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MISSION STATEMENT

SuppLI is a Long Island-based subscription service, providing customers with a carefully arranged assortment of local goods and artisanal products all crafted by Long Islanders, along with a postcard full of activities meant to bring together tourists and community members. Whether you are on a vacation or staycation, our service will inspire our subscribers to enjoy a glimpse of all that Long Island has to offer.

VISION STATEMENT

Our vision is to leverage the reach of the internet to showcase the wonderful products and authentic culture of Long Island by subscription boxes that we deliver to the world.

WHERE ARE WE AS A COMPANY?

In December, SuppLI was in search of a way to give back to our community. We connected with Mercy Medical Center to have a toy drive for the children who were residing at the hospital during the holidays. With great success, we collected over 250 toys from our employees and staff



Furthermore, we are currently working on adding new products to provide consumers an array of products to choose from when we launch our new subscription line: “Create-a-box”. At last, this package will give consumers the opportunity to create their own SuppLI box with their own personal touch.

COMPANY GOALS

We plan to;

1. Continue donating charities and organizations
2. Complete the expansion of our new product line “Create-a-box”
3. Consistently add new business partners to SuppLI’s brand and subscriptions



CEO LETTER

Dear Employees,

As the company's CEOs we'd like to take a moment to thank you for your hardwork and dedication to SuppLI as well as your continued support for our community. We are looking forward to all of the amazing goals we will reach and accomplish not only in this year but the years to come. On that note we would also like to take time to congratulate and thank our employees for bringing countless amounts of rewards and medals back to SuppLI Headquarters from the tradeshow.

As 2019 approaches, it is inevitable that we reflect on our accomplishments of 2018. This years highlights consist of the annual Christmas Toy Drive as well as the Friendsgiving. We would like to commend you for your generosity in helping to give back to those who may be less fortunate in our community. Thank you for everything you have done to make the Toy Drive and Friendsgiving a success.

At SuppLI we are all about a sense of community among Long Islanders so we would also like to thank you for being able to shed a light on the smaller businesses and allowing to incorporate them with our business. Though the people who benefit from your shared time, efforts, treasure, and talent may never know your name, you can rest assured knowing your dedication will not go unnoticed.

We hope that 2018 was a fulfilling year for you. As we move into 2019 we are very excited to work alongside you.

With gratitude,

Franklyn Polonia Jr.
Justin Sproul
SuppLI 2018-2019

LONG ISLAND TRADE SHOW

On January 9th, 2019 SuppLI visited LIU Post for the Virtual Enterprise Trade Show. We had the opportunity to set up our personal booth and sell our subscription boxes to VE students and staff. Our booth attracted the most attention during the trade show due to our amazing display of products, backdrop, live music, and custom lightbox that illuminates our SuppLI logo.



Our employees did an outstanding job making sales in which we grossed over \$80000 in sales that day.

Our graphic design employee, Syri Pollard, obtained the most sales out of all our employees and showed great enthusiasm being a saleswoman for our company. While sales were being made the SuppLI business plan presentation team worked to full capacity to ensure our business plan presentation was phenomenal. Towards the end of the day, awards

were given to the leading firms that created the best examples in information for a company newsletter, employee handbook, company branding, impact marketing, booth design, and sales material. SuppLI won five gold awards and a silver award out of nine for our hard work and dedication.

We were thrilled to have such

AWARDS

Gold #1 Company Newsletter

Gold #1 Employee Handbook

Gold #1 Company Branding

Gold #1 Impact Marketing

Gold #1 Booth Design

Sliver #2 Sales Material



OUR TIMELINE

DECEMBER

Toy Drive for Mercy Hospital- In December, SuppLI collected store bought toys for two weeks until a representative from Mercy Hospital came to collect the toys. As a company we all loved the smiles we brought to the kids of Mercy Hospital that have to spend the holidays in a hospital.

JANUARY



LIU TRADE SHOW

READ MORE ON PAGE 4!

FEBUARY

We had a great performance at LIU Post but there is still a lot left to accomplish! With the next trade show in April there are many things we want to improve. We are in the middle of finding different ways to enhance our booth design. We are having all our employees work on there sales pitch as well. We are also doing fundraisers throughout the upcoming months.

DEPARTMENT LETTERS

OPERATIONS

“In Operations, we make sure everything runs smoothly and efficiently. We contact businesses on Long Island to make potential partnerships and to gather information about the products made on Long Island. We also contact other Virtual Enterprise companies to see if they would like buy our products or make potential partnerships. We research various activities every month taking place on Long Island as well as continuing to look for new products made on Long Island to keep the subscription box fresh and new”.

Michael Paray (employee)

TECH & DESIGN

“In the tech and design department our main focus and objective is to create and utilize a fast working innovative website that is easy accessible to all people. We create appealing designs to one's eye but also at the same time we make sure it's not complex to access our amazing products we have to offer. In order to design our banners, posters, the website and such, we also receive help from our graphic design department, who uses Mac computers and their personal skills to utilize photoshop. In addition , our design department manager has been involved with developing strategic organizational policies and creating new box designs like our SuppLI Wine box, seasonal monthly boxes, and our apparel merchandise. Management has also been establishing new policies during weekly meetings so we can have certain design pictures or other projects our deadlines, which are typically at the end of the week. The manager also works with design directors and other staff to review client feedback in order to improve our products and finally provide suggestions on how to best relay this information to the design team”.

Quyanna Barnaby (Vice President of Tech and Design)

FINANCE

“From the business plan to logging in sales from our trade show in January, our finance department has been diligently at work. During December, we finalized our prices for our new and improved boxes, input a financial summary, financial statements We finalized the new salaries for employees, vice presidents, chiefs and the CEO's. Our main focus during these past two months was creating financial statement, the business plan and our success says it for itself. As we finish up our sales, we are excited to see how well we will do financially and hope to see an improvement for the rest of the year”.

Faye Clement (Chief of Finance)

MARKETING

“Here at SuppLI, we are always looking for ways to help us grow and improve our company. Our marketing department continuously works to promote our brand with our innovative booth design to attract new customers. Our graphic design team helps us to create coupons, promotional offers, new box designs aswell as enhancing our company logo. By doing so we were able to achieve several gold medals at the Virtual Enterprise Trade Show. In addition to this, we created a new box called, “ SuppLI Taste of Wine”. It will include an assortment of the vintage wines and crafts from our local wineries. In the future, we will continue to strive as a company”.

Racquel Grannum (Vice President of Marketing)

HUMAN RESOURCES

“In the Human Resources Department our focal point is to insure that all employees are in a pleasant work environment. We want all employees to feel safe at all times. We are responsible for recruiting, screening, interviewing, and placing employees. We also plan, direct, and coordinate the administrative functions of SuppLI. Our daily responsibilities are taking attendance and maintaining an organized workplace. At SuppLI we value our employees because without them we wouldn't be a successful company. As a way to thank our employees for the great work that they produce we organize faculty parties and we help nominate employees for Employee of the Month. Recently, in the HR department we worked on SuppLI's employee handbook and the company newsletter. After taking home 1st place for the company newsletter back in January at the trade show, we wanted to ensure that the next newsletter would be even better”.

Lia Sookdeo (Chief of Human Resources)

FAQ

Why did you choose Long Island to base your business around?

Answer: Long Island is the hometown for many of our employees and LI provides many unique, and underrated products that need to be showcased to the world.

Where do you source your products from?

Answer: Our products come from many amazing companies which are made all around Long Island. Taste of New York is one of our biggest vendors.

Can I shop with SuppLI even if I don't subscribe?

Answer: Yes, you can purchase our 1 month subscription. From there you can choose if you want to subscribe for a longer time period.

What's the difference between the deluxe and starter box?

Answer: The difference between the deluxe and starter boxes is that the SuppLI Deluxe box is for the individual who desire a more enriched experience. This box includes nine to ten products.

EMPLOYEE EXPERIENCE

“As a Senior in high school taking Virtual Enterprise, has truly impacted me in my life. It has strengthened my skills in time management, organization, preparation and communication. These methods that I've learned will be skills I will need in my future to further help me reach my goals”.

Kristal Michel (Brand Manager)



FEATURED COMPANY: TERRA NUT



The young entrepreneur and CEO of Terra Nut, Samantha Bifulco, visited our company and spoke to us about how she started the concept of her own business at the age of 16 at West Babylon High School. During this meeting, she gave us feedback about how the business world functions including the positives and negatives of running a company. Moreover, she allowed us to sample all the different Terra Nut flavors available and explained the process of how she makes her bite-sized super snacks in seconds.

PHILATHROPY

As SuppLI grows as a company we do not want to lose sight of the improvement of our home and community. Therefore, we reach out to charities on Long Island because above everything we value the people of Long Island who gave light and reason for the creation of SuppLI. Every month, we send donations to a charity, then for next month we switch to another charity to create cycle between the organizations we support. At the moment, we have supported the following charities: Long Island Crisis Center, Mercy Hospital Toy Drive, and Hope for the Youth. Finally, for the respective month we supported each charity, we donated \$2 for every subscription box sold which, on average, totals to about 5% of our profits.

STUDENT OF THE MONTH

DECEMBER



Quayanna Barnaby

JANUARY



Deborah Ariston

SOCIAL MEDIA



Suppli_vei



SuppliVEI



SuppLI VEI



SuppLI VEI

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