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MISSION

Suppli is a Long Island subscription delivery service, providing customers with a carefully arranged assortment of local goods and brochures full of activities. From handmade accessories, we supply Seasonally inspired treats and events straight from our own backyard.

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SOCIAL MEDIA



[Suppli_VEI](#)



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COMPANY OVERVIEW

SuppLI officially began operation as a C-Corporation on September 20, 2017, with thirty-five employees. Located at 841 Ethel T. Klobberg Drive in Baldwin, NY, SuppLI has created two subscription box lines composed solely of Long Island products. Our goal is to invest in local business while providing consumers with a quality and convenient



product. Our target market is made up of adults and families who have the ability to indulge a little into what Long Island has to offer. We also reach out to those who have moved out of Long Island and miss it, but our main initiative remains the same at demonstrating what is so great about our home. We want those who have not experienced Long Island's culture to see what it is all about too, as we furnish a greater sense of community, in the community that we love.

BUSINESS INFORMATION

Our company consists of six main units (Accounting and Finance, Human Resources, Operations, Marketing, and Technology and Design) with two chief executive officers at the head. Through this organization, we have created a viable company consisting of cooperative and conducive counterparts, that still hold room for improvement and expansion.



Co-CEO's with department chairs, stop for a photo while doing research about Long Island products at Taste N.Y. rest stop.

CEO LETTER

Dear employees,

Thank you for your continued cooperation and dedication to our company. We are extremely proud of where our company is going and look forward to our bright future. I would like to congratulate and thank all of our employees who have brought numerous awards home from trade shows and business conferences. With continued effort and commitment, the heights we can reach are endless. So let's continue to give the world The Best of Long Island: Delivered.

Sincerely,
SuppLI CEO's:
Tyler Johnson
Mariyyah Sulaiman



Tyler and Mariyyah at Taste NY.



Nassua County Executive Laura Curran Vists SuppLI



CEO Mariyyah discussing important info at a meeting.

OUR TIMELINE

1

On October 5th SuppLI visited the Taste NY rest stop to gain insight on a business that only sell local products. Taste NY is a small part of the "I Heart NY" initiative that supports local businesses.

2

On November 17th SuppLI went to the CTE conference at Hofstra and sold the first ever subscription box for November to other companies. We made over 50 sales at the conference. This was our first time presenting our company to the public and many people loved the idea of supporting local businesses.

3

In December SuppLI began constructing our booth for the trade show at Farmingdale College. We also created a booth for the WonderLand event at our school. Through this event, we were able to give back and have some fun with elementary school kids.

4

On January 5th SuppLI visited the Long Island Regional Trade Show at Farmingdale State College. Although, there were over 50 companies present at the trade show, SuppLI stood apart and took home five awards. Through this we also developed and perfected our sales pitch.

INDUSTRY TRENDS



On August 10, 2017, Richard Kestenbaum posted that “Subscription Businesses Are Exploding With Growth”, on the Forbes website. This truly highlights what subscription boxes have to offer and the importance that they hold. Kestenbaum believes that subscription boxes are becoming a rising trend primarily because subscription businesses have adapted to mobile faster than other retailers. Additionally, the wide range of subscription customers continuously search for new products to receive, causing the industry to constantly produce innovative products.

This in itself has induced competition between subscription companies, and other companies without a mobile database or delivery system.

Christina DesMarais wrote about subscription box growth from the past to now on the “Inc.” She inquired research from Shorr Packaging, and according to their data subscription boxes are becoming the next big thing. In recent years: More than 2,000 subscription box services exist in the U.S. and there is a 3000% increase in the amount of people visiting subscription box websites to make purchases and explore what they have to offer.

SUBSCRIPTION BOX COMPANIES

Basix's boxes~ Basix is a subscription box service that offers the everyday essentials you need without ever having to go to the store. These boxes can contain a range of items such as Gillette clear gel deodorant, Clorox disinfecting wipes and Fiber One bars that may come

in different packages or in a customisable package. Their prices range from \$37 to \$90 for anywhere from a 1 to 2 month subscription plan.

BASIX

What's in the Box~ This company is selling packages that contain various items such as shoes, make-up, facial cleansers, graduation boxes, pet care products and many more. Their packages range from a lower price of \$75 dollars to \$5,000 dollars depending on the box you choose.



SnackNation~ is a snack subscription box that ships full-sized snacks with no artificial colors, sweeteners or flavors – and they donate one meal on your behalf to a family in need. They have a two different sizes of boxes: 6 snacks for \$9.99, or 15 snacks for \$24.99.

**SNACK
NATION**

Blue Apron~ A subscription box company that delivers the ingredients for healthy meals with recipe guides straight to your door. They customize your meals based on your eating needs and dietary restrictions. The price of this box can range from \$66 - \$80 weekly.

 **Blue
Apron**

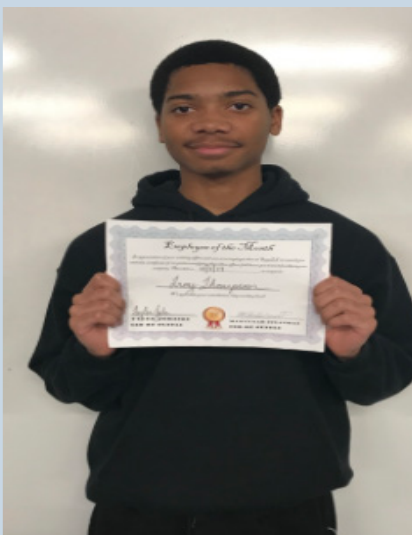
PHILANTHROPY

SuppLI strives not only to cater the best of Long Island to its' customers, but to further enrich LI with community service endeavors. For each season, we further aid a foundation. For fall, our philanthropy was enacted throughout the Sustainable Long Island Foundation, winter was Toys For Hope Foundation, spring will be dedicated to L.I Against Domestic Violence Foundation, and



EMPLOYEE OF THE MONTH

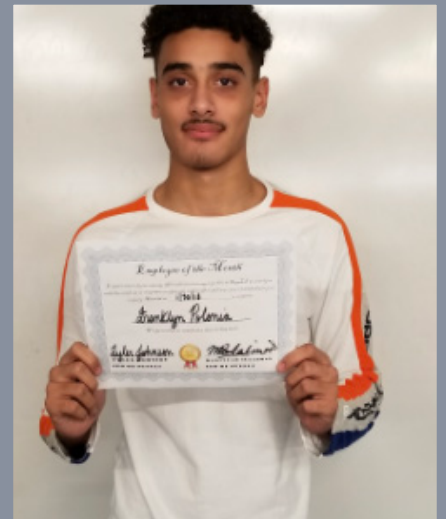
NOVEMBER- Troy



DECEMBER- Daniella



JANUARY- Franklyn



OUR AWARDS & SALES

TRADE SHOW AWARDS

#1 (Gold)
Company Newsletter

#1 (Gold)
Impact Marketing

#2 (Silver)
E commerce Website
Design

#2 (Silver)
Employee Handbook

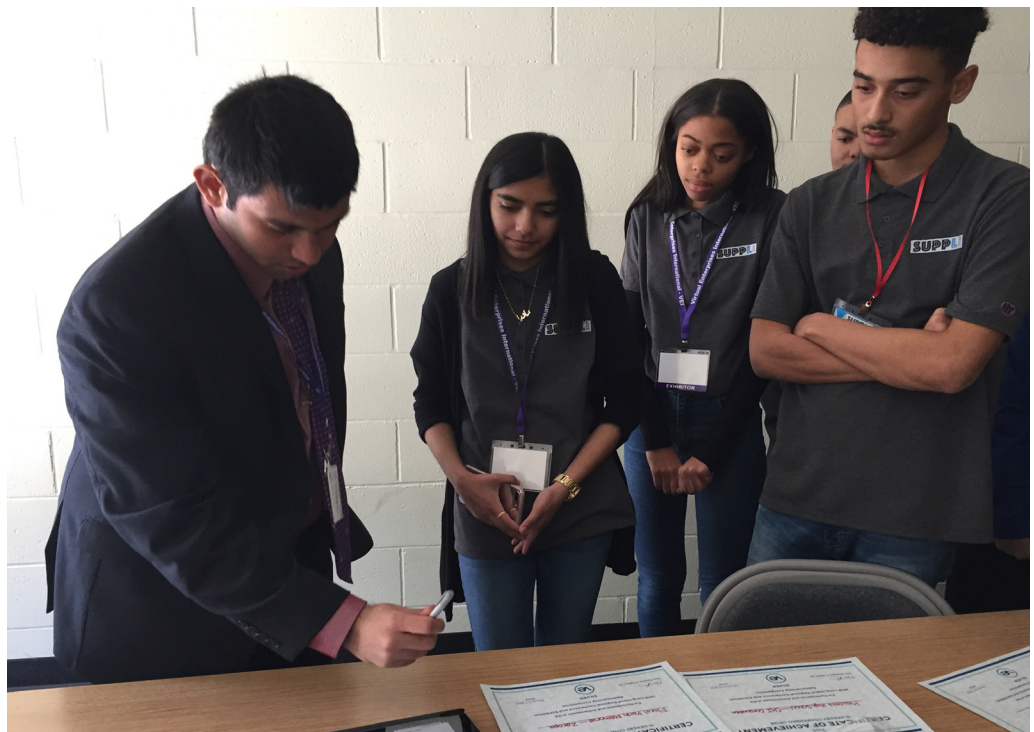
#2 (Silver)
Booth Design

NATIONAL AWARDS

\$210,000 (trade
show)

TOTAL SALES

\$210,000 (trade show)



COMMONLY ASKED QUESTIONS

Q. Where do you find these products and how did you create the booth ?

A. We luckily encounter some products at the Taste NY rest stop and we handpick new products every month. We created our booth by staining the boxes different colors and incorporated lighting around them. We also have a Technology and Design class in our school that deals with the flyers,, social media cards and some of our other decorations.



Q. How did we come up with this idea?

A. We collectively thought to invent something the represented long island and what it has to offer. Then we researched Long Island products and the stores that sell them and we found ourselves making a deal with Taste NY rest

Q. How do we work together and maintain balance or order in the company.

A. We use teamwork skills to share ideas and make production better throughout the company. We also use a strict grading and attendance policy to account for everyone at work and their work abilities.



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