

BPA PROJECT

Team Events: SBM, GMT, PMT

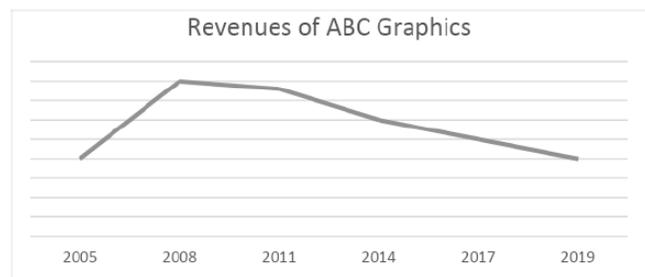
SBM/GMT/PMT

- Description:** This project is based on the Small Business Management Team, Global Marketing Team, and Presentation Management Team events. See the back of the page for the specific topics.
- Finished Product:** Your completed PowerPoint presentation should be emailed or shared by midnight on the due date. Your PowerPoint should be 20 slides in length. It should be PROFESSIONAL, PERSUASIVE, and PERFECT (no spelling or grammatical errors). You need to tell the story of your business plan in this PowerPoint ... and it needs to be DETAILED. Oh, and please make sure the audience can READ the slides (do not use pictures as backgrounds)!
- Grading:** This PowerPoint is worth a total of 300 points.
- Work Days:** September 12, 13, 16.
- Due Date:** Your PowerPoint is due on **September 16**. Presentations will be made over the next several class periods (2-3 per day).

SMALL BUSINESS MANAGEMENT TOPIC

Fred Jackson, owner of ABC Graphics, has noticed that his company has lost a significant amount of revenue over the past few years. Mr. Jackson opened his business in 2005 after graduating from a graphic design program. He is very knowledgeable in the tools used in the graphic design industry. At first, his company thrived and Mr. Jackson was the recipient of many local awards for his successful business. His success continued through 2008 where revenues plateaued and then starting in 2011 began to steadily decrease. This is depicted on the graph below.

Mr. Jackson was concerned that the market had potentially become saturated and that all graphic design businesses were suffering. However, after doing some market research, there are newer companies opening, charging similar prices and are continuing to be successful. The research also showed that most organizations are still paying other companies to complete their graphic design work rather than completing it through their own employees.



ABC Graphics has on staff a salesman and an administrative assistant. Mr. Jackson completes all the graphic work himself. The salesman's job is to find opportunities for Mr. Jackson to complete work for companies. The salesman then takes Mr. Jackson's designs to the companies for their final approval and purchase. Mr. Jackson hired the salesman in 2008 when he noticed that sales began slowing down. The salesman has provided ample opportunity for graphics to be sold, but the final products are not being bought. Most potential clients prefer the design of a competing graphics company.

Prepare a presentation for Mr. Jackson with your suggestions for his company including, but not limited to, the questions below.

1. What might be a reason that organizations are buying artwork/logos from other graphics companies and not ABC Graphics?
2. What are some potential marketplace influences that could be affecting ABC Graphics' revenue stream?
3. What is the business lacking to meet the needs of an ever-changing market?
4. What changes should the owner make to foster/develop future success?

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GLOBAL MARKETING TOPIC

Majestic bears in their natural habitat, eagles soaring overhead, a geyser erupting every 44 to 125 minutes—memories that last a lifetime. In operation since 2006, Grand Adventures is a Jackson, Wyoming eco-tourism company that specializes in nature-friendly wildlife, photography, and sightseeing safaris in the Yellowstone and Grand Teton National Park areas. Public and private hiking, biking, kayaking, and whitewater rafting excursions are popular year-round. Experiencing year-over-year growth and positive recognition for their tour offerings and certified personable guides has prompted the owners to consider expanding their eco-friendly operations.

Your firm has been hired to provide a marketing plan for expansion to a second domestic location (within three years) and a vision for future global expansion in one country of your choice (within five years). Be prepared to justify both expansion markets in your marketing plan and your presentation.

PRESENTATION MANAGEMENT TOPIC

For six years in a row, Google landed the top spot on Fortune Magazine’s prestigious “Best Companies to Work For” list. Famous for its innovative company culture and enviable employee perks (free gourmet food, nap pods, laundry services, and prized parental-leave policies), the industry leader continues to thrive year after year. With 50+ employees, your company is obviously operating on a much smaller scale than industry giant Google. However, like Google, your company recognizes the power of creating and maintaining a positive employee culture that is open to change and innovation.

Your team has been assigned the task of creating a presentation for management with suggestions to improve and innovate the existing company culture. Things to consider, but not limited to include:

- Importance of company culture for a small business
- Significance of hiring individuals who fit your company culture
- Perks and other positive employee engagement initiatives
- Advantages and disadvantages of your suggestions
- Financial considerations and/or constraints
- Use data to support your presentation
- Follow Copyright Guidelines when using company logos and likenesses