

Sample Mid-Term Business Report

Business Name: Creative Prints Co.

Date: October 15

Team Members: A. Johnson, M. Lee, S. Carter, J. Ramirez

Executive Summary

At the halfway point of our classroom business project, Creative Prints Co. has sold 42 posters, earning \$315 in revenue. We are ahead of our sales target and have built a strong base of repeat customers. Our marketing flyers have been well received, but online promotion has been slower than expected.

Achievements & Successes

- Surpassed first-month sales goal by 15%
 - Received positive feedback from three teachers praising the print quality
 - Designed and delivered a custom banner for the school library event
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Challenges & Problems

- Delays in printing due to clogged ink heads on two occasions
 - Social media posts not generating as many inquiries as hoped
 - One customer reported a misaligned print (resolved with a free reprint)
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Next Steps

- Increase posting frequency on social media from 1x to 3x per week
- Research and purchase maintenance supplies to prevent printer issues
- Create a "back-to-school" themed poster promotion for the next two weeks