

**FEBRUARY 2018**

# YOUNG *everywear*

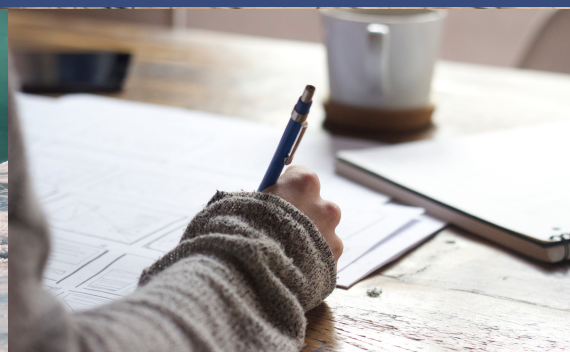
*Monthly Employee Newsletter*

**Vol 1 Issue 2**



## **25% off our Surfer Collection**

For the span of one week Young EveryWear is offering a promotion on our Surfer Style from January 22nd to January 29th!



## **Young EveryWear is preparing for our Business Plan Competition**

Our Business Plan team is working endless hours to ensure to bring home a win for our company on February 6th!



## **Make sure to check out our new website**

Stay connected through following our social media @YoungEveryWear and checking out our new website <https://youngeverywear.wixsite.com/youngeverywear>

## **Congratulations to our EMPLOYEE OF THE WEEK ALEX WELLMAN**

In recognition of your dedication, hard work and passion for the company of Young EveryWear.





*Our New Collection For*  
**VALENTINE'S DAY**

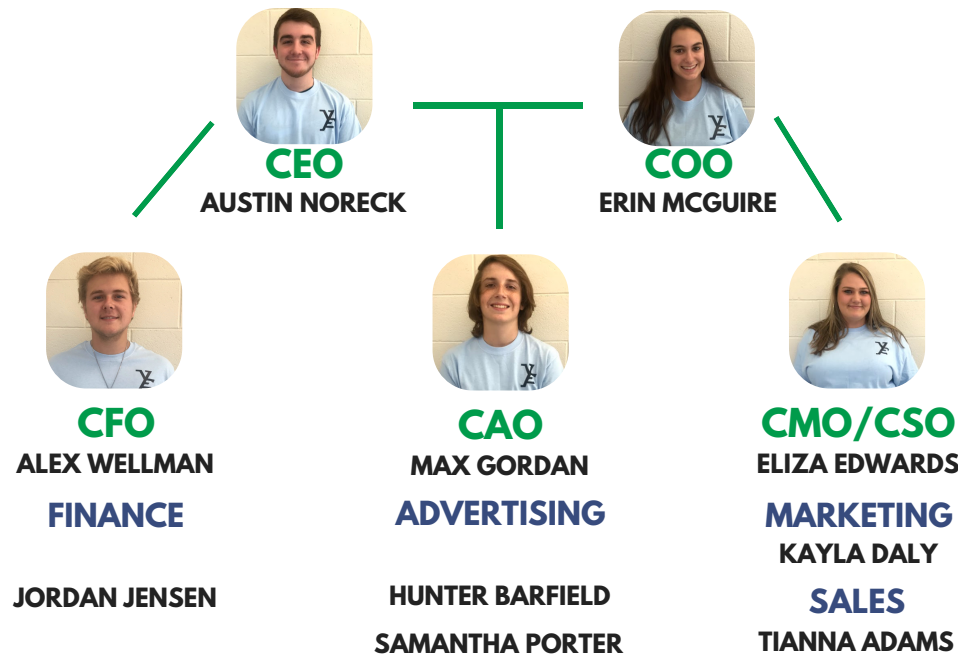
Coming Out February 1st

**SNEAK  
PEEK**



Young EveryWear's Marketing team has selected the best styles that appeal to our consumers for this Valentine's Day! Our Advertising team has designed each one and are now preparing them to be launched onto the website. **As of February 1st this new collection will be live for our consumers to enjoy!**





## OUR NEW SYSTEM

Young Everywear has recently experienced a down-sizing. For this reason we have been working around the clock to acquire a new organization system that can enhance our skilled team. We have decided to merge our marketing and sales team to be lead by one manager, Eliza Edwards. We feel very confident with this decision and know Edwards is fully equipped for this challenge.

## RECOGNITION TO OUR DEPARTMENTS

### ADVERTISING

Our Advertising team has been working productively on making a commercial for our national online competition. While also making improvements on the website to make sure it is competition ready.

### MARKETING

Our Marketing team has been studying market research to finalize our new styles while also determining which styles have not been selling. As well as, keeping our social media updated to attract our future consumer's attention.

### SALES

Our Sales team has been working on sending thank you emails to all of our customers. This allows us to get feedback from our past customers. They have also been connecting with future customers through phone calls and emails.

### FINANCE

Our Finance team has been working on updating our finances and preparing for our business plan competition.

*"SUCCESSFUL  
PEOPLE DO WHAT  
UNSUCCESSFUL  
PEOPLE ARE NOT  
WILLING TO DO.  
DON'T WISH IT  
WERE EASIER;  
WISH YOU WERE  
BETTER."*



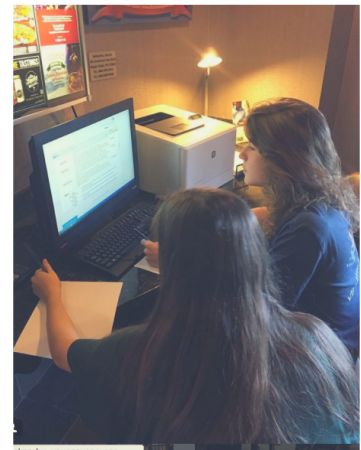


# This Month's Goals

- Work to reach our goal of breaking even
- Prepare for Business Plan and have a successful competition
- Submit all competition material that is above the guidelines
- Expand our company

## Business Plan

Our management team has been putting in resources to ensure that Business Plan is a success. They have practiced their presentation in front of business professionals and will do so again on February 1st. To our Business Plan team, Austin Noreck, Erin McGuire, Eliza Edwards, and Alex Wellman, we wish you all the best of luck!



## Our Mission

"At Young Everywear our mission is to strive to create an atmosphere that will promote creativity and allow a new level of diversity that can be experienced from all over the country."

*-CEO Austin Noreck*

## Upcoming Birthday

At Young Everywear we have one upcoming birthday for the month of February. On February 12th, Erin McGuire will be celebrating her birthday, We would like to wish a Happy Birthday to you Erin, Young EveryWear hopes you enjoy your special day!





# What Style is More You? Quiz

## 1) What do you most enjoy doing during your free time?

- A. I love to stay fit and work out!
- B. I live at the beach so you will find me there!
- C. I skate every chance I get so I will be at the skate park!
- D. I just enjoy spending time with my friends so we will just find somewhere to relax.

## 2) What is your go-to outfit for the day?

- A. Anything that is extremely comfortable! If I can sleep in it and it's also acceptable to leave the house in, then I'm in!
- B. Anything loose and that makes me look tan! The lighter the colors the better!
- C. Ripped jeans and a plain T-shirt is what my closet is full of!
- D. Either a flannel or something that is casual!

## 3) How would your friends describe you as a person?

- A. Someone who is very into having a positive mind and life.
- B. My friends would describe me as someone who is very chill and easy to get along with.
- C. Someone who is not afraid to take risks and accepts a challenge.
- D. Someone who is very outgoing and loves to meet new people.

## 4) What store do you mostly shop at?

- A. Nike
- B. Hollister
- C. Zumiez
- D. Southern Marsh

After completing the quiz look below to see what style best fits you! Then go to <https://youngeverywear.wixsite.com/youngeverywear> to see what your style has to offer!

**Count up all your answer choices and if you had more:**

A's out of all then you are more drawn to our **Athletic Style**  
B's out of all then you are more drawn to our **Surfer Style**

C's out of all then you are more drawn to our **Skater Style**  
D's out of all then you are more drawn to our **Southern Style**