

NEWSLETTER

Issue 1: February 7th 2018

TIP TOP TABLE GARDENS

Professional Dev.

Our next professional development session will be held February 5th at 12 pm. Please come professionally dressed. The meeting will be held in Room A114 and lunch will be provided upon arrival. We will be revisiting the expectations within our workplace, as well as ethics that are expected within each employee. To prepare for the meeting, please review our policies so you can contribute to company discussion. See you then!

Industry Trends

The "Homes and Gardening" Industry held a market value of \$275,145 in 2017, which can be seen as a steady increase from that of 2012. This incline however is projected to slow down due to decreasing expendable income and a declining economy. Our product specifically is threatened by the momentum gained by the "do it yourself" or diy trend. Considering our product is made from reclaimed wood and easily obtainable materials it could be taken as inspiration for a diy project rather than simply purchased from us. As for our virtual industry, we are the only company of our type on the VEI wholesale market place, giving us a competitive edge and unique appeal. Market conditions are ideal for the virtual industry, however real world may be more challenging. With perserverence and strategic marketing, Tip Top Table Gardens can and will thrive in both environments.



Recent Events

The trade show on Thursday, January 25th was a major success for our firm. We managed to win best booth, make over \$200,000 in sales, and gain experience for our future trade show in New York. For future trade shows, we strive to better our booth so that it brings more revenue in. We also plan to improve our sales, as well as introduce new products. Our booth will speak for itself and bring in those who may be curious to learn more about what we have to offer.

Employee of the Month

We are very excited to announce the employee of the month for January, Ms. Maddie Bolejack. She has shown not only exemplary work, but has also shown a terrific attitude. The standard Ms. Bolejack has set for herself is one we encourage all our employees to have and strive for. We applaud her accomplishments and admire all her efforts to help us reach the Tip Top. Congratulations, Maddie Bolejack!



Marketing

Here at the Marketing Department for Tip Top Table Gardens we have developed new ways to reach out to our customers. A large part of our new plan is social media: being the most efficient way to reach our target market, reaching out at no cost, and boosting sales revenue. Additionally we have created a billboard in hopes of gaining attention in the local area. Through these efforts we hope to bring attention to our company.