



Newsletter



The whole Nidea company celebrating before the Elevator Pitch Competition

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A MESSAGE FROM OUR CEO

BY: CHANELLY GONZALEZ

As C.E.O of N'idea I want to make sure that our first priority is to give satisfaction to our customers from our tasty packages which of course have AFFORDABLE prices. Our company will provide exceptional packaging for all special occasions. So whether you are planning a birthday party or a major company event. N'idea is the way to go.



MEET THE COMPANY

CATCH UP WITH US

By: Alexis Hines

When we first came into the the company we had no idea what to do, the expectations, or positions we would be placed in. Yet we knew that making a candy packaging business was going to be a company we loved but also a company people would love. Now as of February of 2018 we have been striving to success. Every person in the company has ended up in the right job position to run this company. Chanelly Gonzalez our CEO and Keissy Quezada our COO have done great things to improve our company every step of the way. Accounting Vice President Matthew Ma and accountant Dominique Durrant make sure we always get our weekly salary but they also multi task with every financial position in accounting to get work done. Graphic Designer Brian Jorge and Vice President of Graphics and Design created a beautiful logo and our astonishing website. Sales & Marketing Vice President Cashonee Wimbush and Sales Executive Alexis Hines help respond to our emails, make sales, and promote our products to different firms or events. Vice President of Human Resources Natalie Ramirez and Executive Assistant Jovana Guzman help us if we ever have a situation, make our calender's, business cards, and of course newsletters. So this is who N'idea is, a company who's fate was unknown but is now stronger than ever

WHAT DO WE SELL?

By: Jia Liang

At N'idea we offer candy and snack packages for your needs. We range from personal to premium bundles. The personal bundle provides 20 snacks or candy of your choice for the price of \$75. The silver package will provide 45 items in a package for \$160. Our premium and most popular package provides 60 items for the price of \$300 and last but not least our gold package comes with 70 items from our variety of options for the price of \$700.



EMPLOYEE OF THE MONTH

This month the department of Human Resources decided to make Keissy Quezada employee of the month. Since the start of the company she has been hands on with all of her responsibilities as COO. Yet with so many priorities to accomplish she still manages to have time to help her fellow employees and encourage them to work harder.

“

**Don't worry
about failures,
worry about the
chances you
miss when you
don't even try-
Jack Canfield**

(Her favorite Quote)

”



INDUSTRY TRENDS

FIND OUT BITTERSWEET INFO ON CHOCOLATE

By: Dominique Durrant

“Dark chocolate has less sugar, is dairy free and is rich in antioxidants that have been shown to reduce blood pressure and decrease your risk of cardiovascular disease”.-

<https://www.fitnessmagazine.com/>



So what is so bitter sweet about chocolate you may ask?

Well.. Chocolate has been around for centuries giving us its beautifully flavored cocoa smell and taste plus we usually eat it when we cheat from our losing weight resolutions but there is a reason for that.

Combining different flavors and textures in a product is a strategy to create indulgence in a product. For example having a combination of chocolate and walnuts gives it texture and a subtly different taste. So if you ever eat a Hershey Cookies & Cream or a Twix we start creating a habit of eating more often because it has these different feelings and taste when entering the mouth. So the next time you eat a Snickers or a M&M think about the tastiness and the sweetness chocolate gives you.



FUTURE PLANS

By: Natalie Ramirez

Trends come and go as the years go by and so has our company trends. We make sure that we stay up to date with every trend and make sure that every product we put in our packages has some classics but also some new fun things for people that dare try them. For example we may have the original versions of Hershey's candy bar like cookies and cream or milk chocolate but now we would also include the Hershey's Gold having the option to order your classic favorite or choose a new flavor. Not only this but we will have one on one conversations with companies to possibly have some partnership in making new items to distribute at our company and give our customers a little bit of us as well.

UPCOMING EVENTS



10 Things We Love – Made in Virginia
Posted by Jill Homiak, editor | Jan 30, 2013 | 12



Map of tourist attractions in California. (Credit: Getty Images)

NATIONWIDE TRADE FAIR EVENTS

*By: Keissy
Quezada*

This month we will be able to spread the word of our company NATIONWIDE. We have the opportunity to send fellow employees to Virginia and California to attend trade shows and connect with other firms.

SALE ON OUR WEBSITE!!!!

By: Cashonee Wimbush

From 02/08/18- 02/15/18 get 25% off on any of
our Valentine's Day packages! Use code
❤️ Nideal4 at checkout ❤️

Subscribe to get notified when our new
seasonal/holiday package arrive!

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have an account with us!

Have any questions? Email us at
Nidea.ny@veinternational.com

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VALENTINE'S DAY BAKE SALE

*By: Natalie
Ramirez*

On February 14, 2018 we will be having a bake sale at Jacqueline Kennedy Onassis High School to show some love around the building but ALSO give 10% percent of the earnings to a charity called Animal Welfare Institute where they help wildlife and household pets from either harassment, habitat destruction, and more. Let's show them some love because everything deserves love.

