

MEET OUR LEADERS

PEEL ØFF



Christopher Barajas
Chief Financial Officer



Namara Rwakatare
Chief Executive Officer



Jasmine Jeon
Director of Marketing



Minhaj Gumma
Sales Manager



Eunice Cabaluna
Director of Sales

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QUARTERLY NEWSLETTER

Issue Two Volume One

About Peel Off

Peel Off is located in La Palma, CA. We are a private company of 16 individuals. Our company has designed a biodegradable corn husk patch with an absorbent stain removing agent consisting of natural ingredients. The patch has been meticulously designed to remove stains from every material, texture as well as design! Our products' efficiency is marked by its ability to remove stains in fifteen to thirty minutes, leaving clothes renewed without the requirement of additional washing. The patch is be available in three basic sizes; however, different sizes will be available upon request through the Peel Off website. The patches is be offered in a variety of colors, and customers will also have the option of customizing their patch design, thus enhancing the stain removing experience.

Our Objective

We aim to spread awareness of biodegradable stain removal products that are useful for business professionals on the go; much easier than using a pen or doing laundry to get rid of stains. Overall, it reinforces the idea of convenience.



CONTACT US

Follow us on:

Instagram @peeloffco

Twitter @peeloffco

Check us out!

peeloff.weebly.com

Phone Number:

(714) 714-220-4101

OCTOBER '18

Employee of the Month October



Ryan Kuratani
Branch Banker

For the month of October, five members of the Peel Off company went to the Fountain Valley mini trade fair to showcase their product for the first time. Namara Rwakatare, the CEO of Peel Off, made her elevator pitch in front of an audience, making the first introduction for our new company. The elevator pitch ended in a success, and throughout the rest of the trade fair, all members were able to set up their booth and make their first sales to students who also attended the trade fair. At the end of the trade fair, the piles of invoices revealed that the company's first trade fair was a success, and the numerous students who came to observe our product gave our members an opportunity to learn salesmanship techniques and develop new ideas for future trade fairs. In this way, the new experience gave insight and feedback to our company, which will be used to help the company do better in the San Diego trade fair in November.

Halloween Costume Competition

In spirit of the spooky holiday, Peel Off hosted a friendly costume competition for the members of the company. Some members were more invested in this holiday than others and came in extravagant outfits. In particular, there were members from our Accounting team who dressed up as characters, such as a Greaser, a sports coach, a dinosaur, and Frida Kahlo. Our web designer, Devin Engle, who dressed as a dinosaur, won the competition by a majority. This small event allowed the employees of Peel Off to bond over the excitement of friendly competition.

NOVEMBER NEWS

Nov. 30th, 2018



SAN DIEGO TRADE FAIR

On November 30th, 11 members of the Peel Off company took part in the Virtual Enterprise Trade Fair in San Diego. The event allowed Peel Off to showcase their company, a virtual stain-removing company that helps individuals on the go remove their stains with only a patch. The VE students set up their booth and interacted with numerous students and teachers interested in their innovative product. During the network between different companies, Peel Off also competed in the Elevator Pitch and Impact Marketing, which were judged at the spot. The company was able to place in 5 of the 9 competitions that day, and even placed 3rd in the Elevator Pitch. Not only has placing a rank in the competition been a wonderful experience for the members, participating in the San Diego event overall has given a huge insight to the participants and has also given the opportunity to learn and improve on their company. After their first official trade fair, Peel Off is ready to tackle their next competition in Bakersfield, where they will be exposed to another world of entrepreneurship.



EMPLOYEE OF THE MONTH NOVEMBER



Minhaj Gumma
Franchise Manager

COMPETITION PLACING

GOLD:

Elevator Pitch,
Video Commercial

SILVER:

Website,
Impact Marketing

BRONZE:

Radio Commercial



3rd Place for Elevator Pitch
CONGRATULATIONS to
Namara Rwatakare

DECEMBER NEWS



Porto's flyer advertisement.



PEEL OFF PROMOTION

The perfect last minute gift for that special some one in your life!

Porto's Fundraiser

On December 20, our company held a Porto's fundraiser after school to fund our future tradeshow expenses. We sold potato balls and cheese rolls for \$2 each. To prep for this day, our company distributed flyers all over the school campus in order to catch the eyes of the students. We also made morning announcements on the days leading up to the event. Many students and staffs came out to support us.

Winter Holiday Grams Promotion

On December 14, 17-18, Peel Off sold holiday grams during lunch at the cost of \$2. Our gram consisted of a candy cane and hot chocolate packet packaged inside a festive paper cup with a holiday tag in which the student can make out the gram to. The VE students volunteered their lunch time to make the sales and to assemble the grams themselves. They promoted this on the company's social media accounts, Twitter and Instagram. On stage, two students sat behind a table and encouraged students to come up and support us. The company was able to make a profit of \$64.

Company Bonding

On December 22, Peel Off held a celebration for the students with a potluck. Everyone sat around and held conversations with students from departments they did not normally work with. Being a diverse company, we had people bring in and share their culture's traditional foods, such as dumplings, rice balls, fried rice, and spam musubi.

Bakersfield Preparation

Coming back from the San Diego tradefair, Peel Off saw areas for revision and improvement, so throughout the duration of the month of December, our students focused on things they could work on to improve Peel Off's presentation at the next tradefair. Such things included the Marketing Plan, our sales pitch and salesmanship, and business plan.