

# A Lil Twist

WINTER EDITION  
VOLUME 1, ISSUE 2

168 Cherry Lane, Carle Place, New York 11514  
<https://aliltwistcp.wixsite.com/aliltwist>, (516) 622-6597



## Our Mission

By Andre Duarte

A long time ago the pretzel was created. It became a classic snack and a symbol of good fortune, however it had a certain flaw. This flaw was that as time progressed, the pretzel never changed.

Until today...

At A Lil Twist, we decided to take the classic snack and infuse it with tons of new flavors to meet all your cravings, and we didn't forget your dietary needs! We created organic, gluten free, and vegan options. So try something new, try us, pretzels with A Lil Twist.

## Inside This Issue



- Our Mission/Keeping up with the Company 1
- Sale and Marketing Plans/Goals 2
- Arts and Media Plans/Goals 3
- A Note from the CEO 3
- Human Resources and Finance Plans and Goals 4
- Meet the Team 4

## KEEPING UP WITH THE COMPANY

BY, DANIELA POSILICO, COO

After a very successful result from the Long Island Regional Trade Show, it is imperative that we keep up the hard work. At the Regional Trade Show, we received Silver in three categories: Newsletter, E-Commerce Website, and Video Commercial. The trade show was a very rewarding experience as it was A Lil Twist's first ever trade show. It gave us insight about the caliber of how other VE firms present themselves at trade shows. This is very important as it gives us a lot to plan for the International Trade Show in April!





*A Lil Twist*

# Sales & Marketing Plans and Goals

BY MICHAEL MARTINOVIC & THOMAS TUGANDER

## Sales

The agenda for the sales team has been to work on organizing our products and making all of our files more manageable. This includes labeling each item and package we sell respectively as well as adding a SKU Number to them to ease the process of sorting our products. It allows our colleagues and our customers to understand the information they are receiving from the sales department. Overall it is a positive change for everyone in our company that increased productivity and efficiency. We quickly understand the information and handle it appropriately.

## Marketing

Here in the Marketing Department we are currently working on preparing promotional ideas. We are doing so by cleaning up our website, pitching booth ideas to attract customers and creating new pretzel types and flavors. Additionally, we are sending out various promotional emails to other Virtual Enterprise firms. Stay tuned for our social media campaigns at the International Trade Show!

“Trying new things is always great, so next time you want some pretzels try them with A Lil Twist!”



*A Lil Twist*

# Arts and Media Plans and Goals

BY TYLER GREENBURG & JERYLE ASSENSION

## Art and Publications

Our goal at the Arts and Publication Department is providing our customers with visuals of our products to appeal to our consumers. We are also responsible for making sure our booth design for the Regional trade show can attract our customers and gain their interests in buying our pretzels.

Additionally we are updating our catalog, posters, & brochures to adapt to the changes from our previous trade show. We are also providing our employees with our brand clothing to promote our pretzels during the tradeshow and other events.

## Digital Media

The Digital Media Department is currently making small updates to the website as needed. We also will be updating our Pretzel of the Month for February, which is a heart-shaped pretzel. We plan on improving the website in the future to give it the best design possible. We have structured the new improvements to look more modern to attract customers with an appealing and interactive website.



## A Note from the CEO – Benjamin Armstrong

After a positive experience at the Long Island Regional Trade Show in January, the Administration Department has a lot of work to do. We learned a lot from the other firms we encountered and plan to improve our sales techniques and overall customer experience. We plan to add several improvements to our previous trade show methods to maximize efficiency. In addition to this, we have two more Virtual Enterprises National Competitions to prepare for: the company commercial and the company newsletter. Much of the remainder of our work involves preparation for the next trade show and for the upcoming competitions. In the meantime, however, the Administration Department is devoted to keeping the entire company running smoothly.

*A Lil Twist*

# Human Resources and Finances

BY DANIELA POSILICO, MICHAEL MALANGA & IVY FERNANDES

## Human Resources

Here in the Human Resources department we are currently working on improving our attendance calculations, conflict resolution policies, and weekly progress reports. We also established our newest employee of the month for the month of January. Our current goals are to assist with the trade show preparation as time is closing in on the firm. We also hope to improve the employee manual to improve our employee environment.

## Finances

Our Accounting Department is working hard to accomplish many things. Recently at the Long Island Trade Show we made almost three times the amount that we projected. We are in the works of inputting these sales. Additionally we are also in process of putting the out of VE sales through the marketplace and submitting them. We are also in the midst of updating financials due to the spike of sales from the Long Island Trade Show and preparing for the trade show in April.



## Meet the team

Our team consists of 15 hardworking determined employees with goals to succeed!



Follow us on Instagram @aliltwist



Follow us on Twitter @Aliltwistep

