

New Frontier's Weekly Digest

Innovative | Environmental | Convenient



VISION BROUGHT TO LIFE

In August of 2017, a group of 18 students transformed their vision into a virtual enterprise. Building upon the ideas of being environmentally friendly, bringing innovation, and providing convenience to all consumers, New Frontier created the ideal backpack that will power your journey with modernization that excites!



THIS WEEK'S TOP STORIES

BAKERSFIELD Trade SHOW



Samuel Rodriguez speaking to a judge

EXCEEDING PROJECTIONS

Our company participated in the second trade show of the fiscal year. While we projected to make \$86,070.55 from the event, we exceeded that amount. We sold a total of 388 units and generated \$91,372.83. This allowed us to cover all expenses for January and recover from a loss in November. With the success of the trade show, we aim to break even by April 2018, which is only 6 months after we started operations!

[READ MORE ON OUR WEBSITE](#)

THE Team

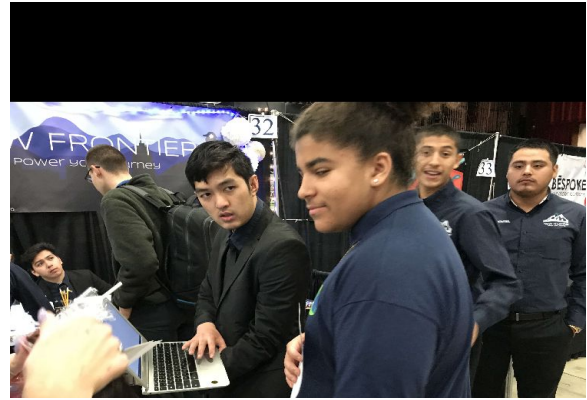


Company bonding at the University of California, Riverside

New Frontier's team is highly devoted to their work. From spending countless hours to restless nights, our team strives to work towards success. Headed by our chiefs, they ensure all work is completed efficiently. Through collaboration and teamwork, we accomplished our financial projections, marketing materials, and our business plan. We have high hopes and aspirations. Although our journey has ended in the Business Plan competition, our team will continue to perform to the best of their abilities.



Office Christmas Party!



Brandon Fong making a sale

Learning Experiences

By participating in the company, our employees gain valuable experiences. Last month in the San Diego Trade Show Exhibition, our employees developed their salesmanship skills. By interacting with other students, adults, and judges, our company not only gained experience in selling, but also received valuable information on how to improve.

One month later, our employees sharpened their skills in salesmanship. They grew more comfortable and confident with their ability to sell, and that is an achievement that our business takes pride in!

UPCOMING EVENTS

We are thrilled to perform in more events in the next 3 months. Future events include our additional trade shows and numerous competitions.

To conclude our year, we will travel to New York for our Youth Business Summit Event, where we will engage in leadership events and professional networking.

EMPLOYEE PROFILE

CODY GARCIA



Cody Garcia is the Compliance Officer at New Frontier. Through his efforts, he maintains order within the organization.

He accomplishes his task by organizing workshops for employees. In September, he took the lead in designing a workshop about professionalism in the workplace.

Additionally, Cody creates ways of motivating employees. Each month, he evaluates employees based on their professionalism, their etiquette, and their performance in the company. He commends outstanding performance through an "Employee of the Month Award." Through his position as the Compliance Officer, Cody maintains stability in the business by not only training employees, but also by finding ways to motivate them.

Cody's contributions extends beyond maintaining order. He is one of our best sales representatives. In the Bakersfield Trade Show, he attracted numerous customers and he managed to sell entire catalogs.

Cody plays a crucial role in the business, and his work is greatly appreciated.

EMPLOYEE PROFILE

CHRISTIAN ESCOBAR



Christian Escobar is the Chief Executive Assistant at New Frontier. He takes on the responsibility of providing support to all members of our team.

During the beginning of the year, Christian contacted the Boys and Girls Club of Palm Springs. Through this connection, he secured startup money for the firm and the Club agreed to invest \$50,000.

Christian, along with Cody Garcia, developed professional workshops. The first workshop revolved around professionalism and ethics in the workplace. In that workshop, employees learned the importance of business etiquette.

Christian also contributed to Human Resource Manual. He cooperated with Samuel Rodriguez to prepare for the HR Competition in Bakersfield.

His greatest contribution is his participation in the Business Plan Competition. There, he played a crucial role in placing Top 16 in the State.

Christian Escobar always volunteers to help employees, and every member of the team appreciates his devotion to his peers.

LIMITED TIME OFFER



New Frontier takes pride in producing its products out of 100% upcycled materials. This process means that we harness materials bound for waste, and convert them into a high quality product, ensuring environmental sustainability.

For a limited time only, you can get your hands on our Cultural Pack for \$99.99! That is 50% off of its original price! Equipped with charging capabilities and a unique design, this backpack is perfect for everyone. This offer is only available during our Los Angeles Trade Show on February 13, 2018.



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FUNDING our EXPERIENCES



December 2, 2017

Apart from making virtual money, the members of New Frontier engage in aggressive, real-world fundraisers. The money earned through these fundraisers are used to cover expenses of our business trips, such as transportation and hotel fees.

Additionally, the money raised during these events were used for other purposes such as our company's shirts, banner, and marketing materials.

Currently, our main goal is to raise money to send all 18 of our employees to New York in April 2018.

We're on track of achieving that goal! After finishing Top 16 in the State Business Plan Competition, our school district decided to increase funding for our employees. Their additional funds reduced the expenses for the New York Trip by 80%. Now, attending the Youth Summit Event in April is much more affordable!

We are all truly grateful for the educational opportunities ahead of us. With the additional funding, our employees can now afford to attend the biggest event of the year!