

ADP



COMPANY

ADP Company

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Tables of Content

Modules 1..... Pg 3

Mission Statement..... Pg 4

Modules 2 & 3..... Pg 5-7

Modules 4 & 5..... Pg 8-11

CSR..... Pg 12-14

Modules 1

Describe the purpose of your company. What product will you sell? What is the name of your company? What is missing in the current marketplace that you can address with your company's offerings? What are the advantages to developing the company that you have envisioned? Are you creating a market for a new product or are you looking to enter an existing market where you will compete for shares of the market with established companies? What are the challenges for your company with respect to entering the marketplace? What will be the channels of distribution for your product or services?

The purpose of our company is to showcase different unique styles of a woman, within her evening wear, no matter the size that she is in. The products we will be selling are evening gowns that can be worn on a date, a red carpet, or any special event. The name of our company is ADP. What is missing in the marketplace is providing and creating evening wear that will look high quality without spending so much money. Every woman wants to feel expensive within her garment, without breaking the bank. The advantages of developing the company that we have envisioned are providing a tailoring service, in which we can fix the sizing of the garment. We have two payment services, in which you can buy the dress or rent it. Our company is entering a new marketplace with our services. Most customers sometimes will purchase a garment, and then return it and want their money back. We will give the customers the option to either rent the dress or buy it. The challenges for the company when entering the marketplace would have to be if the customers are willing to comply with the rules when renting the dress. The channels of distribution of our product and services are customers have the options of purchasing our garments in-store or online.

Mission Statement

ADP's mission is to provide empowerment towards our community that drives long-term loyalty for a fraction of the cost.

We selected the elements of saving time. Women enjoy dressing up after work on a Friday night, weddings, and many more events. However, most women would enjoy their evening wear for the day and are left in their closets until the dust is collected, resale online, or donated. This is why ADP was founded in 2021, to give women the opportunity to rent garments.

The mission statement reflects on the company's core value of a commitment to innovation and sustainability. We encourage taking risks while elevating others. ADP strives for protection over the environment with proper care and connection throughout the world.

Modules 2 & 3

Modules #2

Describe the type of environment you wish to create for your customers. Identify (in the space below) specific tangible and non-tangible elements of the store environment. Include exterior and interior spaces as well as methods in which merchandise will be displayed.

Our company will have a brick and mortar and e-commerce. The brick and mortar will have a spacious area, in which all of the garments will be placed based on style, size, and color. The room will be spacious since it will give room for the customers to take a look at different garments. We will have a fitting room, in which the customers can try on the garments and see if they like the style. Outside of the fitting room, we will have a tailor in which they can assist the customers. The customers can then decide if they want a dress and if they want to make any changes. After the customers make their final decision on the dress, they will then decide if they want to buy the dress or rent it.

Discuss the potential misbehavior that may affect the well-being of your company. In the space below, list potential customer misbehavior and articulate your policies for addressing these (i.e., shoplifting, fraudulent returns).

One potential that may affect the well-being of our company is if the customers decide to rent the dress, however, they do not return it or return how it was originally made. Our company offers a time period of which the customers can return the dress. We give a 3-4 day return rent period. If the customers go over those days, they will have to pay a 20 dollar fee.

Follow-up after the sale. Sales associate training. Return policy.

We will give discounts to our customers who have been loyal to our brand for some time now. We will give discounts based on our company birthday, holidays and customers birthday as well. Our employees will be heavily trained. We teach our employees how to handle ruffle customers, how to describe different types of gowns and styles the customers want. We will have a specialized tailor who knows how to construct different garments. Our company has a 30-day return policy. If the customers brought a dress and they changed their mind about it, they can

ADP Company

always return it, as long as they have the receipt. Now if the customer rents a dress and they wore that dress at a specific event, they have to return the dress 3-4 days later.

Explain the rationale for the store policies you implement. How does each policy reflect your company's mission?

Each policy reflects our company mission because we believe in the importance of respect. We believe that employees treat customers right and vice-versa. We want everyone to be treated right and have our company offer the right service.

Why are the policies you have stated the best choices for your company?

The policies we have stated are the best choice of our company is the right choice, since we operate in class and respect since we are selling elegance in evening gowns.

How are your company's core values reflected in the policies?

Our store policies are consistent with industry policies. Our employees work from Monday to Thursday and will have a three-day break. They will have a one-hour lunch break.

What complications do you foresee with respect to the policies you have established?

Complications we might see in our establishment are customers not following the rules, especially when it comes to returning rented garments.

How will your customers be able to access your code of ethics?

The customers will have access to the code of ethics because it will be introduced by the employees. If the customers decide to rent a dress they will have to sign a contract, in which of that contact it will mention that the dress cannot be ruined and has to be returned 3-4 days.

How do your customer policies reflect your core values and mission statement?

Our customers' policies reflect our core values and mission statement because we believe in the importance of respect and giving what our employees and customers need. We provide elegance and happiness to the customers.

Modules #3

Write your own company mission statement in the space below.

ADP's mission is to provide empowerment towards our community that drives long-term loyalty for a fraction of the cost. This allows for a bigger customer base and loyalty gain in the brand.

ADP Company

Explain why you selected the elements that make up your mission statement.

We selected the elements of saving time. Women enjoy dressing up after work on a Friday night, weddings, and many more events. However, most women would enjoy their evening wear for the day and are left in their closets until the dust is collected, resale online, or donated. This is why ADP was founded in 2021, to give women the opportunity to rent garments.

How does your mission statement reflect your company's core values?

The mission statement reflects on the company's core value of commitment to innovation and sustainability. We encourage taking risks while elevating others. ADP strives for protection over the environment with proper care and connection throughout the world.

Modules #4&5

Below, list the areas that should be addressed in your company's code of conduct/ethics:

Some areas that should be addressed are:

- Employee behavior
- Dress code
- Conflicts of interest
- Communication
- Brand loyalty
- Company values
- Use of Technology
- Use of company property
- Harassment
- Abuse or assault
- Bullying
- Confidentiality
- Discrimination in the workplace
- Reporting misconduct at work

Review your Mission Statement and identify the core values that should be addressed in your code of conduct/ethics

_____The Mission Statement for our company heavily focuses on women looking their best, in which they have the option of buying the dress or renting it. The core values of our mission statement for the company are innovation and sustainability. We believe in recycling garments instead of having our customers purchase a dress and never wear it again, which can be seen as a waste of money.

Write a company code of conduct/ethics in the space below.

Company code of conduct/ethics as stated previously will be more so on both customers and employees treated fairly. Many of our products will be reusable in which we allow our customers to rent the dress for a specific period.

ADP Company

Review your code of conduct and explain how it reflects your mission statement. (If it does not reflect your mission statement, do another draft, and then explain how the two are related.)

Us as a company we stand for recycling garments instead of having our customers purchase a dress and never wear it. Having to stand for something that can save the planet is super amazing and brings awareness not only to our customers but to other businesses. We love to greet and guide our customers which gives off a positive note on us as a company. Our code of conduct relates to our mission statement because we believe in treating our customers right and giving what they want. We also believe that our employees should be treated right, such as having a good lunch break and getting paid right. We also believe in one having one day off.

List the potential conflicts that may arise related to the products you offer (i.e., copyright infringement, safety issues, regulatory issues).

In any company, there will be conflict. In ADP, we strive to create solutions for customer and employee satisfaction. Some potential conflicts we may experience can be the following. Making arrangements to work for a vendor or client at a future date while continuing to do business with them. Accept payment from another company for information about your employer. Failing to investigate a subordinate or coworker's wrongdoing because they are a friend. Sharing confidential information about your employer with a competition. Accepting a favor or a gift from a client above the amount specified as acceptable by the company. Accepting consulting fees and providing advice to another company for personal gain. Take advantage of confidential information learned on the job for your own benefit. Within these conflicts, we can ensure to prevent and by doing, we will like to establish standards we accept and showcase that by bringing awareness.

What (if any) uncompromising principles will you apply to design and development?

Sustainability is important to uncompromised for ADP. We will utilize natural fibers to increase biodiversity and recyclable fibers. We expect to help climate change by reducing greenhouse gas emissions. Packaging and all aspects in the design process will be 100%

ADP Company

recyclable and plastic-free. protects the planet by sourcing as many sustainable materials as possible such as cashmere, organic cotton, or fibers from the forest i.e. viscose which is traceable and sourced from renewable sources. Promoting cruelty-free methods. Organic cotton, ethically sourced wool, regenerated cashmere, recycled textiles, while excluding fur and leather. Not to mention respecting the supply chain with transparency and respect. Fair wages, respecting different cultures in the communities, and gender equality.

Describe, as specifically as possible, the products you will sell. Also, describe how your product/service will be renewed over time (i.e., How will you maintain market share?).

Our company is called ADP. It is the initial of the owner's first name. We are selling evening gowns for women for different occasions. What's so unique about our company is everything is made from scratch, from the designs, the selection of the fabrics, and the process of creating the garment. We offer a service in which the consumer can either buy the dress or rent it. Our products will sell successfully because we cater to different body shapes. Not only do we cater to different body shapes, but we also specialize in tailoring. We want the consumers to feel great when wearing the garment. We believe in customizing the garment based on the woman's shape and size. As our company grows we will offer catalog and mailing promotions. Holidays are around the corner, we will mail out catalogs every 2-3 months, in which the consumers can take a look at different styles. We will maintain our market share by keeping in track of our competitors by scanning through their yearly reports and making a comparison of ours, to see what we can do better. We will also do a monthly survey, which it will be sent out by email. The purpose of this email is to get our customer's feedback in addition to showcasing new styles that they can rate from.

What (if any) uncompromising principles will you apply to design and development?

Any uncompromising principles we will apply for design and development is lateness in garment material. We believe in the process of creating the garment from scratch, instead of wholesaling gowns. We have a time limit in which we have different collections based on the season. We believe in doing things early than on time.

Describe how the development of your products reflects your core values and mission statement.

Having a product that stands for protecting nature is simply amazing and something consumers see as a no-brainer. We give our customers the option to buy or rent because we have

ADP Company

individuals from all economic groups who shop with us. Having something affordable for everyone creates a better view of your business as well as creates a bigger customer base for the team. Also being the fact that everything is nature friendly, customers see that as a business that's more than just about making a sale but also stands for a safe and friendly environment.

How will you prevent or resolve ethical issues related to design and development?

We are a company that stands for not only has the best and most nature-friendly ideas, but we also stand for having a company where employees are treated with respect by all and feel comfortable being a part of the team. We don't approve of bad behavior in the workplace as it can stand against what we stand for, which is to be a friendly company for all. It all starts from 1- building a culture of integrity from the top-down. 2- Establishing a strong foundation. 3- Assess all your needs and resources. 4- Building a team we can trust, as well as a group of people who we think, can help the company excel. We are a company of faith, environmental love, quality over quantity, and we care more about the customer leaving happy than making an actual sale. We're happy with how the team is going, and we will make sure everyone and everything within our brand is well taken off.

CSR

What type of business do you own? What is the name of the company?

The name of our company is ADP. ADP stands for the first initials of our team names: Aminata, Daisy, and Phil. Our business is special as we are able to contribute unique ideas and take them into action. The type of business we own is a limited liability company to protect against one another for personal assets. It works for us because we are also a partnership. Our business incorporates women's wear specializing, but not limited to the future, to evening wear. We serve our customers the best and most affordable quality. Prices of our garments are significant to us because we understand there are certain products others cannot buy due to the fact that it's expensive. However, we are not lowering our standards in pricing because we ensure amazing products. Not only is price affordable, renting is too. Usually, in special events, most women do not like to reuse the same outfit for the next special occasion. This causes more money to be spent, and more unwanted clothing lying around in our closets. We are changing the fashion industry by not only giving customers renting options for our products, but we are also incorporating customization and live creations to satisfy customers' needs. By doing so, we will be using scraps of fabric to reuse that way we are saving the environment and expanding creativity with limited sources. In a sense, each piece made by a customer is a one of one. This builds self-confidence for customers. We believe this is a great way to engage and build loyalty with customers for longevity. Not only are we looking out for our customers, and employees, but we are also looking out for society as a whole. For example, charitable donations to those who are in need can benefit as well. We hope to innovate ways in helping any way possible to our community.

What is the company's mission/vision statement?

The company's mission statement is to empower every person to achieve more. Breaking the fashion industry by becoming a leader to your own vision in life. Establish a well-deserved work and life balance for employees, and sustainable clothing for brand loyalty towards customers. That way, our company can continue to expand globally and internationally. We believe in transparency, so we do our best to commit to the vision of the company. We do not believe in taking advantage in any circumstances. Higher ethical standards translate into trust. The company's reputation will be recognized in hard work and goodwill. Our values are innovation, diversity, corporate social responsibility, environment, and trustworthiness. The vision is to generate opportunities in every community and country for maximum growth and a positive impact.

What is your company's goal? Ex: To increase market share by 10%

Our company's goal is to have multiple shops around the United States and hopefully expand to different countries. Our company is able to create different garments for groups of people who are in different cultures.

What CSR strategy will your company implement? Why? How will this benefit the environment? How will this strategy help reach the company's goal?

Corporate Social Responsibility is very important within a corporation. CSR focuses on having high morals and partaking in social responsibility that fits the brand aesthetics. Strategies that we the brand will implement are reward and legitimate power. Reward power and legitimacy will benefit the environment, especially groups of people who shop with us and also our employees who work with us. Oftentimes when you think of the environment you think of natural materials, waste, pollution, and recycling goods. The environment can also be the surrounding of people and how they are treated. We believe in giving out reward power to the customers since they have been shopping with our brand for a very long time. We will also give rewards to our employees. We will give out discounts, gift cards during birthdays and holidays. We also believe in legitimate power in a sense of treating our employees right. We do not tolerate bullying. Everyone from our customers to our employees will be treated with kindness and respect. This strategy will help reach our company goals because we believe in serving a purpose in creating gowns that will increase the woman's confidence, no matter the size she is in.

How does the CSR strategy relate to your business purpose?

First off, CSR is a business model that helps a company incorporate social responsibility by the impact it has on the community including social, economic, and environmental ways. We're a company where saving nature and helping the community are our main goals to exceed. We have a goal to get to every customer, show them our products and how they help save the environment, build loyalty with all our customers, and create a connection with them. This allows us to build a brand where all consumers shopping with us have a reason to want to come back. The CSR strategy targets ways a company can be impactful in the community. Our brand also focuses on a model called The 4 Gs. That stands for Greet the customer. Guide the customer to whatever they are in need for, Go take care of what the customer asked for, and get back to them with a result they're looking for. This tactic allows our shoppers to feel at home the minute they walk through the door. We want to be a brand that feels more than just a business. We want it to feel more like a place where you can learn new things, have a great experience, and leave with nature-friendly products. The CSR exceeds our customer's expectations as it helps us plan accordingly as to what needs to be done to excel with our brand. We're in

this for the community, our environment, our customers, our families, and most importantly to provide something never done before.

What type of policies will you enforce to ensure your employees understand and follow the company's ethical values? How will you enforce these policies?

How will these policies benefit the company as a whole? Answer - Some of the great policies we as a brand would enforce would be 1- The equal opportunity policy where no matter where you are from and what you believe in, you are welcome to be part of our team. 2- Workplace health and safety to help ensure cleanliness in our business to guarantee a safe environment for our employees as well as shoppers. 3- Employee disciplinary action policy which would create integrity within our company and it would ensure that if any of our workers feel like they're being harassed/bullied there'd always be a disciplinary action taken upon the guilty individual. 4- Employee complaint policy guarantees that if anyone in our brand feels like they want to speak on a situation they're going through at work they can file a complaint which would be looked at by a member of our management team, and lastly 5- Attendance policy that ensures that all employees are given a clock in the calendar that helps us calculate how well attendance is throughout our employees to ensure we have responsible and ready to work team members. These policies are created to benefit our employees but to mainly ensure we can be the best possible brand out there to not only ensure The best team is out there taking care of the brand but also ensure we create policies that will help exceed customers' needs and wants at all times. At the end of the day, we have a brand and customers who want to shop so it's our job to take care of them, show them what the brand stands for, explain to them what our products stand for, what their goals are, but mainly to give that awesome A1 customer experience to all our shoppers.