

MODERNIZE THE TRADITION

ANNUAL REPORT

SHANGHAI FOREIGN LANGUAGE SCHOOL
SAGE TEAM

Business Project:

Herbal Innovation

Commonweal Projects:

Return Health to Everybody

1 Film

2 Organizations

3 Brands

10 Business partners

15 Media

\$87,830 total REVENUE



SFLSSAGE



HERBAL INNOVATION

MAIN PRODUCT – CHINESE HERBAL DOLLS

R&D

Chinese Herbs

We cooperated with the Shanghai Institute of Herbal Research for a particular prescription for the sub-health problem, which can help relieve headaches, ease mental fatigue and prompt nausea.

Dolls

First, we collected ideas from our peers and chose several patterns as our regular designs. Then, we invited Ms. Chenhaini, a nationally-famous designer, to improve our designs. After that, Xingqing, a nationally chained enterprise, agreed to sell and manufacture our products.

SALES

Core competence:
ORIGINALITY



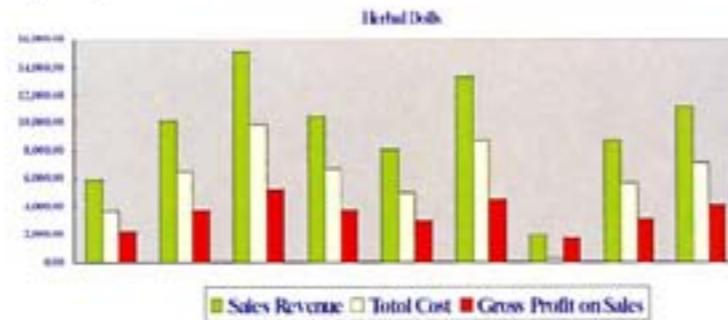
SALES BY AGENT (Xingqing)
300 per-day

MARKETING

According to our SWOT analysis, the market of the herbs mainly consists of the old. So we need to add some fashion elements to enlarge the market to the young.

We carried out a market research in the school to find out a product popular among young people, and found that dolls were the most welcomed. This result led to the idea of putting Chinese herbs into the cute figures of dolls.

To gain a larger market, we determined to conduct campus sales and proxy sales at the same time.



Revenue	\$84,870
Cost	\$36,761.52
Profit	\$31,308.48

COSTS&BENEFITS

This year, we continued **SUXIU** our former project by combining Chinese herbs and SUXIU, traditional Chinese embroidery, because the sales among the young turned to be not as ideal as the sales among the old. The continuity of our former project is also the beginning of our project this year.

Herbal Tea

We also insert the idea of Chinese herbal to the field of drinks. We contacted Shanghai institute of herbal research, and reached agreement with them. They provide herb for Tata King, a tea shop on the brink of breaking down. And the idea of combining herb and tea successfully open up favorable situation.

Modernized!

Expanded!

- 1 ENTREPRENEURSHIP SKILL**
 - Focused on the problem of sub-health and caught the business opportunity in time.
 - Made our own innovative product of Chinese herbal dolls.
 - Signed contrast with nationally chained company and sold by proxy. Expanded our sales to nation-wide.
 - Helped the tea shop to revive its business.
- 2 SOCIAL RESPONSIBILITY**
 - Aimed at alleviating the current sub-health problem.
 - Continued offering jobs to unemployed workers of GRH.
 - Raised operation fee for a uremia patient.
 - Increased the awareness of dolphin protection by holding charity activities.
 - Helped a tea shop open up favorable situation.
- 3 GLOBAL COMPONENT**
 - Interviewed the producer of the Cove and the video was broadcasted during the global premiere.
 - We are the world's only school partner with the Cove in the recent dolphin hunting.
 - Brought our products to the international market, including the US and Germany.
- 4 CIVIC ENGAGEMENT**
 - Encouraged our team members in voting for community election, and endeavoring to become community volunteers.
 - Carried out fair election in our team and worked out the results by voting together.
 - Held signature ceremony in appeal for the protest of dolphin hunting.
- 5 ENVIRONMENTAL RESPONSIBILITY**
 - All of our products are environmentally-friendly.
 - We protested hunting dolphins to maintain the balance of nature.
- 6 COLLEGE MENTOR**
 - Our college mentors are the reliable members of Zhejiang University SIFE team. We developed our business in mutual fields.
- 7 BUSINESS ADVISOR**
 - Our business advisor is Mr. Li yaping, the coordinator of SIFE China, and his business team, who shared precious experience in career with us and offered us important advice to improve our products.
- 8 MASS MEDIA**
 - We established our official website to publicize our projects.
 - Our interview was played on the global premiere of the Oscar best documentary film <The Cove>.
 - Our charity activities for anti dolphin-hunting were reported by the Bund Newspaper.
 - We released our product information on many famous websites.

Return the Health to Everybody

Grassroots' Home is an NGO devoted to helping unemployed workers. We continued last year's cooperation with GRH by offering them jobs of SUXIU fabrication. In February, we happened to know Mr. Qi zhi jie, one of the workers, suffered from Uremia but was unable to afford the operation fee. Thus, we contributed 34,000 RMB(5000 US\$) from our revenue to Mr.Qi for his treatment. Our members also volunteered to take care of him during his recovery.

Charity Sale for Yushu
On April the 14th, an earthquake of 7.8 on Richter scale happened in Yushu Qinghai. We carried out a charity bazaar not only in our school, but also in Zhejiang University, Nanjing Foreign Language School and Hangzhou Foreign Language School. Students were so passionate that 15,000 RMB (2208 US\$) was raised within only 3 hours and we donated all the money as well as 100 herbal dolls to a medical station in Yushu.

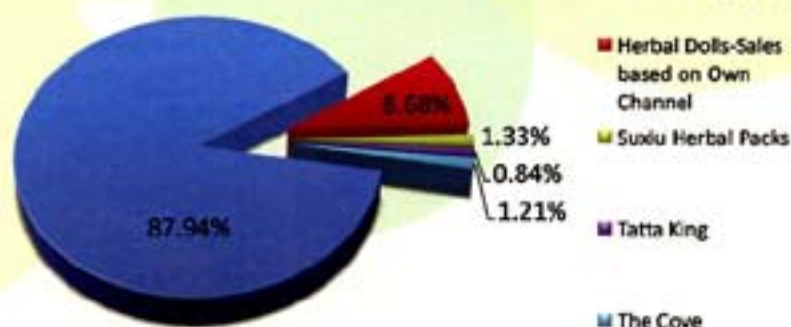
The Cove Project
The Cove, the Oscar best documentary this year, narrates the ruthless hunting of dolphins in Japan. The film caused a stir in the whole globe, and drew our attention. We joined the charity activities held by NGO OPS and the Bund Newspaper. We interviewed the producer of the Cove and the video was broadcasted during the global premiere. We issued a statement on our official website to protest dolphin meat and dolphin shows. We also held a signature ceremony and appealed for donations and then donated all the money to OPS. We became the only school partner with OPS worldwide. Meanwhile, we agreed their proposal to put our logo and introduction on their website.

FINANCIAL REPORT



2009.09-2010.06

Revenue Component



Monthly Income



Business Partners



Media



VOICES

Charles Hambleton (Assistant Director ,OPS)

When I return to the United States I spoke of SFLS in my "after Cove" discussions and how impressed I was with such amazing group of caring students.

Haini Chen (Designer Director of Shanghai Morning Post)

The designs of SFLS SAGE precisely shows the sprit of students. The designs are very interesting and creative. Only with few changes, it can be a hit in the mass market.

Zhijie Qi (Worker of GRH)

Thank you for giving me a chance to work and helping me recover from uremia.

BAB

Yaping Li JA China Founder

Tracy Fan Senior Manager, Ernst & Young

Dr. Wang Professor, Shanghai Institute Of Herbal Rsearch

College Mentors

Zhejiang University
SIFE Team
SISU SIFE Team

Members

Long Xiang President of the Team
Beini Wang Vice President of the Team
Xinyuan Hou Marketing Manager
Fan Yin Finance Manager
Meng Qin R&D Manager
Yutong Zhou Sales Manager