

DormStop



February 2018 | Vol 1 |



Pictured above: DormStop employees posing at their Trade Show booth that received "Best Booth".

Trade Show Achievements

Our Event Planning department worked hard to design the layout of our table for the January FDU trade show. At our table, the beautiful string lights caught everyone's eyes, and we strategically displayed items found in our bundles. VEI recognized the pristine organization of our booth, and presented DormStop with the "Best Booth" award. Along with running our booth, we presented our business plan, and our salesmen were given an Honorable Mention for Sales Materials. Overall, the FDU Trade Show was a success. We have already started to plan for our April Trade Show, so keep your eye out for the DormStop booth!

Company Website

In November, we launched the official DormStop website. Customers are able to navigate their way through our well organized website and explore the different products we have to offer. Along with our bundles, we keep an up-to-date blog to make sure potential customers are informed about the company's latest sales and news. The IT department works diligently to maintain the appearance and functionality of the website, which is evident in the website's high quality.

Business Plan & Employee Manual

The HR department created the DormStop employee manual in December, which states all policies and expectations for employees. These policies and expectations cover a wide variety of topics, such as dress code, sick days, personal days, and promotional opportunities. Employees must follow this employee manual to ensure that our company runs smoothly and efficiently. Along with the employee manual, all departments worked diligently on our company's business plan. Our short term goals, long term goals, and advertising strategies as a company are all professionally explained in detail within our business plan.

Employee of the Month

Here at DormStop, we recognize the extraordinary accomplishments of our employees. Every month the company votes on an Employee of the Month, and out of the nominees with the most amount of votes, the Human Resources department picks who is most deserving of the position. For December, employee Katelyn Nguyen was nominated Employee of the Month for her hard work in the IT department. She single handedly created the company website, and worked diligently to organize our business plan presentation for the Fairleigh Dickinson University Trade Show in January. For January, employee Jamie Ingling was selected, as she organized and edited DormStop's business plan.



Fundraisers

So far DormStop has had two fundraisers so far to raise money for our January and April Trade Shows. Our first fundraiser, which took place in November, was a "Thank You" Card Sale for Thanksgiving. Individuals were able to purchase "Thank You" cards and personalize them, and DormStop employees hand delivered the cards. In December, we hosted a Bake Sale and sold various baked goods. Overall, both of our fundraisers were a success. We raised a sufficient amount of money to purchase accessories for our trade shows, so our display clearly embodies and represents our company.

Mission Statement

DormStop was founded in 2017 with the mission to help students avoid the stress of the college transition by providing them with affordable and desirable decor and necessities for college dorms. As a company, we have a unique, fresh idea that is practical, do-able, and appeals to a wide percentage of the American teenage population. All of our employees are high school students, so we take pride in knowing what teenagers want, need, and use in their dorms. With DormStop bundles, college students across the country will be able to make their dorm rooms feel a little more like home.

Dormify Interview

On February 2, all employees of Dormstop video called with Amanda Zuckerman, the CEO of Dormify. Dormify was founded in 2011 by Amanda and her mom Karen, with the mission of selling fashionable and trendy dorm decor to college students. With her experience in selling dorm necessities, Amanda was able to share her knowledge on various aspects of her business, such as manufacturing and shipping. Our employees gained valuable knowledge from this call, and we are excited to apply what we learned to our company and products.