

THE JOURNEY OF 10 CHEFS N' A GOURMET BUNDLE

Fall 2013

Virtual
Enterprise
International
Organization -

With an emphasis on college and career readiness, VEI is an in-school, live, global business simulation that offers students a competitive edge through project-based, collaborative learning and the development of 21st-century skills in entrepreneurship, global business, problem solving, communication, personal finance and technology.



Madison Park TVHS - Boston, MA Business Technology Students

PRESS RELEASE - October 28, 2013

10 Chefs N' A Gourmet Bundle Is Coming To The VEI Community

VEI's New Firm Creates A Fresh And Healthy Eating Option

Boston, MA - Italian, Mexican, and Vegan bundles are among the gourmet bundles that will be available to the VEI community when 10 Chefs N' A Gourmet Bundle open its doors mid November. This gourmet grocery store is the first grocer in the VEI community.

Visiting the [10 Chefs N' A Gourmet Bundle's Website](#) will prove the creativity and ethnicities of the company. The Website will showcase the different gourmet bundles with their products; fruits, vegetables, drinks, and other gourmet bundle options will be highlighted. Some bundles can be purchased as a vegetarian option or with meat products.

"We are excited to open 10 Chefs N' A Gourmet Bundle," says employee Yvenson Darius. "We have created 10 Chefs N' A Gourmet Bundle to help our customers choose and manage a healthy life style through creative smart food choices."

Presently most households have special dietary needs. We at 10 Chefs N' A Gourmet Bundle want to support those dietary grocery needs.

Owned and operated by Madison Park Technical Vocational High School Business Technology seniors, 10 Chefs N' A Gourmet Bundle is committed to helping the VEI community eat healthier.

Global Business Challenge

FrogBox Case Study

Students that registered for the GBC received a Harvard Business School case and had the opportunity to read and review the case to examine the challenges, opportunities and risks facing a global company.

On the morning of the event, students were assigned to a multinational team of 9 students and were given "The Challenge." The mission was for each team to analyze company data, identify relevant information for the assigned task, and prepare a solutions-based presentation to industry partner judges. Each team was provided with one laptop and a flash drive in order to prepare their presentation. Teams had to complete their mission in 2 hours.

As the teams worked, judges had the opportunity to observe and evaluate performance, professionalism, and effectiveness. This evaluation contributed to the team's overall score. At the end of the 2 hours, teams created a 10-minute presentation to judges, followed by 5 minutes of questions. In addition to the criteria of teamwork, teams were rated on their analysis of the company, the strategies they recommend and the strength of their answers to judges' questions. Scores were computed and the top six teams were announced at the official closing of the Global Business Challenge.

Roodly Charitable (above in the red shirt) and his team, one of six teams that moved onto the Championship Round.



The Global Business Challenge (GBC), which is sponsored by [HSBC Bank USA, N.A.](#) and the [New York Life Foundation](#), is a unique opportunity for VEI students to experience the global economy and develop expertise that will be critical as they move forward in their education and careers.



2014 VEI
Trade Show
Booth #39

Wednesday night setup

The International Trade Show New York, NY

The Virtual Enterprises International Trade Show allows students from around the world who participate in the world-wide network of VEs to exhibit a wide range of products and tout their marketing campaigns. Students have been mentored and supported by a who's who of top U.S. corporations. From the moment the trade bell rings, until the final nanosecond of the closing bell, some 150 businesses will be racing against time to log sales of highly desired goods and services to increase their bottom line and sustain their virtual employees' lifestyles.

CEOs, Marketing Directors, and Sales Managers from VE companies around the world and across industries have spent months priming their sales force with positive thinking, planning their marketing strategies, building their displays, and devising innovative ways to outsmart and outsell the competition.

The trade show is the culminating event of [Youth Business Summit](#) week. Other Summit events include the annual [National Business Plan Competition](#) and the [Global Business Challenge](#).

The top three teams of the National Business Plan Competition will be announced at the opening ceremony of the Trade Show. **Students will be able to compete in various competitions related to the event: Best Booth, Best Sales Pitch, Best Web Page and Best Catalog.** The International Trade Show took place at the 69th Regiment Armory in New York City.





Rosalvens Saint Jean, CEO
 My Truong, CFO
 Reti Johnson, VP Sales & Marketing/
 Editorial & Communication
 Dunia Andrade, Administration
 Roodly Charitable, Sales & Marketing/
 Editorial & Communication
 Yvenson Darius, Human Resources
 Raymond Gonzalez, Sales & Marketing/
 Editorial & Communication
 Sherley Santana, Human Resources
 Margarita Vega, Finance

10 Chefs N' A Gourmet Bundle Receive Three Honorable Mention Awards

The Business Technology students of Madison Park TVHS received three awards out of the four category competitions in their first year at the 2014 VEI Youth Business Summit.

The Basic Division of the Best Website Competition is defined as companies that use pre-made templates and WYSIWYG (What You See Is What You Get) graphical editors that create the coding for the website automatically by generating HTML/markup by the use of a visual designer. This is a website that does not utilize any advanced coding: i.e., Java, PHP, ASP.NET or involve any database-driven technology. Use of straight HTML and templates are acceptable. CEO Rosalvens Saint Jean, created the Website with the help of Website maker WIX. Saint Jean created the content, pages, and shopping cart. Sales & Marketing personnel Reti Johnson & Yvenson Darius provided the product photos and Business Tech teacher Belinda Ranstrom provided the grammar proofing. Due to Saint Jean's commitment and the other Chefs teamwork an Honorable Mention in the Website Basic Division competition was awarded to the business.

The Sales & Marketing Reps Reti Johnson and Yvenson Darius created the 10 Chefs N' A Gourmet Bundle catalog. With the help of recipe hunters Sherley Santana & Rosalvens Saint Jean, and proofreader Belinda Ranstrom, the catalog was the second Honorable Mention award for the business.

10 Chefs N' A Gourmet Bundle's third award was an Honorable Mention for their Trade Show Booth. CFO My Truong was in charge of the booth setup and schedule. Yvenson Darius was given the task of packing and keeping track of all booth bags. Dunia Andrade, Administration and Roodly Charitable, Sales & Marketing, gave great support in the design and set up of the booth. The cleanup was a true teamwork effort.

