

February 2017

THE VITAL VIEW

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VITALITY

Ensuring a healthy lifestyle

Mission Statement: Vitality strives to provide first-rate health care and superior fitness products to the communities it serves.

IN THIS ISSUE:

New Year, New Staff.....	1
Marketing: Taking care of Business...	2
Five-Year Insurance Plan.....	3
Design: A Brand New Look.....	4
The Road To New York.....	5
Special: Employee of the Month.....	6

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NEW YEAR, NEW STAFF

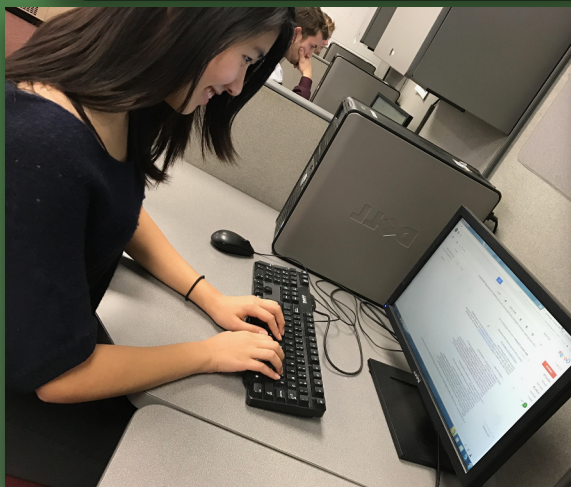
With the constant mission of providing first-rate health care and superior fitness products, Vitality is fully prepared to take on the new year with a new human capital. The company's transition into the new year has been filled with excitement as the company has gained seven new staff members. The company previously struggled with being understaffed. However, with excellent recruitment on part of the Vitality Human Resources department, the team added individuals that offer new skills the company needs to succeed. This will enable the company to achieve its goals in a timely and efficient manner. With new optimism and great leadership, Vitality looks forward to dominating 2017.



New Staff: (Left to right) Shelby Wilkinson, Anastassiya Perepechina, Sarah Elder, Roshini Saravanan, Haley Manalac, Dawson Houser, Julian Daniel (Not pictured)

MARKETING: TAKING CARE OF BUSINESS

The marketing team has been working relentlessly on increasing awareness of company promotions and sparking excitement about our top-notch insurance and high-tech fitness products. Each client has the opportunity to enter a raffle each month for the chance to win a \$50 Nike gift card. Every \$500 spent earns one entry into the raffle. However, if a client does not wish to participate in the raffle, they can complete a company survey as an alternative.



Tae Park, Insurance Agent

On top of promotions, marketing has also been signing contracts with companies seeking to provide dental, vision and group health insurance within their companies. Currently, Vitality has signed eleven contracts with other companies. However, marketing has been busy contacting more potential clients in the region informing them of the benefits of doing business with Vitality.



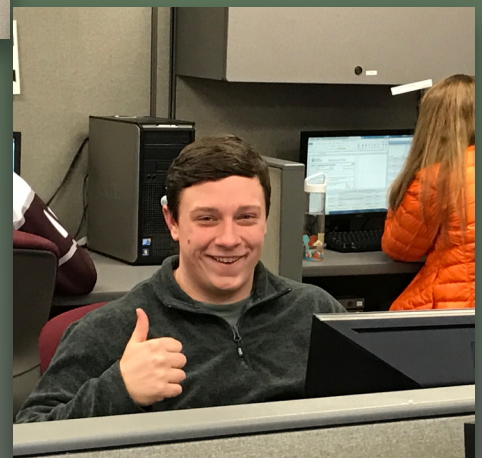
Noah Chu, CEO

The company strives to improve communication with customers so that more people will be given the opportunity to acquire the best insurance and fitness products. The marketing team essentially believes that increasing excitement about company promotions and better communication with clients will produce more business in the coming year.



Primary targets for the firm are in the Midwest and the North.

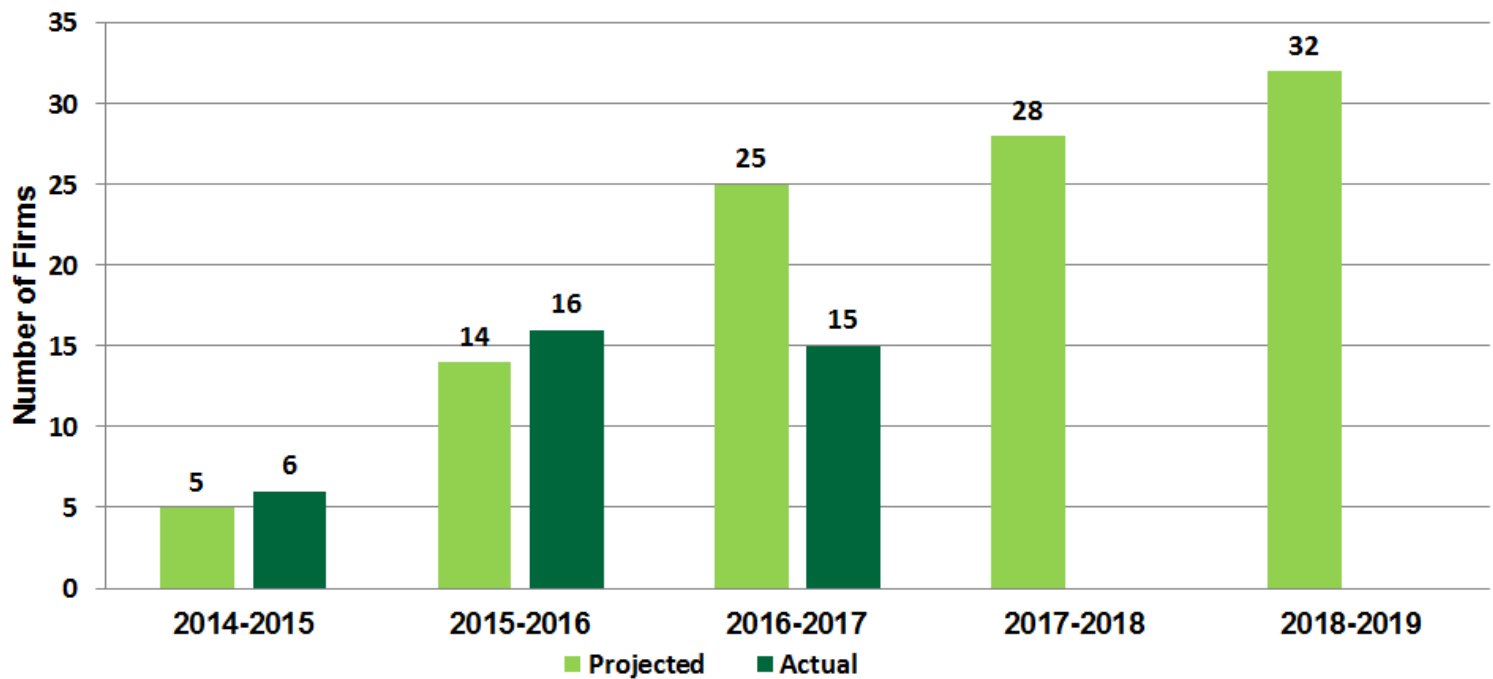
Marketing
Teamwork
Analytical
Creative



John Mier, Public Relations

FIVE-YEAR INSURANCE PLAN

Five-Year Plan
Company Insurance Clients



Vitality's five-year plan is an outline of the health insurance goals that the company works to meet. During its third year of operation, Vitality is projected to have 25 Midwest firms under a health insurance contract by the end of the year. The company currently has 15 Midwest firms. In the past, poor advertising and ineffective marketing has been a direct contributor to the lack of Midwest firms. However, the company is optimistic about the future. A few new ways to increase clientele are by purchasing products from different firms each week and making phone calls. Making purchases from new firms each week helps spread the word about Vitality and create possible partnerships. Calling other firms reduces the waiting time emails normally have, further speeding up the process of securing insurance deals. When reaching out to firms, Vitality employees stress the personal finance aspect of the Virtual Enterprise curriculum and how it is a requirement for all firms to have health insurance for their employees. The five-year plan projects a growth in Midwest firms in the coming year.

A BRAND NEW LOOK

Vitality's design team is currently putting its creative talents to good use. To start off the new year, the company decided it was time to redesign the website as they believe visual appeal is vital to company success. The team has been busy with lots of coding and creative decisions regarding the new design. A fresh design aims to visually appeal to customers so that more people are drawn to the business. While the old design proved to be "just enough" to draw customers in the past, the team believes that the new design will communicate the company mission more clearly and ultimately increase business.

VITALITY HOME PAGE



This is the current company website. The new design is still under progress, but will be done very soon. Visit the company website at: www.vitalityve.net

THE ROAD TO NEW YORK

On April 2, 2017, Vitality employees are headed to New York City for the Virtual Enterprises International Trade Show and Global Business Challenge. The company has been working to ensure that all Vitality employees will be able to attend. Employees have enjoyed brainstorming different fund raisers that will spark excitement about contribution. The company has been selling cookies-courtesy of design team's Jordan Ferguson-and planning a kickball tournament for Bearden High School students. Vitality has also partnered with Knoxville's Chipotle restaurants to raise funds for the trip. On February 22, 50% of the proceeds from the Cedar Bluff and Turkey Creek Chipotle locations will be donated to the company trip funds.



On top of fund raising, the company has been preparing for the trade show itself. This year, employees are prioritizing its trade show presentation. The company believes that presentation plays a key role in business sales. The design team has been working on business cards, creating an appealing booth design and planning the company wardrobe. They have also been busy working on product catalogs and promotions, making invoices and contacting potential trade show clients. With all of the hard work demonstrated throughout the preparation process, the Vitality staff anticipates a successful trip to New York.

EMPLOYEE OF THE MONTH:

ISABEL SOLDNER



Vitality's first Employee of the Month for the year 2017 is Logistics Consultant Isabel Soldner. Isabel is still getting acclimated into her new position but has revamped the company's organizational skills. Previously, she had been a key worker in the marketing department but lacked confident leadership. Isabel has done well recruiting new employees and can be given much credit for the newfound company optimism. Her leadership skills are blossoming as she continues to lead the company through consistent hard work and dedication. She has led the way in coordinating the trip to New York in April, cracked down on deadlines and assumed the responsibility of weekly productivity rubrics. Isabel has proven to be a major asset to the success of Vitality.

STAY TUNED

**DESIGNER:
ROSHINI
SARAVANAN**



**JOURNALIST:
SARAH ELDER**



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