

BUSINESS COMMUNICATION/GROUP WORK PROJECT

BUSINESS PROBLEM TO SOLVE/ MARKETING

SCHEDULE:

1st & 2nd days:	Brainstorm (keep track of ideas), get organized, decide on solution Decide on method of how to correct problem
3rd & 4th days:	Practice Presentations and complete advertising sample
5th day:	Presentations

PART I

OBJECTIVE:

BUSINESS PROBLEM TO SOLVE

Solve the assigned problem with your business or company
Everyone in the group participates
Be able to identify the roles that individuals play in an organization
Be aware that people bring their “baggage” with them to work
Be aware of how egos can affect solutions to problems
Develop skills in working together...everyone matters.

GUIDELINES:

Solutions must be practical and feasible
Students must think and act according to their assigned roles
Be prepared to make a presentation that is worthy of a grade above 90
Be prepared to justify your solutions...be able to answer questions about why or how you propose to make your business/company work

GRADING:

Staying on Task (points off for every conversation I hear about anything other than this project)
Believability of solution
Creative/original approach to solving problem
Presentation

SAMPLE BUSINESS:

Skateboard Shop
Music Store
Specialized Clothing Shop
Restaurant
Sports Store
Western Clothing Store- for men
Electronics Store
Sports Plaza
Candy Store
Exotic Animal Pet Shop
Fast Food Octopus Restaurant
Advertising Agency
Sports Monogram/Silk Screen Shop
Dry Cleaners

POSSIBLE PROBLEMS that will have to be solved by business “employees/owner/manager”:

Certain designs are not selling
OSHA coming in to check on factory conditions
Customers returning CD’s (saying they are scratched)...
 advertised policy allows this to happen
Can’t sell the black t-shirts that were ordered
Chicken soup that once made the restaurant famous-is no longer selling it and
 the new Chef doesn’t use original spices
Too many soccer balls left over from special fall sale
Christmas supplies are arriving late & the company president is coming to inspect
Christmas toys will arrive late
Representative for the store committed crime
Large chain store has moved into mall and taken customers
Decline in sales
Rumor that the red dye in food/candy will cause cancer
Employees are causing problems and impacting sales by arriving late, not keeping
 store cleaned, letting friends come by to visit, stealing office supplies
A “bad” newspaper article has done damage to your business’ reputation

BUSINESS PRESENTATION ORDER FOR PART I & II

1. DESCRIBE BUSINESS
2. IDENTIFY PROBLEM
3. DESCRIBE HOW PROBLEM HAS AFFECTED BUSINESS
4. GIVE SOLUTION
5. DESCRIBE HOW SOLUTION AFFECT BUSINESS OR HOW BUSINESS WILL BE AFFECTED
6. ADVERTISEMENT (Part II)

PART II DEVELOP MARKETING CAMPAIGN – PRESENTATION (both written and verbal)

1. Slogan – TV and radio
2. Newspaper Ads
 - a. Full page \$300
 - b. Half page \$150
 - c. Quarter page \$75
 - d. Eighth page \$40
 - e. Business Card \$30
 - f. Color – add \$50/color
3. Community – target who will be in your shop/business
4. Include music