

# APEX Entertainment

## Corporate Newsletter

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### TRADE SHOW RECAP

In November, five Apex employees traveled to Pigeon Forge, Tennessee to promote our company, sell our band tickets and merchandise, and network with other companies across the U.S. At this Midwest Trade Show, our team members sold 24.5 thousand dollars worth of products, with Emily Poland making 10,000 dollars of the sales. Emily thought our greatest success was being able to make a lot of connections with other firms. That being said, gaining most of the sales, the VIP package was a hit with customers at the Trade Show. The VIP package was our most expensive package being 175 dollars, which reflected higher earnings for the company because it was the most popular. Overall, there was a lot of people interested in our band and products, so our experience at the Midwest Trade Show was a success. The trip also brought our company closer together and we had many opportunities for team bonding, as well as professionally preparing for the trade show. Below, are some highlights of the Tennessee trip.



### NEW SOCIAL MEDIA

Apex has had an established Twitter for a few years, but as of this year, the company has come out with both a Snapchat and Instagram. The company has done this in an effort to keep up with the rising popularity of communication through social media, especially because our target market is teenagers and most teenagers have and use these forms of social media. A plus side to the wider spread use of social media is that it is a quick and easy way to reach out to a larger audience. We plan to use our social media platforms to update our followers with new product releases and our employees' achievements. We already have a large following and hope to continue to grow throughout the year as a company.

## MEET OUR CEO

Aidan Murphy is the CEO of Apex Entertainment, and this is not his first role as a boss. Aidan owns his own property maintenance and landscape company, which he started in 2016. He grew this company from using what he had in his garage and moved on to having his own pickup truck, commercial lawn mowers, and lots of other equipment as his work progressed. His favorite part of the company is his ability to make connections with his customers and is super passionate about the leadership skills he has learned from this company. He hopes to bring these skills into Apex and make it a super fun environment where people can collaborate and make connections with each other.



## Our Product

Apex Entertainment is a VEI firm that manages a hip hop trio, Skeddy and the Meatballs. The group offers a fresh and fun outlet for teens to purchase cool merchandise, and enjoy new music and live entertainment. We chose to have a hip hop group because a survey done by HR/ Administration showed that hip hop was the most popular music genre enjoyed by our peers. Additionally, according to Business Insider, Post Malone was the most popular artist of the year, who has a large following for his hip-hop/rap songs. Skeddy and the Meatballs' goal is to emulate the hip hop artist with their own songs, in hopes of capturing and engaging the audience of fellow VEI firms. To hear what Skeddy and the Meatballs is all about, other firms have the ability to purchase concert tickets as well as an assortment of VIP packages. Concerts are located at various small venues across the United States, making the group accessible to everyone. Finally, exclusive Skeddy and the Meatballs merchandise is available to firms to show off their support for the hip hop trio. Apex Entertainment wishes to provide a product and service that is unmatched in quality and experience, while taking on the VEI corporation with a fresh, new outlook.



## Important Dates

- Dec. 3rd: Neuqua VEI Donut Fundraiser Kick-Off
- Dec. 5th: Support your CEO at Game On!
- Dec. 6th: Neuqua Business Plan Presentation Competition
- Dec. 19th: Office Holiday Party