

To the Krew,

As we have now closed the month in April 2023 and we are just 1 month away from summer. I want to say before we start the busier period which usually begins in May, that we appreciate everyone's hard work. More importantly we appreciate all the krew we now have that are more experienced and have stayed with us since last summer and earlier. Every year, the company runs smoother than the previous because we have more krew who know how we do things and can train up our newer krew. This is so important for us to grow and we are very glad that you all are happy to want to stay with us.

We had a fun day playing a Ping Pong tournament, however, I ended up winning the tournament against Lorenzo which is a bit embarrassing for the krew. So I recommend next time, you all play a little harder and the ones who didn't turn up, you can come challenge the boss, the current defending champion! We will try have another Ping Pong day in May, if not it will be in June.

Overall in the organisation sales went up by +2.75% this year in April. Very little. I had expected more to be honest as it includes all the businesses we have now (not just Krown Krew), that we did not last year (Krown Kustom, Krown Katering, Kultur Network). The fact that it was our least busy month of the year so far is very surprising.

The results from business to business can be seen below under specific business info, and as you can see 'Krown Krew' underperformed slightly against its own results last year. The above is overall growth in organisation (+2.75%).

For this reason, I would hope we are always growing the organisation as we start more ventures and we did this month, however, it was too close to call.

We have noted it down for next year to insure that we push extra hard for new clients and jobs before this month (April) next year. This will hopefully prepare us more and stop this from happening again. Last year, we had far more removals jobs in April, there also was not much events work till later in the month. So next year we may focus more on this when April comes.

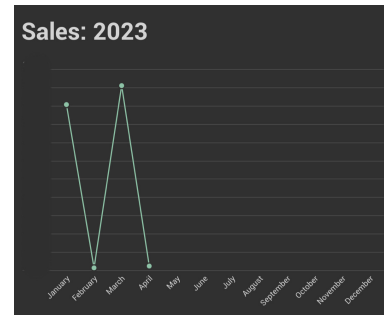
There are so many positives to take away from the beginning of this year, that we want to focus on that. We had not anticipated the incredible January we had this year and we are very surprised to have had one of our busiest months of the year in that month, thanks to new company Krown Katering.

We can never guarantee the coming summer will be busier than last, as it depends on so many different factors. However, we can say that, currently we are more booked in advance than we were at this point last year. Hopefully this means good things and we know no matter what we will have lots to do for the krew that we do have. We also work hard every day to take further steps towards getting us more work and creating more jobs and opportunities.

Good news regarding 'Krown Katering' is that some more jobs have been booked for the end of April and May. We also had Sigrid earning herself a bonus for her great work doing sales calls, landing us a new client. For this, she will be getting a 200kr bonus and we hope she can land us some more new clients before summer starts.

We also have a new show from our media company 'Kultur Network' called 'Kebab with Khalid' that is hosted by one of our past employees at 'Krown Krew'. It was filmed by Lorenzo who works both for 'Krew & Katering'. This also led to a +41.2 increase in followers / subscribers across all platforms which is what we want. More followers means more engagement and views.

So please support us with this and go give it a watch and if it's not too much to ask, then go like, share and follow/subscribe.



NEW: Krown Krew Legends Area

We have now created a part of the website that is just for the Legends of the krew. This area is specifically only for the krew we have in our 'Legends' department. Please do not share the password for this part of the Members Klub with anyone. All Legends must read the 'Rules & Expectations' inside this area specific for this krew. We will be adding more content and features in the near future.

Krown Krew

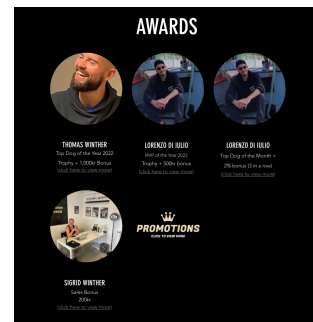
Krown Krew underperformed by -15% compared to last year in April. Reason being, we had more work with removals. This is something we will try to focus on next year. We also want to break our way into more construction work as we know this could potentially provide us with a lot of hours. As this is the first time it has happened its good motivation for next year.

I would like to mention as I did last month the importance of doing all the correct things that we ask on all jobs. Follow our 'Rules & Expectations' and make sure to read the pdf for the level relevant to you. Visit 'Documents' in the Members Klub or [click here](#).



Krown Krew 'Top Dog of the Month'

Lorenzo is 'Top Dog of the Month' for the 3rd time in a row & receives a 2% bonus from his combined salary the last 3 months! He has been part of Katering jobs, Kultur Network and of course lots of Krown Krew jobs this month, so it's well deserved! Visit the 'Awards' section in the Members Klub for more information or by [clicking here](#).



Krown Katering

Finally it's picking up for work a bit after a couple months with barely anything. We also landed some new clients and hope that this is something that continues in May. When this business is running well it will be a game changer to our whole operation. We need some more catering pictures for our social media and website, please make sure to take some should you get a good opportunity to do so and send them to us. It is always very much appreciated!

Krown Katering 'Top Dog of the Month'

Lauritz is 'Top Dog of the Month'!

Visit the 'Awards' section in the Members Klub for more information or by [clicking here](#).

Awards / Promotions / Bonuses

We got few pictures from some of the krew, however, it was not enough or consistent enough for bonuses. Please remember we appreciate as many picture and videos as possible!

Sigrid earned herself a well deserved sales bonus this month for landing us a new client for Katering.

Visit the 'Awards' section in the Members Klub for either 'Krown Krew' or 'Krown Katering' depending on which is relevant to you.

Krown Kustom

We made our finalised and delivered our first order from 'Krown Kustom' successfully and within agreed delivery time. We know this is a small step towards something we believe will be bigger once we have the word about our service and what we can offer out there.

I would also like to repeat what I said last month, so you all understand the opportunity here. We are happy to say that we are slowly getting ready to do more things with Krown Kustom and have had some orders from new customers already. One of the things we want to do is launch some of our own clothes and designs, some of which will be connected to Kultur Network as we already have been connecting the 2 ventures by sponsoring the new show 'Sjov med Maisha' and upcoming show 'Kebab med Khalid'. We will be doing this more in the hopes that one day when the channel is more popular we will be able to sell such products.

It will also create a new opportunity for you all to start your own brands and designs for t-shirts, hoodies or other things should you choose too. We can guarantee that you will not be able to get better prices from any other business in Denmark. If you think you can sell 10 or more t-shirts, then this may be a good way to make an additional income, specially during these quiet periods when you may have more time on your hands.

We can also provide you with our designs from 'Krown Kustom' & 'Kultur Network' for you to sell and make commission off. There are many options, however, it is very different and will most likely only be suited for a select few people who may have an interest in such thing or have a good network that they see an opportunity.



Kultur Network

This month we released 'Kebab med Khalid' and would appreciate if you all have a watch inside the Members Klub or directly on YouTube. We also delivered our first BørneHjørnet children's story and will soon be releasing some more learning songs. So if you have any children, please show them our videos and let us know what they think and what they would like to see and hear.

All of this lead to +41.2 increase in followers / subscribers across all platforms (YouTube, Instagram, TikTok). Facebook will properly sorted next month.

Krown Kommunity Foundation

As much as we would like to organise something for the foundation, I think we have too many things to focus on at the moment. We want to aim for completing at least 1 foundation project this year, however, time will tell if we can get out done.

You can read about all the good we do in the community on our 'Foundation' page.

Visit the 'Members Area' or [click here](#).

Kit

To view kit for work: Visit the 'Members Klub' or [click here](#).

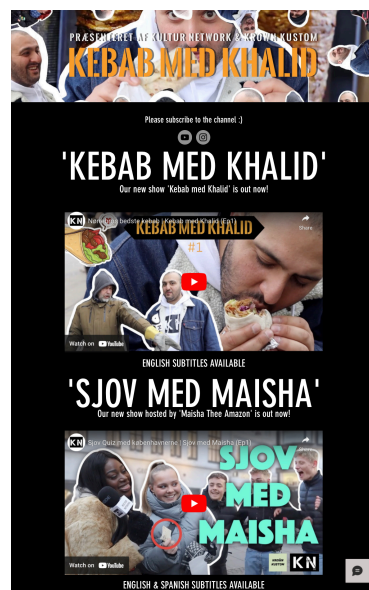
Krown Krew Playlist

To view & listen to some music from krew members, past and present then check out 'Krown Krew Playlist'. Visit the 'Members Klub' and go to the 'Entertainment' section.

You can also listen to our Spotify playlist for some great tunes when working.

We want to hear some songs from your hometown!

If anyone has any suggestions or makes music of their own that is on Spotify, let us know



Tax Deduction & General Tips

This year you have the possibility to receive more money back for travel expenses because the fee this year is higher due to travel expenses going up, this is for any jobs that are more than 12km each way. You can have a read now in the Members Klub on the 'Money & General Tips' page.

Workfeed' (App)

If you are experiencing any issues with the app like not receiving notifications, unable to check-in / out or anything at all, then please let us know immediately.

Social Media

Please remember to follow, like and add our social media accounts.

Facebook:

Krown Krew: <https://m.facebook.com/krownkrew>

Instagram:

Krown Krew: <https://www.instagram.com/krownkrew/>

Krown Katering: <https://www.instagram.com/krownkatering/>

Krown Kustom: <https://www.instagram.com/krownkustom/>

Kultur Network: <https://www.instagram.com/kulturnetwork/>

LinkedIn:

Krown Krew: <https://www.linkedin.com/company/krown-krew>

Krown Katering: <https://www.linkedin.com/company/krown-katering>

Krown Kustom: <https://www.linkedin.com/company/93282060/admin/>

Krew Playlist: <https://open.spotify.com/playlist/0WuIGsBxCxKA4eqxt9KlJP?si=TeRcA1vuQP6RsQre96cgrw>

MUST READ

- Read new and updated 'Information' pdf. [Click here to view.](#)
- Read what is expected from you on your level & how to be promoted. [Click here to view.](#)
- If you have been Krew Chief then you must read the information for Krew Chief's. [Click here to view.](#)
- All krew must read and understand 'Rules & Expectations. [Click here to view.](#)

Thanks for a month that has gone very smoothly, although results were slightly low, we think we can fix this next year in April and try beat our all time record for April in 2024. We look forward to a great summer!

Regards,

Pete Kennebo
Founder / Director

www.krownkrew.com
www.krownkatering.com