

NEWSLETTER



BUSINESS PLAN



Jessica Garcia, Elijah Gonzalez-Chandler, Kaylynn Alvarado, Luis Aguilar, and Destiny Bonte

One of the biggest challenges was our business plan competition. This competition involves more than 150 teams that each compete for the same prize, to go to New York. Only 6 team are given the opportunity to go, which makes our chances slim. Each team is given the opportunity to showcase their skills through multiple rounds which include a 10 minute presentation and 10 minutes of Q&A. However, before people can get to the stage they must first create a written business plan which will determine whether or not your team gets to present. Lucky for our company Lumiere we were able to make it to that point where we gave two presentations each time to a different set of judges. As long as a group knew their material then the presentation is easy but if you don't then hope that luck is on your side. When it came to us we had total confidence in the first presentation, however when it came to the second one we thought that all hope was lost because we knew we didn't perform to the best of our ability. So you can imagine our surprise when we had heard the news when our teacher, Mr. Hutchison, had told us that we had made it to the next round. From there it was practice, practice, practice until the next round of the competition was held. Sadly, that was also the last time that we were able to compete in the competition but the experiences and knowledge that we had gained would stick with us forever



APPRENTICE COMPETITION

The apprentice competition involved a situation in a group of student had created an advertising company. Then they had to help advertise a local credit union. They took students from different VE firms in order to form a group to work together on this project. They had to come up with the foundation of their new company such as company name, their services, and offer a plan of how exactly they would help this credit union. In the end the judges choose the company that offered the best advertising plan and they won.

QUOTES FROM THE SOURCE

What was one of the biggest challenges you faced in this competition?

- “Definitely coming up with the company, the company name, and putting it all together”.

Did the effort you put in pay off in the end?

- “Yes, our group tried our best to put the information neatly together with the limit amount of time we had payed off in the end because we ended up winning”.

What did the company involve?

- “It involved a marketing company to catch people’s attention and to help advertise a credit union company”.

What emotions did you feel when they announced your name?

- “I was pretty excited because I wouldn’t think my hard work would have paid off to the point where I actually won. When my name was announced I had forgotten what group I was in so I got even more surprised because I wasn’t expecting our group to win. It felt good to go on a stage like that and receive an award”.

WHAT'S NEXT FOR OUR CLASS?



Class Photo

Each individual within our class is currently working towards the next set of competitions that they will take part in. Our next trade show is going to be in Oakland. We are currently involved in the company branding competition, the venture challenge, video commercial, elevator pitch, human resources, marketing plan, and booth design. Each person in the class is assigned to one or two of these competitions that will be held from March 16 to the 18. So the class will have over a month to prepare for this competition so that they will be successful in the future. By putting these individuals into different groups it will help them to build up their communication skills with other students so they will be able to effective communication within a team environment.