

VIBES

OFFICIAL NEWSLETTER



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Who We Are



Our company's goal is to ensure the visibility of those unable to express themselves. Through technologically innovative clothing, hospital gowns, and pet collars powered by plastic logic that tracks body temperature, sweat, heart-rate, and breathing rate, VIBES senses the emotions of individuals and utilizes the features of the mobile application to track emotional wellness. The mobile application will also put users on a path towards emotional stability and allow the people around these individuals to be aware of their emotions and better assist them. For wearers of the casual line, our products support the wearers with a support system and a community of like-minded individuals.

HERE'S WHAT'S NEW:

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*Don't forget to spend
quality time with family
and friends!!*



TIP for the Work Place

Collaborate

Working with others brings a positive vibe to the workplace and helps the team move more effectively towards their goals. A common goal gives us a meaningful reason to work together.

CALENDAR: January 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	<i>Winter Vacation</i> →					
	1	2	3	4	5	6
7	8	Hope Alan	10	Sahana Olivia	12	13
14	MLK Holiday	Julie Jason	Bakersfield Tradeshow	Bakersfield Tradeshow	Shehani Andrea	20
21	Yena Milly	Trevor Sadad	24	Miah Lily	26	27
28	29	30	31			

*Names in pink work student store that day

OUR MISSION STATEMENT

“VIBES is dedicated to ensuring the visibility of the individual emotions and needs of clients whom have difficulty with expression, verbally or physically. Vibes aims towards building communities through technological intervention and advocates for the emotional well-being of all clients by catering to each unique psychological needs.”

A Message from VP of Sales *Sadad*

Hello! My name is Sadad Salahuddin and I am the Vice President of Sales for our company VIBES. Communication is essential to our mission, just as it is essential when selling to a customer. Here are a few tips to excel at trade shows:

- **Start off with a question.** Highlight an issue that the customer may have and show them how you can solve it through our product.

- **Know the product is highly essential.**

A salesperson must know exactly how the product they are selling works and must be able to clearly and thoroughly explain the process.

- **Never ask a yes-or-no question.**

By doing so, you become vulnerable to being shut down by the customer. As a salesperson, you want to keep the conversation going until you've made the sale.



- **Lead the conversation.**

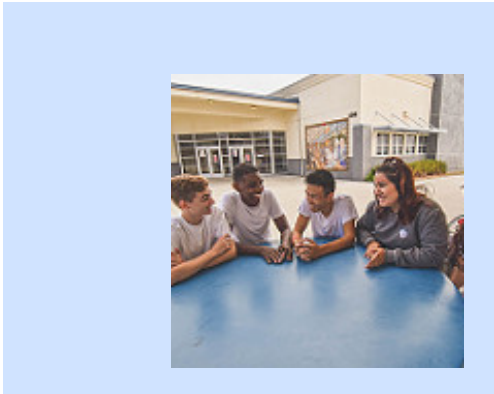
You need to figure out how your product will work for them, and lead them to using and purchasing our products

A Message From *Human Resources*

With the start of the new year, we encourage our employees to spend some time thinking about their resolutions and how it may impact their job performance. We spend a lot of time working to ensure that our employees feel happy with the working environment, and in return, we ask that they remain committed to our mission. For the upcoming months, we have lots of exciting bonding events and training events planned, as well as preparing for the Los Angeles Tradeshow. Keep up the great work!

EMOTION IN MOTION

There are currently 2.8 billion social media users worldwide. This means that over a third of the world’s population is using some form of social media to communicate which makes social media marketing a highly influential tactic. Social media platforms like Facebook and Twitter have manifested the need to constantly broadcast our lives on the internet. While social media has made communication much faster and easier, it has also degraded interpersonal connections. For example, when someone uses their phone during a conversation, the conversation no longer has the same spark as before. They are no longer able to share genuine reactions because of a simple distraction. With our product, customers will be able to regain the genuine human experience that has been lost and understand a deeper level of emotion like never before.



TIP for the *Work Place*

Innovate
Creativity brings better teamwork and increased workplace engagement and interaction.

BRIDGING THE GAP OF COMMUNICATION



As medical procedures have become increasingly more technological, the vast number of diseases and health issues have reduced, but yet, mental illness has been far more difficult to tackle.

Honest and open communication is essential in receiving high-quality healthcare, and often times, it’s difficult treating patients, such as infants and individuals with mental illnesses, who are unable to share how they are feeling to their caretakers and/or healthcare providers. Approximately 7.5 million people in the United States have trouble using their voices to communicate. Even though these issues are difficult to overcome, our products aim to bridge the gap between patients and their doctors, allowing for more effective healthcare treatment and overall improved communication.



TIP for the *Work Place*

Get Inspired

When people are presented with potential advancement, they are more likely to work on it. This will teach them how to get rid of negative thoughts.

BAKERSFIELD TRADE SHOW

At the Bakersfield Trade Show, VIBES continued to be a frontier for building interpersonal relationships by putting the human emotion first. We won several awards, including a silver level award in Human Resources, Impact Marketing, Marketing Plan, and a gold level award in our E-Commerce website. Months of preparation and hard work has resulted in these various accolades, and the best part was seeing all of our employees enjoying their time, networking with other companies and applying their salesmanship skills. We also developed an even greater bond through the entire experience, especially setting up the booth. Keep up the amazing work!!



Employee of the month



Jason

Jason has been essential to our company's success so far. He works hard as the Director of Human Resources and helped put together a employee manual and presentation that won silver at Bakersfield. The training events he plans, alongside the Public Relations Officer, are always the best part of the week! He is also known around the company as one of the top sellers and hardest worker,

Keep up the good work and spreading positive vibes!

See you next month!

