

SUITE 81 JEWELS ON THE RISE

Volume I/ Issue II January 2019



**Suite 81 Jewels
Our Mission
To provide our
customers with
re-purposed &
unique upcycled
pieces of jewelry
which are luxurious,
stylish, high quality,
and yet affordable.
Our goal is to make
our jewelry a need
and not a want**

Trade Show and Sales

Sales and order are moving and booming! After a long three day and two night trip to Bakersfield, California convention center, Suite 81 Jewels employees and sales department reps worked hard at drawing customers to our products. The jewelry catalog drew the attention of many prospective buyers and our sales representatives were able to make some incredible sales. Although satisfactory sales were made, the finish line is still long from us! In order to boost our sales even more, Human Resources plans to make revisions to the employee manual to highlight proper sales etiquette. With these revisions, Suite 81 will make sure that all incoming employees are able to promote our beautiful and innovative products.

Industry Trends

The costume jewelry market by product type includes necklaces & chains, earrings, rings, cufflinks & studs, and bracelets. Allied Market Research, forecast for 2014-2022 states, "Costume Jewelry Market size in 2015 was valued at \$25,554 million growing at CAGR of 6.9% to reach \$40,631 million by 2022."

Suite 81 Jewels, jewelry market has witness increased adoption owing to factors such as increasing prices of gold, silver & other precious gems jewelry, increasing demand for men costume jewelry and availability of wide variety of designs in costume jewelry." These factors were a part of our decision to focus on a wide variety of men's jewelry and to specifically market rings for the VE wedding market.

Valentines Collection

Valentine's Day is just around the corner! Make sure you browse all of Suite 81's new styles and maybe even purchase some for yourself and a special loved one. With the addition of these new styles, employee recommendations to friends or family about purchasing these products are extremely appreciated. These new designs are being ordered now and are in current high-demand, so be on the lookout for some major sales pending for our sales department and keep a lookout for said styles on all our social media's.





EMPLOYEE OF THE MONTH

This month's employee of the month goes to:

Ivan Rodriguez

HR would like to personally congratulate Ivan for both his hard work in the office and his contributions Bakersfield Trade Show! Ivan showed incredible workmanship to many of our employees. Ivan uses all the proper employee qualities that Suite 81 Jewels expects from every employee. Once again, Congratulations Ivan! Keep up the amazing work.



WHAT ARE EMPLOYEES ARE DOING

Our employees in the office are constantly at work; regardless of other classes or sports trying to get in the way. Walk into their work spaces and you'll feel their intent on finishing what needs to be done. From the media department working on a brand new logo to the financial team working money. I could go on and about what I've seen in Suite 81's offices. You will not be disappointed with the future entrepreneurs in action!

A WORD FROM OUR HR DEPARTMENT

In a company or other organization, the HR department is the department with responsibility for the recruiting, training, and welfare of the staff. In order to make sure that our responsibilities are in working in unison with our company's mission and goals, major additions to department is a necessity. More policies regarding etiquette will be enforced and payroll will be more highlighted as well. After these changes are made, HR promises to be more of an influence in the overall function of the company. Keep a lookout for such changes coming promptly.





COMPANY PROSPECTS

The first month of the New Year has flashed by, and left absolute no room for error! Suite 81 Jewels strives for absolute success to make 2019 the year of beautifully repurposed treasures. Administration has been hard at work these weeks prepping for the major presentations of our next trade shows. Sales and Marketing are on the right track and heading toward a barrel of success in relations to our numerical goals and consumer outreach. Media has been giving a constant flow of updates to all our companies' affiliates. These departments and all other sub departments are determined to show the amazing quality of our products to our consumers and Suite 81 Jewels couldn't congratulate them enough.



New Valentine's & St. Patrick's Collections



Media Blast

Calling all Suite 81 Jewels employees! It's time to take a couple seconds of your day and make sure you've followed all of Suite 81's social media accounts. These accounts include Instagram, Snapchat, Twitter, and Facebook. The sooner you are connected to these accounts, the sooner you can be updated with important and real-time announcements. Company events, marketing, and statements will be made through these accounts. Get clicking!

 Instagram @suite81j

 Twitter @Suite81j

 Facebook @Suite.Jewels

<https://www.s81jewels.weebly.com>