

February 16, 2018

# Bake My Day Bakeries

*"LET'S MAKE EVERYDAY, A SWEET ONE!"*



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## Lets Be Friends!

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### Chief Executive Officer

Rex Asabor

### Chief Operating Officer

Serena Baker

### Chief Operating Officer

Marc- Anthony Tuo

## About Bake My Day Bakeries

Welcome to Bake My Day Bakeries! We are a Virtual Enterprise Company located in Elmont, NY. When you visit Bake My Day Bakeries, S-Corp, you are provided with the best quality to ensure the utmost satisfaction. Our menu is designed for everyone: whether you're a child that has a sweet tooth or an adult craving a sweet treat. Bake My Day Bakeries is committed to customer hospitality so if need be, feel free to contact us.



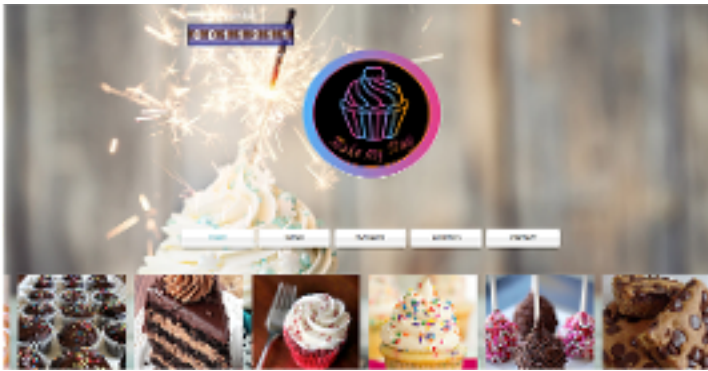
## A Delectable Department

We, Bake My Day employees, are revered for our resourcefulness. Each of our ingenious, zealous, and authentic personalities unite and allow us to manage our company well. To boot, we have a shared team leadership which allows for our employees to express themselves, focusing on their respective talents. Administration works collectively to execute daily tasks. Our leaders make a commitment to the hearts and minds of all those involved. Indeed, team leadership is a vivid picture of our past, our present, and our future. Team leadership is integrated with strategic leadership. Strategic leadership capitalizes on the role of a leader who is essentially the head of an organization, our Chief Executive Officer. Our Chief Executive Officer along with our other administration officers are efficacious; they work laboriously to highlight the qualities of each of their employees and to also proceed with fluent work ethic.

**HEALTH FACT #1:**  
**DESSERTS ARE**  
**PACKED WITH**  
**VITAMINS AND**  
**ANTIOXIDANTS**

## BakeMyDayBakeries.com: A Whimsical Website

BakemyDayBakeries.com is a visual pool that entices our younger audience with our creative display of product pictures and our web design. It is visually appealing for our customers who are naturally attracted to eye catching dessert choices. We provide it all for all, and have made shopping enjoyable, quick, and easy. All our customers have to do is make a selection from our products and they will brighten their day eating our delicious desserts. The website is forever revamping to reflect seasons and holidays throughout the year.



## Boisterous Bake Sales

Have you ever wanted a sweet treat after a long, strenuous day at school? Getting one of the confections that you've been craving has never been easier! With the convenience of a fluffy brownie or a crumbly cupcake footsteps away; students and teachers alike will be able to enjoy our variety of products. Located at the main entrance of the school, people from all over are drawn in by the aroma of our freshly baked goods. Our bake sales are held at least once a month with a different array of treats each time which will for sure leave your taste buds satisfied. Our bake sales have provided recognition and positioned our company.



## Sapienza Bake Shop

Since 1973, Sapienza Bake Shop has been making the finest, authentic Italian pastries and cookies while specializing in wedding and special occasion cakes here in Elmont. We take inspiration from their bakery because of their outstanding service and high quality products. Bake My day also aims to use fresh ingredients and manufacture our top quality products. Sapienza's baked goods are sure to please every palate, as this Elmont hot spot has received positive attention from top-notch ratings. Tasty bites are priced fairly here, so you can enjoy delicious treats without breaking the bank. When you need to get a sugar fix, Sapienza Bake Shop is the place to go, hands down.



## Trade Show

Elmont Memorial's Virtual Enterprise students took part in their first trade show of the year on Jan. 9 at the Long Island Regional Conference and Exhibition at SUNY Farmingdale. At the event, the students presented their company, Bake My Day Bakeries, a virtual bakery that focuses on making dessert dreams come true. The VE students set up a booth, networked with other companies and made many virtual sales. They also competed in the Business Plan Challenge, where they had to present an overview of their business in front of three judges. The group took gold in two categories: Booth Design and Salesmanship. The students enjoyed a day filled with an incredible amount of exposure to the entrepreneurial world and are already planning ahead to compete in the next trade show in New York City in April.



**HEALTH FACT #2:**  
**EATING A**  
**CARBOHYDRATE-RICH**  
**DESSERT CAN HELP**  
**REDUCE THE FEELINGS**  
**OF PHYSICAL**  
**DEPRIVATION**



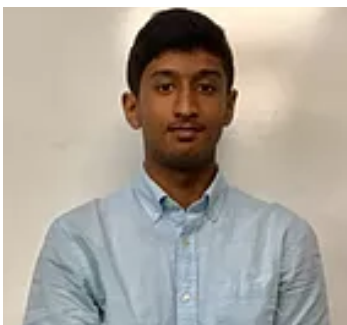


## Apprentice Challenge

On Friday, November 17, three of our employees competed at the *Apprentice Challenge: Business Conference* at Adelphi University. They were given a scenario where they had to create a marketing plan and execute it to a panel of judges. Erick Edouard, Shaji Rahman, and Akshay Rahmit were awarded first place for creating and presenting a successful marketing plan. Well done guys!

## Bake Your Ideas to Life

Our American customers tend to live in urban and suburban areas where words such as "innovative", "fresh", and "new" might have more appeal to an urban consumer and "family-friendly" and "home-made" to the suburban consumer. We incorporate ethnic foods such as Tres Leches Cakes from Latin America, Moon cakes from Asia, and Thai Ice Cream Rolls from Thailand. Bake My Day consumers are assiduous individuals who are mindful of a mesmeric site, product prices, health, and hospitality. Our website is remodeled regularly to reflect holidays and seasons. Prices are set low because we are aware feeding large families may be costly. Some of our consumers seek affordable, healthy desserts so our menu encompasses gluten free, dairy free, and sugar free desserts. Notably, we provide our consumers with happiness which generates customers for life.



## SHAJI RAHMAN

### Employees of The Month

Bake My Day commends efficient and effective workers. Each month an employee is unanimously selected by administration, with the assistance of Human Resources, based on their productivity, competency, and courtesy. Shaji Rahman has been diligent; he has proven to be a great asset to the company for the month of February. Congratulations!

HEALTH FACT #3:  
THE GELATIN IN  
MARSHMALLOWS IS  
SUPPOSED TO SOOTHE  
A SORE THROAT

## UPCOMING EVENTS

VEI Youth Business Summit  
@VEI in NYC

## NEW FOOD TRENDS



### Thai Ice Cream Rolls

Sweet, creamy deliciousness all rolled into one! This new craze has taken over.



### Ice cream tacos

It's a taco. It's ice cream. It's an ice cream taco. How yummy!



### Cookie Shots

Drink milk and cookies all one glass.

## ETHNIC FOOD OF THE MONTH

Banitsa is common a treat among citizens of Bulgaria and those who have cultural ties to the country. A Banitsa is a pastry that is first prepared by stacking up layers of filo pastry dough, a mixture of whisked eggs, and pieces of Bulgarian cheese and then baked until it acquires a golden crust. This dessert is most commonly eaten around Christmas time or New Years Eve but for this month to break away from the boring tradition of giving your loved one chocolate and roses how about you give them a tasty Banitsa.

