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ZAROPA

Mission Statement

Our mission is to fill the needs of consumers from the ages of 16 to 39 years old; specifically, those who are too busy to go out shopping for stylish and trendy outfits. Since the fashion scene is always evolving and becoming more expensive, Zaropa sells complete outfits at bargained prices while also creating a unique and convenient way for consumers to be able to select a variety of stylish urban attire. The goal is to create a trusting bond between our employees and the consumers so they can rely on us to keep them in style, and up to date with the latest fashion trends.



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Spring Line

Zaropa has four different tiers depending on the quality, brands and how much you want to spend on the outfit.

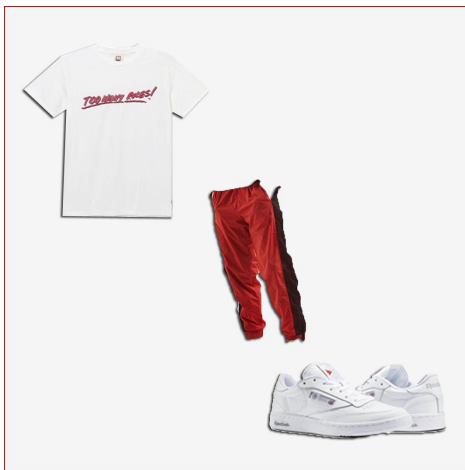
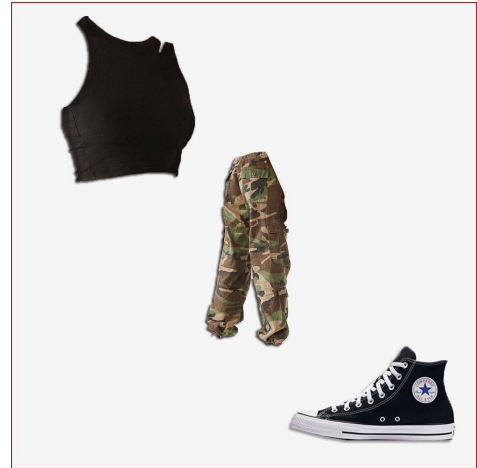
Silver Tier

Price: \$124.99

Retail Price: \$300

Brands include (not limited to): Rothco, Nike, Steve Madden, etc.

Outfit Description: Urban Outfitters Black Crop Top with Rothco Camouflage Pant and Black and White Converse



Gold Tier

Price: \$199.99

Retail Price: \$275.00

Brands include (not limited to): Palace, Urban Outfitters, Pac Sun, etc.

Outfit Description: "Too Many Rules" Pac Sun T-Shirt with Red and Black Track Pants with Urban Outfitters and White Reebok Club C 85

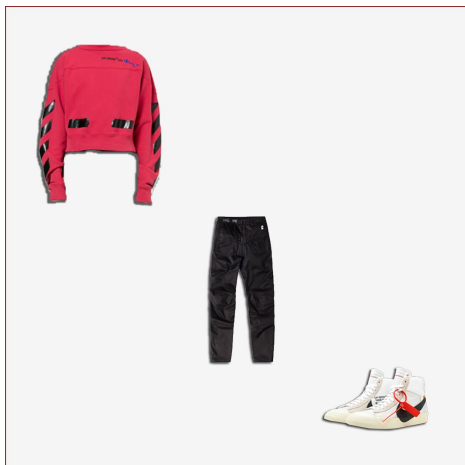
Platinum Tier (Mid-End Fashion Tier)

Price: \$499.99

Retail Price: \$700

Brands include (not limited to): Lululemon, Kith, Achilles, etc.

Outfit Description: A Yeezy bandeau with a Black Denim Miniskirt and white Steve Madden Boots



Diamond Tier (High-End Fashion Tier)

Price: \$799.99

Retail Price: \$5,000.00

Brands include (not limited to): Fear of God, Balenciaga, Gosha Rubchinskiy, etc.

Outfit Description: Off White x Champion Crew Neck Sweater, Tim Copans Motocross pants and an Off White Nike Blazer

January Employee of the Month

Congratulations to the Employee of the Month of January who is Harpreet Kaur. Harpreet works in the Human Resources department. She was awarded due to her drive and work ethic with everything she's done. Harpreet worked hard on our company newsletter and guided our team to success with silver for the regional competition at the Long Island Regional Conference and Exhibition. With pressing deadlines and pressure to do her best Harpreet succeeded with her time management and execution with everything she has done for Zaropa. Her execution of all her tasks are phenomenal and proved that she's one of the hardest working individuals on our team. The Human Resources Department and especially Zaropa are thrilled to call her Employee of the month for January and to have her as a co-worker. Congratulations Harpreet Kaur in Employee of the month for January.



Long Island Regional Conference and Exhibition

On January 9th, Zaropa went to the Long Island Regional Conference and Exhibition at Farmingdale State College. Zaropa decided to hold a raffle for a pair of red Vans. To enter the raffle, the customers have to buy out Diamond Bundle for \$2880.00. The person that won the raffle is Jacob Dubrow from CHI Corporation.

At the Long Island Regional Conference and Exhibition, Arietty Ortiz, John Brandt, Ty Allen, and Danish



Shaikh presented our business plan in front of a panel of judges.



Our company won two silver certificates for the company newsletter and sales. The company newsletter was submitted through the Virtual Enterprises International portal and the salesmanship competition was a live competition where the employees of Zaropa use their skills to sell/promote our monthly subscription service.