

Framáí Chonama



Company Report

Frámaí Chonamara translates directly to "Connemara Frames". We have chosen not to use the translated version of our Company name as we are very proud of our own identity as native Irish speakers. Throughout our company report you will find the Irish version of our company name and hopefully an understanding of the pride we hold in our language, heritage and culture.

Company Address
Scoil Phobail Mhic
Dara
Carna
Co. Galway
Ireland
Established
September 2021



Company Description

Fun Facts

Connemara is a district in western Ireland, facing the Atlantic. Its coastline has tiny coves, bays and fishing villages like Roundstone. Connemara National Park is a vast expanse of mountains, bogs, rocky coastlines and lakes. The west coast of Ireland is currently marketed world wide as the "Wild Atlantic Way". A journey that takes you along the wild rocky vibrant coastline of Connemara and through our very small village of Carna in county Galway



Mission Statement

"We strive to provide a quality product that can bring pride not only to our company, our families but our region"

Framaí Chonamara" creates personalised 3D box frames as commemorative pieces for family occasions. We have also created a series of designs for the tourism market that celebrate their culture, heritage and the vibrancy of the living landscape in Connemara. Our concept is to highlight the beauty of Connemara while enticing potential customers and visitors to the region.

Framaí Chonamara was established in September 2021 as part of our transition year programme. We have taken part in regional and national competition through Junior Achievement Ireland. We are very proud to represent Ireland with our innovative product and new marketing concept.



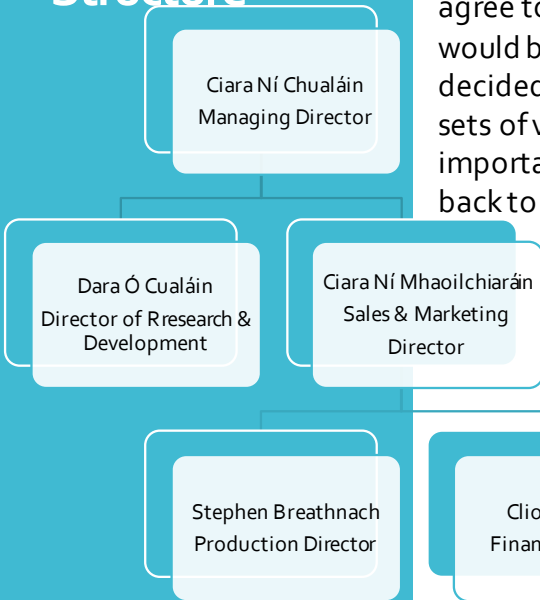
COMPANY HISTORY



Framái Chonamara" is a transition year mini-company created by five students who design and produce distinctive 3D box frames as decorative pieces and also for the tourism market. Our original design used pebbles and local sustainable materials to create a framed design celebrating family occasions and commemorating milestones. The main selling point is that these designs are personal and specific to each customer. The customer is involved from the very beginning of the order and are involved in the design process. We use only distinctive white box frames and this has become a recognisable trait of our company. We have also diversified into the tourism market with a series of frames that celebrate our rich culture, our heritage and our living vibrant landscape. This series has been given the title of "Bród", which translates into "Pride". We developed a website which provides information on our company and also our community. This website offers our customers information on the region, amenities, festivals and events happening. They will also have the facility to order our frames as a keepsake, a souvenir of their visit to Connemara. We are also targeting the diaspora, generations of Irish families who have travelled abroad to create a new life for themselves. This market is very important as they have strong proud links with their Irish heritage. We have a strong local market, a growing national market and hopefully an emerging international market. We are very proud of our products and their unique design, which we believe will become a recognisable and sought after keepsake of anyone's trip to Connemara



Company Structure



Fun Facts

The four types of Galway Hooker are: Bád Mór, Leathbhád, Gleoiteog, and Púcán. The vessels are classified by size and load capacity. Their distinctive red sails are a result of a weathering process. This colour has continued with the modern sails. These boats are instantly recognisable but their home remains as Galway bay.

Core Values & Good Governance

From the very beginning when we came together as a company our very first task was to establish core values that we would all agree to adhere to. Before we even decided on what student would be best suited to their role within our organisation we decided on the following core values. We chose three strong sets of values that we would agree to and abide by. This was very important as we could always rely on the core values to bring us back to a point where we worked well together and had a

combined goal regardless of your position in the company. Our first goal was that we would always strive to create a safe, healthy and respectful work environment for all. This was very important as we established ourselves as a company that values all

opinions and also completing tasks respectful of the product, the client and each other. Our second core value agreed was to produce a sustainable, renewable and quality product that we

could be proud of its origin and most importantly its journey. We created a product that could change as families change and that we would use sustainable recyclable materials. Our working and living environment are equally important. Our impact must be positive. Our third and final core value was that we would strengthen the pride that we feel in our culture, our heritage and our language. When we agreed on the core values it gave us a sense of responsibility and pride in our company. We wanted to achieve and we wanted to achieve together. Good Governance was part of that journey and part of our learning experience. We created a healthy work environment where we valued the process, the structure and more importantly the right choices to succeed



Production, Development & Design

Fun Facts

St. MacDara's Island is a medieval Christian monastery and a National Monument located off the coast of Carna County Galway, Ireland.

St. MacDara's Island is something that brings the diaspora, past and present generations of families back to their roots. On the 17th of July each year we celebrate our history, our heritage and our patron saint. Hundreds travel to Carna to celebrate by taking a small currach to the island and celebrating mass on this tiny island. This image is one of the images we have chosen that celebrates our culture and shows our pride in our home.



Production of the product was an agreed concept for our designs. We wanted to design box frames that would be ordered as presents for the Christmas market. We focused on the family, creating small pebble characters that represented each family member. We sourced three different suppliers that had continuous stock of white box frames. We chose the white frames as the simplistic design added to the aesthetic we wanted to achieve. With issues like Covid and Brexit we wanted to ensure stock and supply without delays. We wanted to reduce our carbon footprint also by using as many local suppliers as possible. We had the materials and an agreed plan, design and focus.



Our finance director was responsible for ensuring capital and overseeing production costs. We began by investing a reasonable sum of money as shareholders of equal value into our company. We organised a Christmas event in our school which proved to be very beneficial in the beginning. We sourced natural materials and recycled paper for our packaging. We were able to use our base classroom for storage and the production of the frames. Stephen Breathnach was in charge of production and he had the task of finding the best adhesive and gluing method. We were well prepared with stock, sample pieces and strong capital behind us before we decided to market the product. This was a valuable lesson in the beginnings of any company, we were prepared to fulfill any orders as they appeared. We were organised and motivated.

Pricing Strategy

"My first challenge as Finance Director was establishing a price point for our product based on costs, affordability and a point of profit for the company. It was important to succeed and not to price ourselves out of the market. We agreed on a price point based on the size of the frames to avoid confusion. Gross margins and net profits would be relatively steady at 70% and 30% respectively."

Marketing & Social Media

Fun Facts

Ireland has a population of just over five million population. However recent survey by marketing companies identifying Irish connections in terms of genealogy estimate that between 70-80 million people worldwide recognise as being of Irish heritage. The Irish diaspora are one of the strongest worldwide. Their connection with Ireland remains strong.



Marketing is the process of not only advertising your company but also creating product recognition and brand awareness. Our advantage was clearly having practical experience with social media and a strong online presence. We had the experience needed to create Social Media accounts with relative ease. Instagram was our first account as it such an influential portal for marketing. We designed a simple logo and prepared a few pieces to photograph. This allowed us to develop additional skills including photography, design and also editing skills. The orders began quite quickly as we were surprised by how quickly our followers grew. We were able to contact our customers through Instagram and we could



take orders directly through Instagram and focused on our customer service, involving our customers throughout the process. We found directly as a result of our customer service that our reviews were very positive. We focused on featuring all our products on our Instagram feed. The

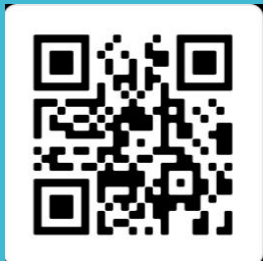
images were of high resolution with a 4k camera. We focused on their placement, surroundings and the description. We created a Facebook page also but found the traffic through the page a lot less than our Instagram page. We found ourselves very busy in the run up to the Christmas period. Many of our original family box frames were also purchased for family members who were either travelling home or were posted abroad.

Diversifying & A new marketing Strategy

We had to sit down as a team and assess our position as a growing viable company. We were selling successfully and had a growing market but our concern was that this could be a seasonal market. We had to diversify our market and bring our product to a new target market. We also wanted to expand to an online market. We decided to create a series of Box frames that celebrate our region, our culture, our heritage and our language. We titled this series as "Bród" which means pride in Irish. Our target market would now be local, national and the international market. We wanted to develop our concept further as a way of creating an interest in our distinctive frames. We chose three images that were instantly recognisable to Connemara. A traditional Galway hooker, our traditional music instruments and most importantly St Macdara's Island. We began to market our new series and we were shocked by the interest.

Future Potential

QR Code



We agreed that our dream would be to have our frames in airports around the country. They would entice tourists, capture their curiosity and hopefully take the next adventure to our home. A QR code placed within the frame would bring any potential customers to our website which would help them plan their trip to Connemara and also have the option to purchase a frame. This website gives information on the company and our mission to highlight our region will also be achieved. This marketing concept developed as our need to diversify our company became essential. How do we reach our target market in the most effective way? The solution became quite simple: target them at a location where all our target market would be gathered on an hourly, daily basis and that location was our airports. Our dream and future was placing our products in Irish airports.

Shannon Airport

We contacted the Director of Marketing and Public Relations of Shannon Airport as this airport was located in the west of Ireland. We were able to present our marketing concept and our future hopes for the company. They were impressed with the concept and were more than willing to place our frame in the arrival halls of Shannon airport. With our eye-catching design, we projected increased sales and traffic to our website. This is a new marketing concept and one that can be repeated throughout the world. That targeted marketing and showcasing our product will steadily increase interest and trade. We also provide a personal connection that shows how a small company from the west of Ireland can connect with the world.

Fun Facts

The Wild Atlantic Way is a tourism trail on the west coast, and on parts of the north and south coasts, of Ireland. The 2,500 km driving route passes through nine counties and three provinces, stretching from County Donegal's Inishowen Peninsula in Ulster to Kinsale, County Cork, in Munster, on the Celtic Sea coast.



Business Performance

Strengths

- A clear set of core values with a good work ethic.
- A motivated energetic team with a varied skillset and an eagerness to learn new skills.A strong set of media skills including creating pages and digital images.
- Good team working skills with clearly defined roles respected by each member.Supportive families, community and teachers
- Business advisor from Junior achievement Ireland

S.W.O.T Analysis

Weakness

- The time needed to learn new skills while developing a viable company.
- Time constraints awaiting stock
- Lack of experience
- Developing a website for the first time.
- Completing targets and staying within production timelines was difficult.

Threats

- Supply and demand estimations of stock
- Dealing with different suppliers and co-ordinating delivery of stock.
- Covid-19 remains as a threat due to uncertainty with delays.
- Brexit caused additional uncertainty with the supply of stock
- Our product would not sell
- Pricing strategy might fail as customers might find product over priced

Obstacles

- Storing stock at one location was a difficult obstacle to overcome.
- Setting up a PayPal account to receive online payments.
- Having a website is a necessity in today's world for any emerging company.
- Self doubt is an obstacle that all companies must face at some point but how you overcome this obstacle will prove a turning point in your company.An obstacle we faced together.

Fun Facts

Somewhere between 1.76 million and 2 million people speak Irish today. However, only **around 78,000** are native speakers. Most Irish speakers today learned it as a second language. There are approximately 1.9 million people in Ireland and Northern Ireland that speak Irish as a second language.



Financials & Potential



Connemara

Though common throughout Ireland, bogs are an exotic thing to most visitors. It may seem like Connemara, and Ireland in general, have plenty of bogs, but in fact, the bogs of Ireland have massively receded (a combination of agriculture, peat harvesting, and house construction). Connemara is one of the best places in Ireland to explore the haunting beauty of the vast and wild boglands so synonymous with the island. We have a specific bell heather found only in Connemara boglands. This is our vibrant living landscape that we celebrate.

Unit Pricing

Small Frame

10cm *10cm

Standard Frame

25cm*25cm - €20

Large Frame

35cm*35cm -€35

Income & Expenditure		
Income		
Sponsorship & Investment	€120.00	
Sales	€1670.00	
Fundraising	€175.00	
Total Income	€1865.00	€1856.00 12 th June
Expenditure		
Frames	€620.00	
Art 'n Hobby Cregal Art Range	€146.16	
Postage & Packaging	€114.54	
Total Expenditure	€880.70	€880.70 12 th June
Income minus Expenses	Total	€975.30
Capital	Valuation of stock & assets	€220.00
Company Capital		€1195.30

Sales Projection

We estimate with our new marketing concept and having our product placed in a prime location within Shannon airport that we will see a steady rise in sales. Our projection based on the number of tourists who travel through Shannon airport based on even a very low percentage 0.25%-0.5% who would purchase our product that could see yearly sales rise to up to 8,000 units and a total income rise to €170,000. This could be repeated through all Irish airports. Including the publicity and marketing planned from our products placed in Shannon Airport we foresee increased regional and national interest in our products.

Our Story

We attend our local Post primary school in Carna, co Galway. Our school has just over one hundred students and we have sixteen students in our transition year. There is a population of roughly 1,700 people in our area. We are a small community but we are also a very proud community. We have been brought up to take every opportunity given, to work hard and to never give up. This work ethic is very important to us and our parents as there are not many opportunities in our area in regards to employment. This opportunity to represent Ireland has shown us that your background isn't an obstacle but the driving force of our company. We are very grateful to Junior Achievement Ireland and our mentor Rsy Fogarty for their support. We are especially grateful to Udarás na Gaeltachta for sponsoring the national competition and giving us this opportunity to attend the European final. We would also like to thank our families, teachers and our friends who have supported us throughout this process.

"Go raibh míle maith agaibh go léir"



Regional winners
Connacht Province
All Ireland National
winners 2022
Achievements



Contact us

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<https://www.facebook.com/profile.php?id=100074806777580>

<https://framaichonamara.webstarts.com/>

Final thoughts

Thank you for reading our company report and I hope it gives you an understanding of how diligently we have worked through this process. With each competition we have stepped up, evaluated and diversified our company. We remain committed and proud of who we are and what we have achieved" **Frámaí Chonamara**