

FRESH DIRECT

Skip The Store, Straight To Your Door



Fresh Direct Walks Away With Five Wins

By Nancy Pramanand

Following three months of rigorous work and planning, Fresh Direct took home five wins at Long Island's Annual Trade Show at Farmingdale State College.

On January 8th, the company placed gold in the Company Branding, Sales Material and Salesmanship, and silver in Company Website and Video Commercial. Additionally, the company placed in the top 10 of 92 firms in the business plan competition, and will compete against the semi-finalists in round two of the Long Island Business Plan Competition at American Portfolios.

Lastly, congratulations to our sister-firm, Prestige Worldwide: Backyard Entertainment, on walking away with gold in Booth Design and Company Newsletter, as well as silver in Sales Material.

FEATURES

FRESH DIRECT WALKS AWAY WITH FIVE WINS

COLLABORATION CREATIONS

FRESH DIRECT'S EMPLOYEE OF THE MONTH

UPCOMING EVENTS

Employee Of The Month



CIO, Nick Barry, places in gold with a perfect score in Salesmanship.

*"just recieved my package from @FreshDirectVE & i can't wait to spend more quality time with my family cooking hassle-free."
-@lauryxrose, via Twitter*

Collaboration Creations

By Emma Regina

Fresh Direct was created as a VE firm at Islip High School in September 2017. Fresh Direct is a gourmet food delivery service that ships all the necessary ingredients to create a delicious meal straight to your door. Many students were interested in taking VE, so two firms were created so all students could be included. The additional firm was called Prestige Worldwide. Prestige Worldwide is a backyard entertainment firm that sells items such as, pools, hot tubs, and zip lines.

Although the firms were from the same school, they needed to compete with each other. Since Fresh Direct is a startup company, we felt that it would be beneficial to team up with another firm to create more exposure and clintal. We decided the best choice would be to team up with Prestige Worldwide. This decision will be successful because the firm is in close proximity, we are social with workers, and our products will pair up well.

Our plan is for Prestige Worldwide to start selling barbeques and we accompany that with a party package. Our party package would include all the ingredients to cook the delicious foods served at a summer barbeque.

UPCOMING EVENTS

Feb. 16th
VEI BIKE RAFFLE

Feb. 27th
**EMPLOYEE OF THE MONTH
ANNOUNCEMENT**

Feb. 28th
**ROUND TWO OF THE LONG
ISLAND BUSINESS PLAN
COMPEITION**

Apr. 18th
TRADE SHOW