

A SWEETER LIFE

“Life’s Sweeter With A Little Dough”



“Our mission is to inspire and create a more unique perspective on edible cookie dough. We strive to provide our customers with a variety of different options by offering them the ability to personalize their own cookie dough bites. To satisfy our customer's needs we offer vegan, kosher and gluten-free options so that everyone can enjoy our delicious sweet treats.”

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YOUR CHILDHOOD DREAM IS NOW A REALITY:

By: Roodginia Guerrier

The vapor rises up causing the warm smell of melting chocolate chips to disperse. You can hear the butter melting and eggs breaking into the glass bowl. you wonder into the kitchen, to see your grandmother preparing a cookie dough batter. You try to sneak a taste, but fail to do so as her voice raises and she yells, “NO!” Your childhood dream has been crushed, but you are not alone. We have all been in this situation and felt your pain. Our brand has created a solution to this on going issue by creating edible cookie dough. We strive to create a nostalgic feeling and a sense of similarity. As our customers, you can now freely enjoy this delicious treat without fear.

ABOUT US



Sweet Obsession was created in September 2018 and is a new edible cookie dough bite company, based in Elmont, New York. We used seed funding to create an efficient pallet that suits even the pickiest eaters. We discussed that the cookie dough bite market is undersaturated. We aim to capitalize on our this product. Unlike other companies who do not offer consumers opportunity to differentiate and create their own path to embracing their sweet tooth, Sweet Obsession does exactly that for our customers.



MESSAGE FROM OUR CEO:

Dear Customers,

Introducing our new edible cookie dough bites, where one bite could simply change your life! As the leader of the business, I hope that you are able to enjoy our delicious products that were refined to fit the everyday sweet treat needs. At Sweet Obsession, we provide a way for you to get the sweets you want and how you want them. We cater towards a variety of events such as our party, holiday themed packages. Especially this month with our cookie bites made with love from our Valentine's Day package! Sweet Obsession is a new edible cookie dough bite company that was established in September 2018 and is based in Elmont, New York. Our team has been able to utilize it to the business' advantage by efficiently creating a pallet that suits even the pickiest of eaters.

Sweet Obsession aims to capitalize on this with their new products, in comparison to other companies who offer consumers no opportunity to differentiate and create their own path to embracing their sweet tooth, Sweet Obsession does exactly that for the customers. We have developed a clean interface on our websites so you can get these treats when you want them with ease. So what are you waiting for? Visit our website at sweetobsession.org where you can have the opportunity to pick what suits your sweet tooth. Let us make your life sweeter with a little dough!

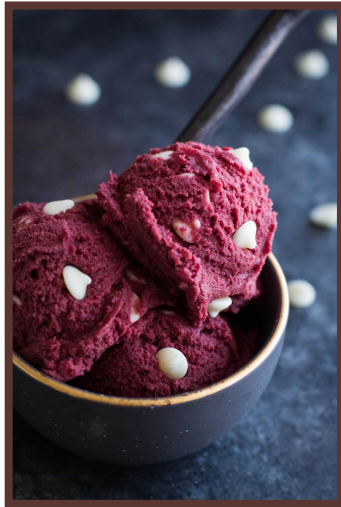
Sincerely,

Akshay Ramhit
CEO of Sweet Obsession



SWEET OF THE MONTH

Each month, a sweet of the month is introduced as holidays come. These seasonal flavors will mix up the pallet of an average customer and will definitely have them craving for more. For the month of February, we are offering the Raspberry Cheesecake for Valentines Day.



SEPTEMBER
Red Velvet



OCTOBER
Reeses' Puffs



NOVEMBER
Sprinkles



DECEMBER
White Chocolate



JANUARY
Fruity Pebbles



FEBRUARY
Raspberry
Cheesecake

EMPLOYEE OF THE MONTH

Each month, our company recognizes a diligent worker, that contributes to our companies plan of success and successfully completes tasks. Special thank you to our hardworking employee's of the month!



Steven Chottu
Chief Information Officer
September



Haniya Ghauri
Chief Financial Officer
November



Klay Dehaney
Technology Associate
December



Justin Louis
Marketing Associate
January

DEPARTMENT OF THE MONTH

Introducing our February Department of the Month, our accounting department, Giselle (Left) and Haniya (Right) who have gone above the call of duty with conducting our trade show sales, and also doing our inventory periodically and keeping it up to date. The rigorous effort and countless hours in and out of the office for keeping our financial documents up to date and also now working around the clock coordinating in making sales and facilitating deals between firms. Haniya our Chief Financial Officer along with Giselle has done a remarkable job on effectively managing their tasks and also helping out our marketing teams in creating the special Valentine's Day themed packages!



PAST COMPETITIONS

Sweet Obsession took part in the National Online Elevator Pitch competition in which we received the rating of 4 and result of the top 10%, thanks to our Chief Marketing Officer Nyah Campbell. We also took part in the National Online Company Branding Competition in which we received a rating and honorable mention. Furthermore, we took part in the National E-Commerce Website Competition, which the results are forthcoming. Furthermore, we attended the

Long Island Leadership Conference on October 19, 2018, where we were judged on our booth, company branding, sales materials, and our business plan presentation done by our Chief Executive Officer, Akshay, our Chief Marketing Officer, Nyah, our Chief Information Officer, Steven Chottu, our Chief Finance Officer, Haniya Ghauri, and our Vice President of Human Resources, Roodginia Guerrier.



UPCOMING EVENTS

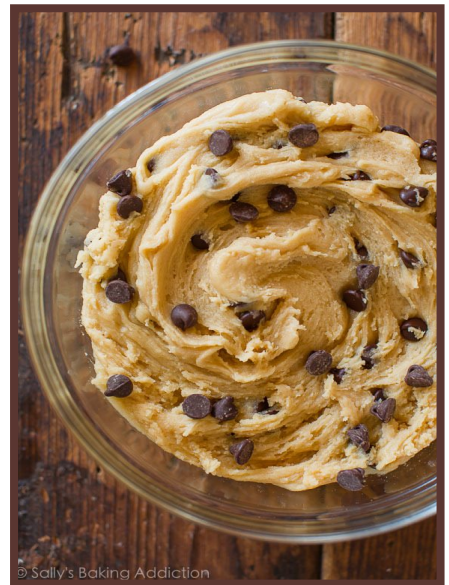
~Valentines Day Package~

January 30, 2019 to February 14, 2019



~Company Bonding~

February 15, 2019



~National Video Commercial
Competition~

February 25, 2019

~Sales Pitch Competition at the 2019
Youth Business Summit~

April 15-17, 2019



~National Booth Competition~

April 17, 2019

SPECIAL PACKAGES



We are currently offering two special packages, one being our party package which includes 100 Milk Chocolate Coated Cookie Dough Bites 20 of each flavor (Signature Sprinkles, Chocolate Chip, Coconut, M&Ms, and Fruity Pebbles), 25 Balloons, 10 Photo Booth Props, 25 Party Bags, and 25 Party Hats.



We also offer our Valentines DayPackage which includes 250 Milk Chocolate Coated Cookie Dough Bites with 50 of each flavor (Signature Sprinkles, Chocolate Chip, Red Velvet, M&Ms, and Raspberry Cheesecake), A Dozen Cookie Cutters, 1 Complimentary Recipe Book and a Teddy Bear.

HIGHLIGHTS

Competition Highlights

In October, our Chief Marketing Officer Nyah delivered a wonderful elevator pitch that received a rating of 4 stars, which was the result of the top 10%. Thank you, Nyah! Also in October our Chief Executive Officer Akshay was ranked in the top 25 for his live elevator pitch at the Leadership Conference at LIU Post. We appreciate you Akshay! Also, we received an honorable mention for our Company Branding.



Akshay Ramhit
Chief Executive Officer



Nyah Campbell
Chief Marketing Officer

Upcoming Birthdays!

Akshay Ramhit - February 20
Ogechukwu Ogadi- May 3
Justin Louis- May 28
Steven Chottu- May 28
Nyah Campbel- April 4



INDUSTRY TRENDS

Sweet Obsession's target market is millennials and generation z which are young adults, and adults ages 12-25. Through conductive research and surveys, we have found trends in social media platforms such as Instagram, Snapchat, and Twitter. We reach out to our target market through social media marketing.



MAKE YOUR LIFE A LITTLE
SWEETER BY FOLLOWING US
ON SOCIAL MEDIA!



Instagram: [_sweetobsession_](#)



Twitter: [EmhsSweet](#)

Sweet Obsession 555 Ridge Rd Elmont, NY 11003