Problem solving:

Proper protocol - When problems or concerns arise the proper protocol will be followed using the organizational chart, working from the base level up. Kevin Lancaster, Corporate CEO, will ultimately make all final decisions regarding The Bear Factory.