

Snap Shack

Newsletter 2018 - 2019



FROM PHOTOS TO MEMORIES

OUR MISSION IS TO TURN PHOTO'S
INTO MEMORIES WITH OUR PHOTO
BOOTH'S AND PACKAGES.

VIRTUAL ENTERPRISES ONLY PHOTO
BOOTH RENTAL COMPANY

"Let the Moment Live On" - Snap Shack

About

We are a mobile photo booth company that offers a wide variety of packages, which you can choose from for any event, get together, or party. These different packages include themes for all occasions. At Snap Shack the packages we are currently offering are Classic, Roaring 20's, 80's, and Tropical. These packages include different services we offer, such as a slide show of the photos being taken, customizable backgrounds, and different levels of branding. We are fully mobile company, and our well-trained staff will set up our photo booths and we cater to our clients every need during their event.

Through all the packages we offer we will liven up any event and make it a lasting memory, as our slogan says, "Let the moment Live on - Snap Shack".



 PARTY PLANNERS-LA.COM

Contact Information

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Facebook: SnapShackVE

OPEN FOR BUSINESS

We opened in October of 2018 with 150,000-dollar investment from our three angel investors, Town and Country Market, Gourmet Bagel Deli, and Echo Landscaping. Additionally, we received 20,000 dollars in seed money from virtual enterprise international. With the economic conditions as they are now in goldilocks condition, we believe that the economy is primed for starting a new business.

We started with our four original packages, classical, tropical, roaring twenties, and 80's package. With no competition in the Virtual Enterprise Portal we have a unique opportunity to expand and grow as the demand for our company is strong. We hope in the coming months to expand the packages that we offer.

Organization of our company is very similar to most startups, we strive to have a very open and welcoming environment. We do not have cubicles and separated workspaces, as we believe this to be harmful to the work environment and ease of communication we strive for. We simply have long tables with computers for each of our departments, and no dividers so different departments can easily communicate, and our CEO can watch over our fifteen employees to ensure they are working efficiently.

Additionally, we strive to have our employees feel welcomed and valued in the workspace, to achieve this we name an employee of the month and we take any suggestions, relating to company expansion or problems they see with our business, very seriously.

Sincerely,
Martien Schoonen, CEO

Department Heads



Martien Schoonen, CEO



Mathew Noto, CAO



Nick Klouda, VP of Sales and Marketing



Danny Rothaar, CIO



Will Russel, Director of Human Resources



Tyler Gonzales, CFO

Workplace



Our Human Resources first task was to create our employee manual, which outlined the rules for our companies' employees in the workplace. To make sure that all our employees have read and understood what is inside the manual they were required to sign their copy of the manual. The manual lays out the rules that each employee must follow during work hours, they deal with many issues; theft, intoxication, bullying, sexual harassment and others. In the manual the human resource department has laid out reasons for termination, reasons for disciplinary actions and compensation as well as rewards such as Employee of the Month.

With such documents being released from the human resource department as well as presentations given by our Director of Human Resources, we have fostered an excellent environment for a workplace. We strive for all our employees to feel welcomed and valued in when they walk through our doors. The size of company is currently small which allows for extreme ease of communication additionally we have decided against cubical style of office space; we have each of our departments at long tables with desktop computers for each of our employees. This creates a sense of team not individualism allowing everyone to bounce ideas off each other and contribute as a team or whole.

Employee of the Month

To be an Employee of the month at Snap Shack is an honor as it shows to their fellow peers that they are an example of what the higher ups want all the employees to be like. At the end of each month the human Resource Director and the department heads meet and decide on who they believe has been hardworking, on task and a leader in the past month for the company and then they are announced to the company and receive their certificate.



In the month of October, our first Employee of the Month was Nick Klouda, Vice President of Marketing and Sales. Nick was awarded this honor because of his work ethic and leadership in the sales department during the month of October.



In the month of November and December, our Employee of the month went to Anthony Rastelli. Anthony was awarded employee of the month twice in a row for his outstanding sales ability and record bring in hundreds of thousands of dollars for our company.

FUTURE

After our very successful Trade Show and placing in the Top 50 Virtual Enterprise Company we are looking to the future and how to improve our company. Along with the reaching the goals we have set up for our company in the past, we are now trying to expand our company for growth in the future. We have recently posted our spring seasonal packages including themes such as Valentine's Day, St. Patrick's Day, Easter and lastly 4th of July. In addition to updating our seasonal packages, we have added a carnival package which includes cotton candy and popcorn machines along with our photo booth and carnival themed props. This a different direction for our company as none of our other packages include food, so we had to purchase the popcorn and cotton candy machines. However, we believe that this package will bring new customers and will be very profitable in the future.



Carnival Package, popcorn and cotton candy machine and cart included as well as carnival props



Updated seasonal packages Valentine's Day, St Patrick's Day, Easter and Fourth of July



Trade Show

We had a very successful trade show experience as a first-year company we won two awards which is unheard of. We placed gold on our booth design and silver on sales material. With our partnership with LI Party Booths we were able to bring a photo booth to the trade show and sell an actual experience and memory that our customers were able to have in seconds. At the trade show we made over 100,000 dollars in sales, our most commonly sold item was our tropical package that cost 5,000 dollars.

AWARDS:



We won gold for booth design because we had an actual photo booth, through our partnership with LI party booths.



We also entered in two competitions prior to the trade show, we received honorable mention in the national branding competition, and silver in the sales material.

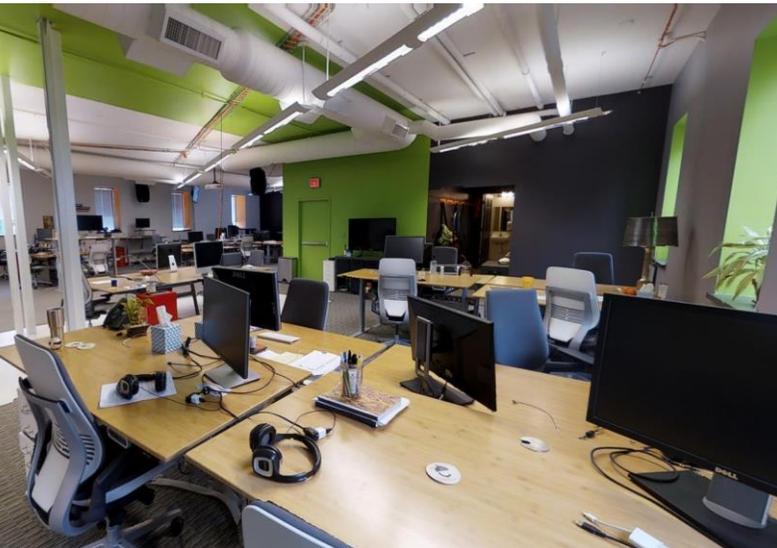


Nationally we placed in the top 50 Companies in VE this year.



New Location

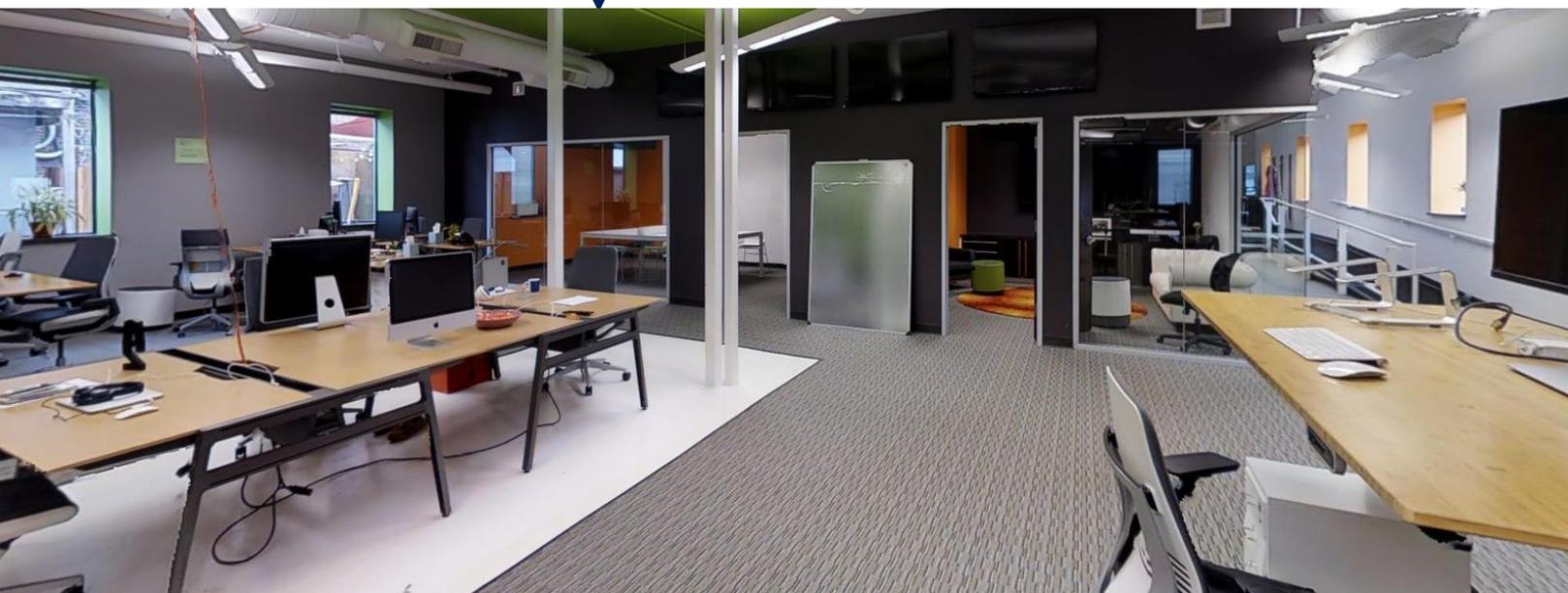
Communal Spaces



With the successful year we have had so far and the surplus of money that we currently have we have decided to branch out, so we have decided to start a remote location. We have researched multiple locations we are currently leaning towards Austin Texas, because there is a large population of millennials with a large amount of income compared to other cities. We have found a few office spaces that have ample space for our employees and that can handle the growth of our company in that area. We have strived to be a very open company to create ease of communication and create a positive environment in our workplace, or new location exemplifies this; we have designed the workplace to have many areas for employees to gather and work together. Instead of cubicles we have large tables for each department, and each employee has a desktop computer, but they are encouraged to bring in their personal laptops so they can move around and work with others in communal areas.

Open Concept

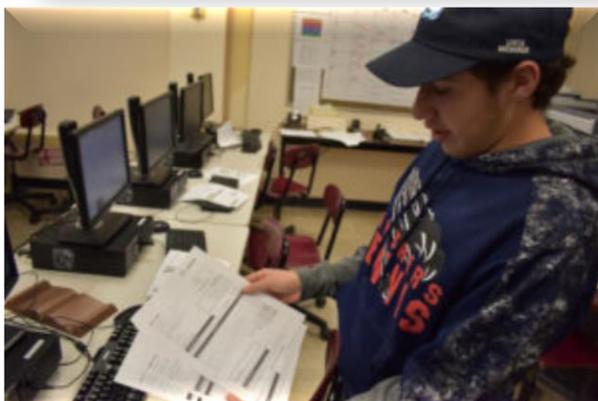
612 Brazos Street Austin Texas



Snap Shack in the News

The times beacon record is a well-known community newspaper and they were interested in learning about what our class and company was doing. We offered them to come into our class and observe us in person they jumped at this opportunity. This was great because it informed our community what we're doing, and our angel investors were excited when they saw our company on the front paper of our local newspaper.

Thanks to Mr. Barr for taking time out of his day to visit us and include our mission and practices with our community.



Miller Place students learning how to run a business firsthand

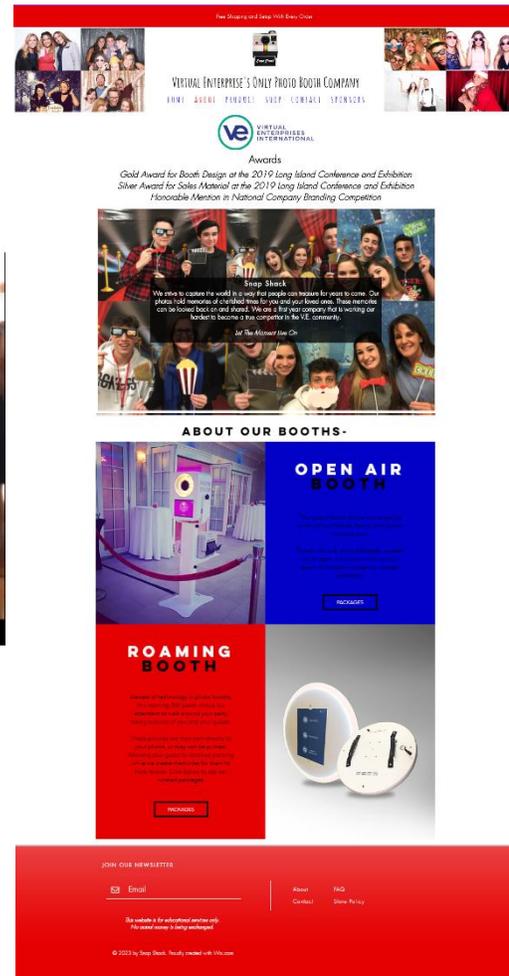
Business | Community | Education | Village Beacon Record | by Kyle Barr - November 23, 2018 | 0 | 516



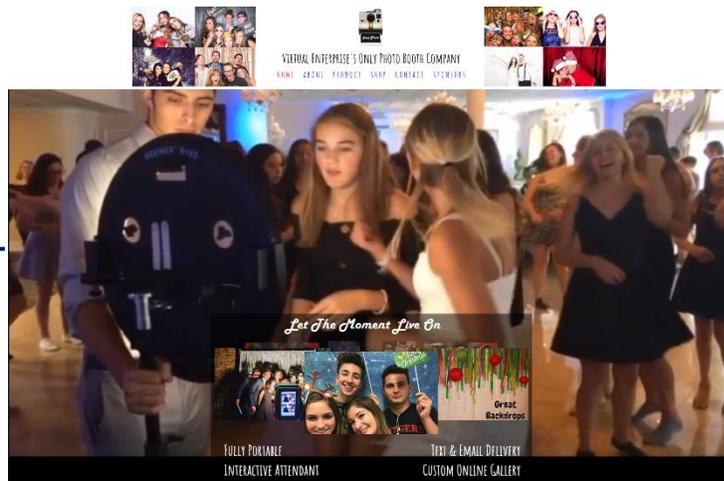
Students in Thomas Fank's Virtual Enterprise class at Miller Place High School work on their virtual business. Photo by Kyle Barr

Website

On our about page you can find out information about our company and virtual enterprise.



Our home page has a lot of features we have our promotion video, pictures of our staff using our packages and on the top banner customers can change to our other pages.



On our shop page you can purchase directly through the virtual enterprise portal, since we have set up the buy buttons



Our CIO and design department constantly are working to update and keep our website looking interesting and fresh. Currently our CIO is trying to animate our logo to make our website to look even better as well as to add to the end of our Promotional video.