

METANOVA

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IN THIS ISSUE:

DEPARTMENT RECAP

GOLDEN CUFFLINKS

TRADE SHOW
PREPARATION



Department Recap

In January, the MetaNova Marketing Team edited the previously made advertisement commercial, by making the transitions more smooth and having it go from a rough cut to almost the final version. On top of that they worked together and thought of ways to bring in customers to our booth at the Great Lakes trade show.

In the month of January, the MetaNova Executives placed an emphasis on preparing for the very first trade show of MetaNova. They covered every base possible from what would be needed right when we arrive the trade show and how the booth should be set up. Furthermore they even planned out a schedule for all MetaNova employees to follow ranging in times given in order to buy, sell and go on break. On top of that they even thought up of ways that could be used to bring in potential customers and make their purchase from MetaNova a great one.

For the month of January, the Accounting Department did a variety of tasks all of which helped keep MetaNova afloat. From the continuous help with payroll and taking care of our bills such as electricity and rent, MetaNova was able to stay open for another month and continue making sales. Furthermore Accounting began preparing for the tax season which is soon to commence in February in which all MetaNova employees will have to fill and file their W-2 tax form.



Golden Cuff links

This month instead of giving out an employee of the month award, the Human Resource department decided to have a golden cuff links which were given out to three MetaNova employees all of whom has shown excellence in making MetaNova a better company overall with a brighter future.

Department Recap Continued

This month Visual Design has continued to build the face of the company. They've have been constantly updating the website with new products and features. They've also kept up to date with the purchase receipts for all the different deals that's held on the website. In addition, the whole Visual Design department finalized the creation of the trade show banner which includes the company name, the company slogan, social media and what our company is, which is high class suits for low prices.

Over the last month the Sales and Purchasing Department spent a great deal of time deciding how much of each product should be bought into inventory for the trade show. This required a fine eye to detail because the members of Sales and Purchasing had to look at past sales and decided which products were the most popular and then how much of each product should be bought such that most of it would be sold at the trade show and not leftover after.

The Administration Department has been hard at work over the last few weeks. This month we created the raffle tickets that were used in our first trade show. On top of that we gave an in depth presentation on the elevator pitch and how to make an amazing elevator pitch.

The Human Resources Team has gone above and beyond over the last month. They took initiative and emailed almost every single firm that attended the Great Lakes trade conference and made sure to promote the products that MetaNova sells and was extremely careful to mention the raffle that can be entered with purchases over \$50

Trade Show Preparation

We at MetaNova spent a lot of time preparing for our very first trade show. Each of our departments took up a big part in ensuring that our first trade show went smooth. The sales and purchasing department decided how much to stock up in inventory before the trade show and how much of each suit and accessory and dress would be needed for the show. Another big department that spent a lot of time preparing for the trade show were the chiefs, who had to decide how to set up the booth, what would be needed at the booth, what was needed in order to bring in customers and most importantly, how would we market ourselves to the judges and other customers in order to edge out our competitors.

The Dress to Success

The old advice to dress for the job you want, not the job you have, may have roots in more than simply how others perceive you—many studies show that the clothes you wear can affect your mental and physical performance. Although such findings about so-called enclothed cognition are mostly from small studies in the laboratory that have not yet been replicated or investigated in the real world, a growing body of research suggests that there is something biological happening when we put on a snazzy outfit and feel like a new person. If you want to be a big-ideas person at work, suit up. A paper in August 2015 in *Social Psychological and Personality Science* asked subjects to change into formal or casual clothing before cognitive tests. Wearing formal business attire increased abstract thinking—an important aspect of creativity and long-term strategizing. The experiments suggest the effect is related to feelings of power. Informal clothing may hurt in negotiations. In a study reported in December 2014 in the *Journal of Experimental Psychology: General*, male subjects who wore their usual clothes or were placed in a suit or in sweats. Then they engaged in a game that involved negotiating with a partner. Those who dressed up obtained more profitable deals than the other two groups. All in all, MetaNova wishes the best and hopes everyone has a fun break

