

## Bimonthly Tasks for October: Weeks 1-2

60 pts - Each department leader needs to show evidence of completion on or before October 18th. Tasks completed early can be turned in and verified at any time. It is the responsibility of each department leader to make sure that this is done. All members of the department will receive the same task points. All late work will be worth 1/2 credit.

### Sales Department

#### Task 1: Department & Leadership Meeting:

Make copies of this sheet and meet as a department and assign all tasks for the next 2 weeks and fill in task sheet with names. Turn in a copy of this Task Sheet for your department to the CEO and teacher as soon as possible. In addition you will be presenting the list of initial products or services that the company will be offering as it begins sales. Meet with your teacher to go over the final ideas and make final adjustments and be prepared to present the Product Line list at one of the leadership meetings in early October. You will need to get approval from your leadership team of you proposed Product List.

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Vice President of Sales   **5pts    Evidence: Complete and turn into CEO & Teacher/Products presented**

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Vice President of Sales   **5pts    Evidence: Finalize Product Lines and approved in a vote by leadership team**

#### Task 2: Elevator Pitch Competition: (HIGH PRIORITY October 2nd deadline)

The submission of this will be the top priority for your department and sales in the first 2 days of the month. With the VP of Digital Media and Chief officers, select the best pitch and plan to make a new final recording on Wednesday October 2nd with the person who submitted the pitch, upload it to the Competitions Manager found in the Hub. Meet with your teacher to get guidance on how to upload the files. If the company submission make get recognized for a top award, your department will get a bonus for this task.

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Employee Responsible   **10pts    Evidence: Elevator Pitch Entries submitted for nationals**

#### Task 3: Pricing Strategy:

Review the Pricing Strategy from the VEI Task Matrix. Determine the pricing strategy that the company will use in selling their products. Write up a paragraph defining the company pricing strategy and why you decided on this strategy. Send a copy to the Marketing department to use for the marketing plan and a copy to the CEO to use in the business plan.

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Vice President of Sales   **5pts    Evidence: Pricing Strategy Write Up → Canvas October 1-2**

#### Task 4: Product Number System.

Using the product list that was approved in task 1, develop a product number system that will be used by the company. Review **Product Numbering** from the **VEI Task Matrix** under **Sales** and develop a logical product number system for the company's products that has the ability to expand to more products if needed. Assign each category and individual product or service with a unique product number. Turn in the updated product list with product numbers, COGS, retail price and how many you want for your initial inventory

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Employee Responsible   **5pts    Evidence: Completed Product List → Canvas October 1-2**

#### Task 5: Out of Network Business Contract:

The Vice President of Sales will be lead on this task and responsible for completing the company business contract. This should be top priority for the 2nd week of October to try to get this submitted at the end of the 3 week. It is essential to gain funding to meet payroll on November 1st, when employees get their first paychecks. Review the Business Contract information from the **Task Matrix under Sales** and download the **Business Contract, BusCon Application** and the **BusCon template**. Complete the BusCon application. See your coordinator and senior mentors to help you through this process. We will be setting a business contract with the VEI Office in mid-October.

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Vice President of Sales   **10pts    Evidence: Out of Network Business Contract application → Canvas October 1-2**

#### Task 6: Product Research:

From the list generated in task 4, and assign team members to research the products of each category and write up the product descriptions. Divide up the product responsibilities with your team. Each team member will be gathering the details about the products the company will be selling and should include; product description, color, cost, price, product number, features, etc. Use the **Product Detail** file found in the **Task Matrix** to gather detailed information about each product and submit the finished product sheets in Canvas. See the examples in the first two tabs so you know what is expected in this task. The Vice president should check for accuracy and enough detail in the associate profiles to make sure the information is ready to be sent to digital media for the website and art department for the catalog. The art and digital media departments will be using your product description for the catalog and website.

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All Associates   **20pts    Evidence: Completion of all Product details → Canvas October 1-2**