



## What is InfoCore?

InfoCore. is the online newsletter of Core Inc., a virtual car leasing company located in Elmhurst, Illinois. This newsletter, and the issues that will follow, consist of updates, stories, employee interviews, car reviews, and much more. Enjoy!

## What Does This Issue Include?

In this months issue, sections include topics like our companies success at our recent Southern Trade Show, our most popular selling car, an interview from our spectacular employee of the month Shayne Casini, and other recent news.



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### Special Points of Interest

- View our Tennessee Trade Show section, to learn all about the hard work Core employees put in to be a successful company.



## Tennessee Trade Show

This past month, several employees from Core Inc. took a trip down to the Southern Region Trade Show in Tennessee. They got the opportunity to compete in different competitions such as, branding, impact marketing, and sales.

Core Inc. left on a Sunday morning and took a 12 hour RV trip, where they were able to practice, discuss, and have company meetings. They used this time for bonding and perfecting their business competitions.

On the day of the trade show, our employees got the chance to showcase their talents and salesmanship.

In the end, Core Inc. came home with a 3rd place trophy for impact marketing, top 10 in branding, and a final sales number of \$754,804.44 which was the highest ever for Core Inc.

After all, our company had a wonderful time getting to build relationships with each other and other firms. It was an experience of a lifetime that provided a new door for our company to grow and succeed.

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*“At first it was nerve racking, but as I started to talk and sell to others, it was an unforgettable experience.” -Demarion Williams*

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### Inside Story Headline

Read about Core’s employee of the month and the achievements and hard work she put in to bring Core Inc. to the top. You will learn how Core Inc. chooses their employee of the month and also the employee’s own accomplishments.

## Employee of The Month

In the past month of November, Core Inc. recently named an employee of the month. The chiefs of our firm met and discussed the qualities and successes of our workers to decide on this month’s winner. As we each gave our two cents, we all agreed the winner should be a hard, dedicated, and over the top worker. We came upon an agreement that our November employee of the month would be Shayne Casini, VP of marketing. She spent countless hours outside of work planning, perfecting, and achieving all tasks given to her. Shayne led the marketing department to 3rd place in the marketing competition as well as created our VE firms booth for the trade show. Although not all of the work was only done by her, she demonstrated dedication, many outside hours of work, and provided a path for the rest of the company to succeed.

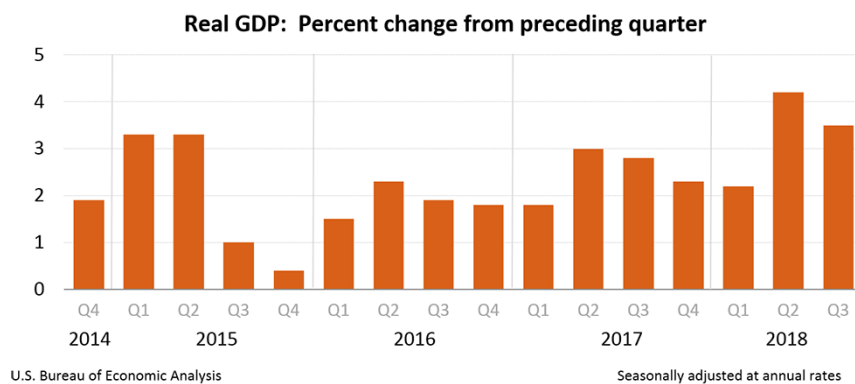


## Current Economy

Currently the economy of the U.S. is thriving as unemployment numbers and GDP are at an all time best. As GDP continues to go up with a steady 3.5% increase, the unemployment rate hold still at 3.7%. With more people currently working and earning an income, sales increase and more products are able to be manufactured. If the current unemployment rate stays steady, the US GDP should continue to increase which is a positive sign for companies.

<http://www.ncsl.org/research/labor-and-employment/national-employment-monthly-update.aspx>

<https://www.bea.gov/news/glance>



## Sales Increase in November

Recently Core Inc. took on a new view for their company by focusing on teen driving safety. Since the start of this year, Core's sales have spiked from past years. In the month of November, Core traveled to Tennessee for the Southern Region Trade Show. At the moment, Core's sales are through the roof compared to last year. Our current sales are \$1,063,597.69, this number compared to last year blows away our expectations. Last November, Core Inc. had a recorded sale amount of \$600,755.55, this shows an increase of more than \$400,000. This recent success shows our company is growing and increasing it's relationships with more customers. All of this is positive news for the future of Core Inc.

### Inside Story Headline

Read about Core Inc. and their recent success in the sales industry. In these stories you will hear about Core's past sales and most recent sales, as well as the current economy, this will show you that Core is an up and coming business in the transportation field. Core Inc. is looking to take over the transportation industry and a top competitor to others.



### Inside Story Headline

Recently, Core Inc. has sold a high amount of products over the past few months. In this story, read about the highest selling car and the promotion Core put on to get the amount of sales we have received. Not only is Core Inc. thriving in sales, but they're doing it in an efficient way.

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## Popular Car of The Month

As Core Inc. decided to change their line of cars this coming year, they have not slowed down in sales. As mentioned recently, Core has a total sale of 1.2 million dollars. A big chunk of these sales came from the past trade show in Tennessee, where our company offered drawstring bags and sunglasses with certain purchases. With this promo-

tion, Core drew in many customers for a whopping amount of sales in the month of November. The most popular car of the month was our Rezvani Tank. This product included a bag and a pair of sunglasses together which attracted many new customers. This car earned the car of the November with its high safety and luxury benefits.