

# Newsletter



## Secure the bag

# About Us



**Shopping for clothes can be exhausting, spending hours in a store looking through hundreds of different styles. Our company, Cop & Drop, is a same day clothing delivery service for all those trying to save precious time during their next apparel purchases.**

**Our app and website connect you to numerous clothing store's websites, varying from average shoe stores like Vans, to high-end designer stores such as Tommy Hilfiger and Louis Vuitton. Once done shopping, our enthusiastic drivers will deliver your clothing to your doorstep before you know it. Our affordable flat rate fee and convenient easy to use the app makes Cop & drop the perfect opportunity for you to save time for all your future clothing purchases.**



# Meet the Crew



## Business Academy 2019

# Marketing



**Marketing department works on advertising our business and promoting it. They target the market by providing information on how we are different from other companies, they give a reason for customer to choose us. Our same day delivery is what catches the customer's eye and motivates them to choose Cop & Drop.**

# Human Resources



**The human resources department handles personnel of the business or organizations, especially when regarded as significant asset. The department handles the hiring of employees as well as administration and training of personnel. They are responsible for recruiting, interviewing, and hiring new staff.**



# Sales



**The sales department makes sure that everyone in the business knows about the service and more importantly how to sell it, meaning they make sure everyone knows the sales pitch.**

# C.E.O



**CEOs are in charge of managing the business. They also set an example for everyone else and their leaders. They make sure everything is getting done on time.**

# C.F.O



**The Chief Financial is in charge of paying the employees, and work with the Fundraiser department to organize the money raised doing fundraisers.**

# C.O.O



**A Chief Operations Officer overlooks the different departments and ensures effectiveness and productivity.**



# Web Designer



**The web designer department handle the making of the company website working on making it a fully functionable and user friendly site. The also make sure to update it with any recent news about the company.**

# Fundraiser



**Fundraiser department organize activities to raise funds or otherwise solicit and gather monetary donations or other gifts for an organization. They contact multiple fundraising companies and also restaurants to plan a fundraiser to gather money needed for the company's expenses.**

# Digital Media



**Digital media is responsible for creating and managing digital-related projects for their organization. They are responsible for making the company's commercial and they also take care of running the company's social media keeping the customers informed of any updates or promotions happening.**



# Fountain Valley Practice Tradeshow



**It was a great experience and a huge stepping stone for our business. We were able to learn a lot from other schools and able to see that we excelled in salesmanship but needed to make sure everyone knew the information of the business. It gave us an insight of what real Trade Shows will be like.**



# San Diego Tradeshow



## BOOTH



**The San Diego was our first actual competition as a class. There were 48 schools competing and out of those schools we got Top 15 for the website, 2nd place for the booth, and top 10 for Salesmanship. All of our hard work in class finally payed off.**



# Bakersfield Tradeshow



**Bakersfield has recently been our biggest trade show of the year. There was about 80 school that we competed against and we managed to win some awards. We were awarded Bronze for the newsletter which the marketing department came together to achieve that. We also were awarded Silver for the companies salesmanship, without the help of the whole company we could not have gotten this. Lastly, we came in first in the State Business Challenge.**

**Come and learn more about the  
company at the Los  
Angeles Tradeshow on February 19**

