

MARCH 2021 | VOLUME 1

# THE GREENHOUSE



OFFICIAL NEWSLETTER OF  
THE GREENHOUSE

## THIS VOLUME:



REGIONAL AND NATIONAL  
TRADE SHOWS  
LIMITED EDITION PLANTS  
COMPANY GROWTH

# Sales and Marketing

WRITTEN BY ABBY O'NEILL AND HAILEY GUTHERY

Over the past 2 months, Greenhouse Inc. has participated in two trade shows: one regional and one national. With our excellent team of sales representatives and trade show workers, we created a basic pitch accompanied by a slide show, as well as an elaborate website (<https://www.thegreenhouseve.com/>) where customers can read about our company, understand our mission, and ofcourse purchase our products. During the first trade show, a judge entered our room and CEO, Bryan Ham, delivered our sales pitch. After this pitch, our company was awarded a plethora of awards including: Top 10 Overall Best at Trade Show, Top 15 firms for Sales Materials, and Top 15 firms for Sale Pitch. After the trade show, we spent two weeks reflecting on what went well and what could be improved. Our Sales and Marketing department was split into two groups and each presented on ideas for continued success. After some adjustments like seasonal promotions, understanding the consumer's budget, and pushing for higher cost products, our second trade show reined in more success with a total profit of \$47,000!

In anticipation for the trade shows, we launched a limited edition Valentines Day Rosette plant as well as a Bamboo Palm to bring good luck and celebrate the Lunar New year! Our Rosette succulent was available for purchase in a single, two pack, or four pack bundle. During the trade shows, we sold 72 Rosettes, making this limited edition plant a success. The Bamboo Palm has sold 42 units during the month of February, bringing good fortune to every customer that purchased. We plan to release a limited plant to celebrate Saint Patrick's Day for the Month of March.

Aside from the tradeshow, we also participated in the Business Plan competition that consisted of an executive summary and oral presentation. Comments and feedback from the judges has given us insight on how to move forward with our business and continue to improve. One judge noted that our target demographics may not have the monetary resources for our products, suggesting that we target a slightly older demographic. Another judge questioned our plant expertise on staff, leading to a discussion about whether we need a designated person whose job revolves around plant research and expertise. Through this experience, our company is only becoming stronger, as we continue to reach towards our mission of planting positivity everywhere!

In the coming months, we plan to create business deals and partnerships with fellow Virtual Enterprise companies. This will allow us to expand into business to business transactions, strengthen our supply chain management, and increase our amounts of bulk orders



# Human Resources

WRITTEN BY SHELBY  
RIEMEMSCHNETTER MADELINE LUM,  
AND NATHAN HEDGPETH

Kevin Rossel was named Employee of the Month. Kevin Rossel works in the IT and Design department, and he has been behind the scenes creating and running the company website and tracking online revenue. He is currently working on a tool to automatically import all the sales made on the company's website into quickbooks. Kevin enjoys spending his free time grilling, riding his bike, and programming. Kevin is a role model for the company and a team player who continues to surprise us with his knowledge and work ethic.

HR gives presentations once every two weeks to inform and educate employees on news surrounding the company, as well as training to maintain a safe work environment. HR recently presented about policies regarding appropriate email and internet usage, as well as conducted a training on racism. The HR department leads the company through expectations and open discussions in order to create awareness and dialogue regarding these topics.

The HR department leads team building activities and games in order to create team bonding between different departments. HR will generally host a fun day once a month where the company will participate in games such as Among Us or Skribbl.io, or watch a show such as The Office or SharkTank. When going into breakout rooms, we generally try to get members from each department together that way more members of the company can meet and bond with each other.



# Accounting

WRITTEN BY SRUTHI RAYAPROLU

The accounting department manages the company finances, pays company taxes and bills, distributes payroll, records sales invoices, and more. The year started off with a careful budgeting of our finances, and requesting a 350K loan from the GreenHouse board. From there, the team has transitioned into creating financial statements to represent the economic standings of our company. As of 2/26, the accounting department has received 200 individual customers and sold 325 products, which is a great start to the sales ahead!

Thank you for supporting TheGreenHouse. We are looking forward to the coming months as a company!

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